

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



ACRM eNews – Advertising

6JAN2021

SCHEDULE — ADS SOLD ON A QUARTERLY BASIS (13 weeks)

OVERVIEW

ACRM eNews tackles today's most relevant stories, gathered from leading news media sources and other critical industry publications. Delivered to the inboxes of more than **11,000+** self-subscribers, ACRM eNews keeps professionals informed of the topics that matter most.

HOW THIS WORKS

- As an advertiser, you will have the ability to track reader response
- Our enhanced technology ensures that your ad will make it through spam filters
- Advertising in the ACRM eNews solidifies your place among weekly information provided to members.
- Advertising in ACRM eNews allows your company to reach industry decision-makers.

MARKETING

ADVERTISING OPPORTUNITIES

- **Social Text Ad** Social Media Icon (35p x 35p) Main Image (215p x 85p)
Leverage the power of words and social media with a 5-word headline and 15-word text ad to drive traffic to your website and social media channels.
- **Banner: Top or Bottom** (468p x 60p) Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

- **Callout Text** (125p x 100p) Integrated into the feel of the brief, a callout text ad targets your buying audience with an image, 5-word headline and 25-word description.
- **Vertical Product Showcase** (300p x 125p) Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.
- **Horizontal Product Showcase** (275p x 175p) Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.
- **Box Ad** (300p x 250p) This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.
- **Sponsored Content** (150p x 100p) 5 unique headlines, logo with max width of 150p
- **Sponsored Video 1** (350p x 200p) Feature your video content with this placement, including an image, 5-word headline, 50-word description and link to a page hosting the video
- **Leaderboard** (728p x 90p) This premier position provides your company with top exposure and quality traffic.
- **Lower Leaderboard** (580p x 70p) The lower leaderboard gives your company a prominent position right under the association's masthead.

DETAILS

Prices listed are for 13 emails. 1 email a week for 13 weeks.

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice

- **Social Text Ad: \$750**
- **Bottom Banner: \$1,130**
- **Callout Text: \$1,130**
- **Vertical Product Showcase: \$1,250**
- **Horizontal Product Showcase: \$1,500**
- **Box Ad: \$1,630**
- **Sponsored Content: \$1,630**
- **Top Banner: \$2,000**
- **Sponsored Video 1: \$2,000**
- **Leaderboard: \$2,500**
- **Lower Leaderboard: \$2,500**

TURBO BOOST YOUR PRODUCT OR SERVICE

Extra amplification? Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM’s exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

CONTACT OPTIONS

- Katy Sell (ksell@ACRM.org)
- Evie Thompson (ethompson@ACRM.org)
- Email ThreeSixtyFive@ACRM.org or complete this inquiry form: www.ACRM.org/salesform

CALL

+1.703.435.5335