

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## ACRM eNews – Advertising

3JUNE2021

**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

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

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