

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



ACRM eNews – Advertising

12MAY2021

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.

All submitted content is subject to ACRM approval

ACRM will place an 'advertisement' disclaimer on all ads

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

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

CALL

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