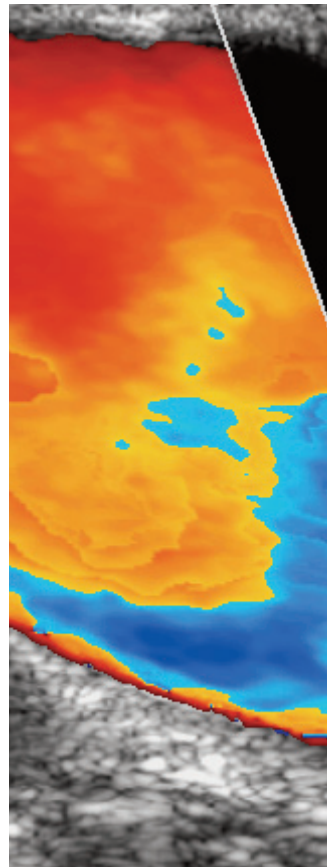


20  
12

MEDIA KIT



AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

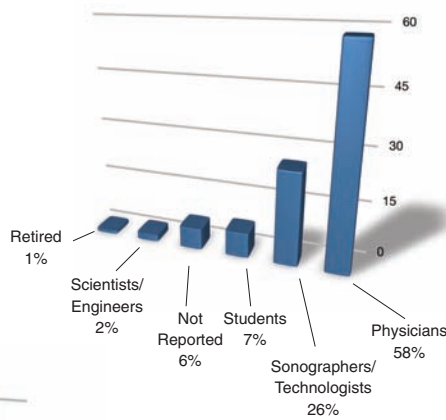


[www.aium.org](http://www.aium.org)

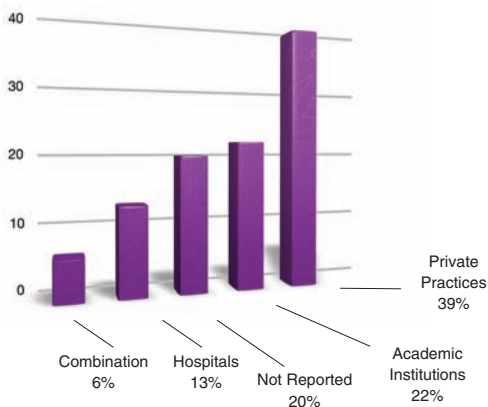
The association for medical ultrasound  
**aium**  
AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

The **American Institute of Ultrasound in Medicine (AIUM)** is a multidisciplinary association dedicated to advancing the safe and effective use of ultrasound in medicine through professional and public education, research, development of guidelines, and accreditation. Established in 1952, the AIUM's membership spans over 79 countries and comprises more than **9000 physicians, sonographers, educators, scientists, engineers, practice luminaries, students, manufacturers, and other health care providers.** AIUM membership has grown more than 8% annually for the past 2 years, showing our ever-expanding presence and value in the ultrasound community.

**Professions**



**Employers**



**Member Locations**

8310	United States
208	Canada
19	Mexico
497	International

**Members by Community of Practice**

As part of a multidisciplinary organization, AIUM members as a whole identify with multiple Communities of Practice and are interested in all field-related health care products and services.

- 12% Basic Science and Instrumentation
- 13% Cardiovascular Ultrasound
- 4% Contrast-Enhanced Ultrasound
- 13% Emergency and Critical Care
- 17% Fetal Echocardiography
- 27% General Abdominal Ultrasound
- 30% Gynecologic Ultrasound
- 5% High-Frequency Clinical and Preclinical Imaging
- 10% Interventional-Intraoperative Ultrasound
- 15% Musculoskeletal Ultrasound
- 8% Neurosonology
- 52% Obstetric Ultrasound
- 12% Pediatric Ultrasound
- 19% Sonography
- 3% Therapeutic Ultrasound

**New Physician Member Top 10 Medical Board Certification**

- Diagnostic Radiology
- Emergency Medicine
- Family Practice
- Internal Medicine
- Maternal and Fetal Medicine
- Obstetrics and Gynecology
- Physical Medicine and Rehabilitation
- Reproductive Endocrinology
- Rheumatology
- Sports Medicine

**ADVERTISING CONTACT**

**Michele Lewis**  
 National Sales Manager  
 Phone: 800-638-5352 or 301-498-4100, ext 1748  
 Fax: 301-498-4450  
 E-mail: [mlewis@aium.org](mailto:mlewis@aium.org)

**AIUM**  
 14750 Sweitzer Ln, Suite 100  
 Laurel, MD 20707-5906 USA

[www.aium.org](http://www.aium.org)

*80% of AIUM members indicated that they authorize or specify their practice's ultrasound equipment purchases.*

# Journal of Ultrasound in Medicine

## The multidisciplinary medical ultrasound journal

The *Journal of Ultrasound in Medicine (JUM)* is the AIUM's peer-reviewed monthly medical journal focusing on the timely, accurate publication of original articles as they relate to all aspects of medical ultrasound, particularly in direct application to patient care but also relevant basic science, advances in instrumentation, and biological effects. The journal also offers continuing medical education (CME) opportunities with 28 CME tests published per year.



## Editorial Information

### Circulation: 9250

Frequency: monthly  
Impact factor: 1.246  
Manuscripts submitted: 675  
Acceptance rate: 32%  
Advertising: stacked  
Mailing date: first of the month  
Shipped: poly bagged

The *Journal of Ultrasound in Medicine (JUM)* publishes, on average, 20 manuscripts per month. The ultrasound specialties published in the journal includes basic science, breast, emergency medicine, gastrointestinal, radiology, genitourinary, gynecology, musculoskeletal, obstetrics, ophthalmology, pediatrics, point-of-care, public policy, superficial structures, and vascular.

**New for 2012** Sound Judgment will be a series of concise papers to highlight the clinical value of ultrasound. Written by experts in the field on a variety of topics, this series will serve as a great educational tool for medical and sonography students and may help integrate ultrasound into clinical practice.

## JUM Online

JUM Online is accessed by medical professionals from all disciplines searching current and archived issues for research, target topics, CME credit articles, citation alerts, RSS feeds, videos, and more.

### Online subscribers: 9430

Individual subscribers: 8780  
Institutional subscribers: 650  
Annual page requests: 1,605,757

## New JUM Online Features

**Abstract preview** Mouse-over pop-up abstract preview when the table of contents or search results pages are on screen.

**Figure expansion in place** Figure and tables can be enlarged within the article, rather than opening a new window.

**Tagalong navigation** The navigation box follows alongside as the user scrolls down the page.

**Feature hideaway** Author affiliations, related links, and other enhancements can be expanded or hidden. Readers' preferences are remembered when they next visit the site.

**Related articles search** One-click search within an article for related articles by author, key word, or subject classification.

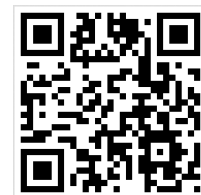
**Quick scan** Views easily flow from the title and abstract to previous/next article links, allowing users to quickly scan the content they need.

## Advertising

Combine **JUM** print ads with **JUM Online** for a powerful marketing statement.

**Print opportunities** include frequency discounts, special positions, cover wraps, inserts, outserts, and more. See page 2 for print advertising rates.

**Online advertising** includes leaderboard ads that rotate at the top of all table of contents pages and tower ads that appear on the home page and all table of contents pages. See page 5 for more information about online advertising.



Scan this code to view all **JUM Online** features.

# JUM Advertising Rates

## Display Advertising

	Number of Insertions				
	1x	3x	6x	9x	12x
<b>4-Color (CMYK)</b>					
Spread	\$6200	\$5700	\$5200	\$5000	\$4600
Full page	\$3300	\$3000	\$2800	\$2600	\$2400
½ page	\$2700	\$2400	\$2100	\$2000	\$1800
¼ page	\$2100	\$1900	\$1700	\$1600	\$1400
<b>Black-and-White</b>					
Spread	\$4600	\$4100	\$3600	\$3300	\$3000
Full page	\$2500	\$2200	\$1900	\$1700	\$1500
½ page	\$1900	\$1600	\$1300	\$1200	\$1000
¼ page	\$1300	\$1100	\$900	\$800	\$600
<b>Covers</b>					
2	\$4950	\$4500	\$4200	\$3900	\$3600
3	\$4125	\$3750	\$3500	\$3250	\$3000
4	\$4950	\$4500	\$4200	\$3900	\$3600

Receive a free 12-month JUM Online ad with any 12x cover contract.

## 2012 AIUM Annual Convention Special Exhibitor Rates

<b>4-Color (CMYK)</b>		
Full page	1x \$2649	3x \$1960
½ page	1x \$2160	3x \$1470
<b>Black-and-White</b>		
Full page	1x \$2000	3x \$1330
½ page	1x \$1250	3x \$950
¼ page	1x \$700	3x \$500

Exhibitor rates are for the February, March, and April issues of the journal. Exhibitor rates shown are net per ad for run-of-book placement and do not apply to cover or special positions. Agency discount is not applicable. Learn more about the convention at <http://www.aium.org>.

## Special Positions

Add 20% for preferred positions excluding covers (eg, opposite table of contents, opposite first article, right-hand page, and opposite masthead).

## Outserts

Outserts are among the most creative and high-impact marketing media available today. Outserts are stand-alone advertising brochures that are inserted into the poly shipping bag of the JUM. They are placed in front of the journal cover and behind the address card and seem to leap right into the hands of readers the moment they open the package.

*Limit:* 1 outsert per issue

*Weight:* 3.3 oz maximum

*Finished size:* 7" x 10" maximum

Accepted with a full-page 4-color ad

Finished materials are due to the printer on the monthly material close date.

## Inserts

Inserts are bound within the publication, providing the opportunity for special stocks, die cuts, fold-outs, and more. Inserts are produced and furnished by the advertiser. Finished materials are due to the printer on the monthly material close date.

*2-page insert:* (front/back): 3x earned black-and-white rate

*4-page insert:* 5x earned black-and-white rate

## ADVERTISING CONTACT

**Michele Lewis,**  
National Sales Manager  
Phone: 800-638-5352 or 301-498-4100  
Fax: 301-498-4450  
E-mail: [mlewis@aium.org](mailto:mlewis@aium.org)

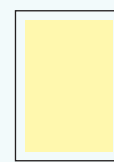
## Advertisement Dimensions

Publication Trim Size: 8.25" x 10.875"

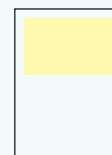
FULL PAGE  
Bleed  
8.5" x 11.125"



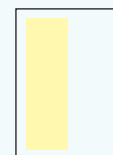
FULL PAGE  
No Bleed  
7" x 10"



½ PAGE  
Horizontal  
7" x 4.75"



½ PAGE  
Vertical  
3.25" x 10"



¼ PAGE  
Vertical  
3.25" x 4.75"



## Cover Wrap

A cover wrap encircles the journal and provides fantastic exposure for your companies because it is the initial imagery readers see when they receive the journal. The cover wrap is a perfect opportunity to incorporate a quick response code to lead potential customers to detailed information in a creative and memorable format.

*Insertion order deadline:* 10 days before general ad deadline

*Terms:* accepted with a full-page, 4-color ad

# JUM Editorial Calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
---------	----------	-------	-------	-----	------

Space reservations due

December 1, 2011	January 3, 2012	February 1, 2012	March 1, 2012	April 2, 2012	May 1, 2012
------------------	-----------------	------------------	---------------	---------------	-------------

Materials due

December 5, 2011	January 5, 2012	February 6, 2012	March 5, 2012	April 5, 2012	May 4, 2012
------------------	-----------------	------------------	---------------	---------------	-------------

<p><b>Special feature</b> Includes updated <i>AIUM Practice Guidelines for the Performance of Ultrasound Examinations</i></p> <p><b>Reminder</b> Free <i>JUM</i> Online leaderboard or home page tower ad with a 12x cover contract</p>	<p><b>Special feature</b> Includes thanks to the journal's reviewers</p> <p><b>Special feature</b> Includes condensed version of the 2012 AIUM Annual Convention <i>Preliminary Program</i></p> <p><b>Discounted rates</b> 2012 AIUM Annual Convention exhibitors See page 2 for details</p>	<p><b>Bonus distribution</b> Wake Forest University School of Medicine, 35th Annual Advanced Ultrasound Seminar Lake Buena Vista, FL</p> <p><b>Discounted rates</b> 2012 AIUM Annual Convention exhibitors See page 2 for details</p>	<p><b>Bonus distribution</b> 2012 AIUM Annual Convention Phoenix, AZ</p> <p><b>Discounted rates</b> 2012 AIUM Annual Convention exhibitors See page 2 for details</p>	<p><b>First time advertiser?</b> Ask about special rates by e-mailing <a href="mailto:mlewis@aium.org">mlewis@aium.org</a></p> <p><b>Outsert</b> Have your product brochure mailed with any issue of the <i>JUM</i>; see page 2 for details</p>	<p><b>Bonus distribution</b> Leading Edge in Diagnostic Ultrasound Atlantic City, NJ</p> <p><b>QR Codes</b> Expand your message by including a quick response code on your ad and direct readers to a product video, spec sheet, or landing page</p>
---	--	---	---	---	--

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
------	--------	-----------	---------	----------	----------

Space reservations due

June 1, 2011	July 2, 2012	August 1, 2012	August 31, 2012	October 1, 2012	November 1, 2012
--------------	--------------	----------------	-----------------	-----------------	------------------

Materials due

June 5, 2011	July 5, 2012	August 6, 2012	September 5, 2012	October 5, 2012	November 5, 2012
--------------	--------------	----------------	-------------------	-----------------	------------------

<p><b>First time advertiser?</b> Ask about special rates by e-mailing <a href="mailto:mlewis@aium.org">mlewis@aium.org</a></p>	<p><b>Cover Wrap</b> Encircle the <i>JUM</i> with a cover wrap to demand attention and intensify product visibility</p>	<p><b>Outsert</b> Have your product brochure mailed with any issue of the <i>JUM</i>; see page 2 for details</p> <p><b>QR Codes</b> Expand your message by including a quick response code on your ad and direct readers to a product video, spec sheet, or landing page</p>	<p><b>Medial Ultrasound Awareness Month</b> Recognize the importance of increasing public awareness of medical ultrasound and its value in health care</p>	<p><b>Cover Wrap</b> Encircle the <i>JUM</i> with a cover wrap to demand attention and intensify product visibility</p>	<p><b>Special feature</b> Includes condensed version of the 2013 AIUM Annual Convention <i>Preliminary Program</i></p> <p><b>Reminder</b> Free <i>JUM</i> Online Leaderboard or Home page tower ad with a 12x cover contract</p>
--	---	--	--	---	--

# Policies and Procedures

## Material Submission

Submit space orders, contracts, cancellations, mechanicals, and payments to:

American Institute of Ultrasound in Medicine  
*Journal of Ultrasound in Medicine Advertising*  
14750 Sweitzer Ln, Suite 100  
Laurel, MD 20707-5906 USA  
Phone: 800-638-5352 or 301-498-4100  
Fax: 301-498-4450  
E-mail: [advertising@aium.org](mailto:advertising@aium.org)

## Art Requirements

Publication trim size: 8.25" × 10.875"

Bleed: allow 1/8" for trim on all sides

Live matter: keep 1/4" away from trim

We support Adobe Acrobat PDF files using the specific Acrobat Distiller Job Options.

Please e-mail [mlewis@aium.org](mailto:mlewis@aium.org) for Distiller Job Options.

## Printing/Binding

Printing process: inside text, web offset; covers, sheet fed

Type of binding: perfect

Halftone: 133–150 line screen

## Media/Labeling

Files must include issue date, ad name, file name, and contact information, including name, phone number, and address. Advertising files should be submitted via e-mail to: [advertising@aium.org](mailto:advertising@aium.org).

## Contract Proofs

Although every effort is made to ensure the highest level of print quality and to notify advertisers when inferior materials are provided to the AIUM, a high-quality, color-calibrated proof must be provided with all advertising materials. If no contract proof is provided, the AIUM is not liable for the final printed product (ie, print quality, color match, graphics, or typographical errors). No make-goods will be given to advertisers who do not supply a contract proof.

## Earned Rates

Advertisers with signed frequency commitments will be short rated for the frequency earned. Ads placed on a monthly basis without a signed frequency commitment will be billed at the single ad rate.

## Agency Commission

An agency discount of 15% on space and color charges will be allowed for recognized agencies, provided the invoice is paid within 30 days of receipt. This discount applies to *JUM* advertising only. No cash discounts.

## Back Issues and Reprints

Call 301-498-4100 for pricing.

## Terms of Sale

Two or more advertisers are not permitted to use space under the same contract. Terms of sale are net 30 days. Additionally, a 1.5% finance charge will be applied to past due invoices. This charge will be applied each month until the invoice is paid in full. The AIUM has the right to hold the advertiser and/or agency jointly and separately liable for all such monies and fees connected with the collection of its accounts. The AIUM reserves the right to require that the advertiser prepay future advertising if the account reaches 90 days past due. All advertising orders are accepted subject to terms and provisions of the current *Media Kit*. No conditions, printed or otherwise (appearing on the space order or copy instructions) that conflict with the stated policies will be binding. The AIUM accepts VISA, MasterCard, and American Express. For information on direct bank deposit, contact [advertising@aium.org](mailto:advertising@aium.org).

## AIUM Advertising Policy

The following guidelines apply to all forms of advertising, including print, digital, Web, and multimedia.

- Information presented in advertisements must be ethical, educational, professional, and of value to the advancement of medical ultrasound and patient care.
- The AIUM reserves the right to reject or remove any material it regards as unprofessional, inappropriate, or as promotion of products or services in poor interest of the AIUM or patient care.
- Advertisements designed to resemble editorial pages will be rejected.
- Advertisers may be required to submit evidence and/or documentation to substantiate claims made in advertisements.
- Not all products or services advertised, advertisers, or claims made in advertisements are endorsed by the AIUM.

- Advertisers assume liability for all content of advertisements submitted and for any claims arising against the AIUM as a result of their advertisements.
- The publisher reserves the right to give a better position than specified in the order without notice at no increased rate.

## Publisher's Liability

The publisher's liability for any error will not exceed the charge for the advertisement in question. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. The publisher is not liable for delays in delivery or nondelivery in the event of an act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, or work slowdown or any condition beyond the control of the publisher affecting production or delivery in any manner.

## Cancellations

Changes and cancellations to *JUM* covers, specialty ads, and special positions must be submitted by written notice 90 days before the material closing date (30 days for all other *JUM* ads) and 90 days in advance for sponsor contracts to avoid penalty. All cancellations after this time will be charged the *JUM* black-and-white rate or 50% of the remaining contracted price. Any cancellations to an established contract will have short rate fees applied.

# Online Advertising

## JUM Online

[www.jultrasoundmed.org](http://www.jultrasoundmed.org)

JUM Online is accessed by medical professionals from all disciplines searching current and archived volumes for research, target topics, CME credit articles, citation alerts, RSS feeds, videos, and more.

Subscribers: 9430  
 Individuals: 8780  
 Institutions: 650  
 Yearly page requests: 1,605,757

## Leaderboard

Location: rotates at the top of all table of contents pages

Yearly page requests: 123,508  
 Average monthly ad impressions: 36,900  
 File: 960 x 60, 50 kB maximum, 72 DPI, nonanimated GIF or JPEG and URL  
 Rate: \$800/month, \$7500/year

## Home page tower

Location: rotates on the bottom right of the home page and all table of contents pages

Yearly page requests: 1,605,757  
 Average monthly ad impressions: 127,200  
 File: 180 x 150, 50 kB maximum, 72 DPI, nonanimated GIF or JPEG and URL  
 Rate: \$800/month, \$7500/year



Leaderboard

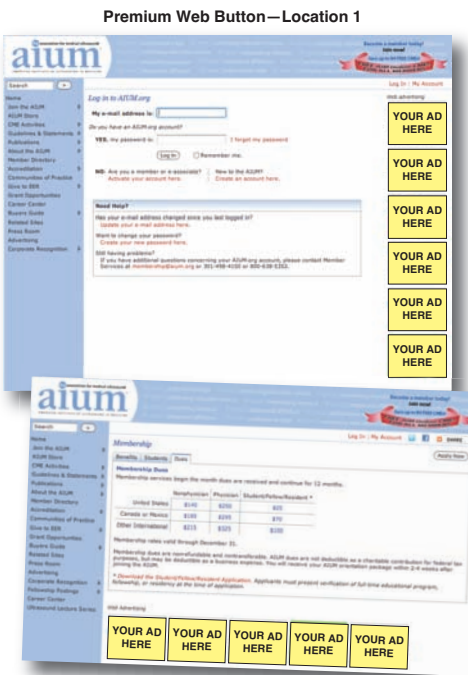


Home Page Tower

## Premium Web Button

The AIUM website receives more than 3 million visitors each year. Premium Web buttons display on the member Log In/My Account page, which is the number one accessed page of the entire site. The page is also the landing page for all AIUM course and convention registrations.

Location: AIUM member Log In/My Account page, <https://www.aium.org/ssl/login.aspx>  
 Average monthly ad impressions: 33,000  
 File: 120 x 90, 50 kB maximum, 72 DPI, nonanimated GIF or JPEG and URL  
 Rate: \$300/month, \$2500/year



Premium Web Button—Location 2

## Buyers Guide

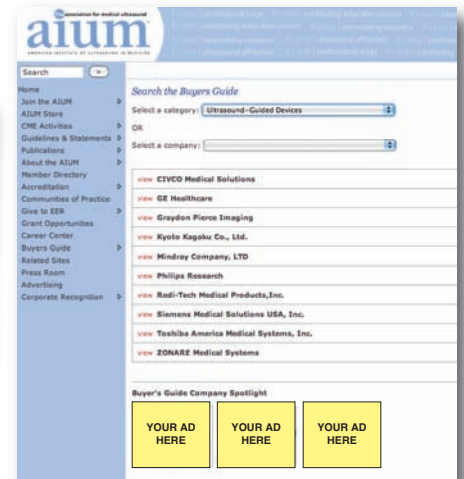
The Buyers Guide receives more than 15,000 views each year and is one of the largest directories of ultrasound resources available online. Hosting a combination of AIUM Annual Convention exhibitors and other vendors, the guide provides a current look at the market today. Entries are searchable by company name or category and display the company profile, website, contact information, logo, and more.

Submit listing online at: [www.aium.org/buyers-Guide/buyersguide.aspx](http://www.aium.org/buyers-Guide/buyersguide.aspx)  
 Rate: \$500/year (free to AIUM Annual Convention exhibitors)

## Spotlight Web Button

Upgrade your Buyers Guide listing with a spotlight Web button that appears at the bottom of ALL listings and have hits exceeding 600 per year.

File: 120 x 90 pixels, 8 kB maximum, 72 DPI, nonanimated GIF or JPEG  
 Rate: \$500/year



Buyers Guide—Company Spotlight Web Button

Stay tuned! Soon to be released in 2012, [www.aium.org](http://www.aium.org) will boast a fresh new design, enhanced navigation, and technical upgrades for a more-rewarding user experience.

# Medical Education

As a nonprofit medical association, the AIUM relies on educational grants to play a vital role in the development of member resources, including CME DVDs, Postgraduate Courses, and the AIUM Annual Convention. Companies providing educational grants receive industry acknowledgment for the duration of the project, which can range from 6 months to 3 years.



AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

## CME DVDs

Each year at the AIUM Annual Convention, numerous courses are filmed and released on DVD for CME credit.

The video programs are reviewed every 3 years for scientific validity and current medical practices. All AIUM CME video programs include 5 CME test and evaluation forms, which allow the user and up to 4 colleagues to earn CME credits.

With a multitude of diverse topics, companies can pledge an educational grant to the development and promotion of select courses in line with their specialties and target markets. The AIUM will recognize the grant with the company name, logo, and/or URL at the beginning of the DVD presentation, on exclusive *JUM* promotional ads and mailings, and online in the AIUM Store.

Topics include but are not limited to:

- Abdominal Ultrasound
- Breast Ultrasound
- Critical Care Ultrasound
- Diagnostic Ultrasound
- Doppler Ultrasound
- Emergency Medicine
- Fetal Echocardiography
- Gynecology
- Musculoskeletal Ultrasound
- New Technologies and Applications
- Obstetrics
- Reproductive Medicine
- Sonography
- Three and 4-Dimensional Ultrasound
- Thyroid/Parathyroid Ultrasound
- Vascular Ultrasound



Educational Grant Investment: \$5000

## webinar series | postgraduate courses

### AIUM Webinar Series

AIUM Webinars are live or recorded CME presentations delivered via the Internet to AIUM members to their home or work computer. After each webinar, members are able to access the posttest and receive 1.0 *AMA PRA Category 1 Credit™*.

Webinars are archived for up to 3 years and periodically evaluated for current medical content so members can earn CME credit whenever and wherever they want.

Educational Grant Investment: \$2000

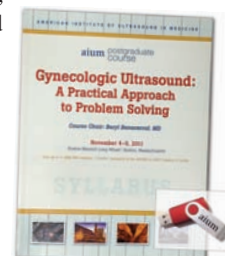
Acknowledgment is provided on the webinar promotional page, title slide, and on webinar-specific marketing material with enduring value for up to 3 years.



To see all the webinars offered by the AIUM, scan this code

### Postgraduate Courses

Postgraduate Courses are scheduled throughout the year and are designed to meet the needs of physicians and other health care providers by providing a practical problem-solving approach to medical ultrasound diagnostics and imaging, addressing learner attributes such as patient care and procedural skills, medical knowledge, and practice-based learning and improvement to change competence and performance. Most courses accommodate exhibit space, educational grants, and in-kind donations.



### ADVERTISING CONTACT

Michele Lewis, National Sales Manager

Phone: 800-638-5352 or 301-498-4100

Fax: 301-498-4450 • E-mail: [mlewis@aium.org](mailto:mlewis@aium.org)

# Sound Waves E-Newsletter

**Sound Waves** e-newsletter is your connection to more than 19,000 medical ultrasound leads. Members turn to the AIUM as the authority for industry-related information. *Sound Waves* is one of the largest and most affordable lead-generating resources for medical ultrasound professionals on the market to date.

Our philosophy is simple: Provide articles driven by education, timely relevant industry news, and valuable manufacturer product updates, all conveniently formatted in one e-mail for easy reading by busy medical ultrasound professionals on the go. Delivered at least bimonthly to the e-mail addresses of more than 19,000 AIUM members and leads, the high open rates and successful ad clicks confirm its success.

## Some decisions are so easy . . . advertise in *Sound Waves*

### Easy

Ads are easy to create, and readers click through directly to your website, product page, or video.

### Affordable

Ads are affordably priced to fit any budget.

### Added Value

All ads include a bonus 120 x 90-pixel Web button on the *Sound Waves* newsletter archive page and user reports to track your success.

### Leaderboard

Located just under the masthead, this large extraordinary banner instantly captures readers' attention.  
\$5000/quarter  
600 x 80 pixels

### Banner

A banner ad is strategically placed between articles to capture readers' attention.  
\$1250/month  
38,000 leads  
468 x 60 pixels

### Product Showcase

Produce high click-through rates and drive sales to health care professionals looking for resources for their facility, hospital, or practice.  
\$1000/month  
38,000 leads  
120 x 240 pixels

### Skyscraper

The larger ad format occupies prime real estate and drives market awareness.

#### Skyscraper full

\$4500/quarter  
114,000 leads  
120 x 600 pixels

#### Skyscraper half

\$4000/quarter  
120 x 300 pixels

The screenshot displays the layout of the *Sound Waves* e-newsletter. At the top is the masthead with the AIUM logo and the title "Sound Waves" in a large, bold font. Below the masthead is a yellow "Leaderboard" banner. The main content area consists of several article blocks, each with a title, a lead-in, and a link to the full article. To the right of the articles are vertical "Full Skyscraper" and "Half Skyscraper" ad formats. Below the articles is a "Banner" ad, followed by a "CME Calendar" section listing three events with their dates and locations. Below that is a "Product Showcase" section featuring three product cards. At the bottom is an "About the AIUM" section with a brief description of the organization and a link to learn more. The AIUM logo is also present in the bottom right corner.



Scan this code to see the Bonus Web Button location

# AIUM Annual Convention

The **AIUM Annual Convention and Preconvention Program** is the most comprehensive, cutting-edge meeting for the entire medical ultrasound community. Our unique multidisciplinary program provides a collaborative environment for all specialties and disciplines from the beginner to the most advanced. Attendees directly interact with luminaries, educators, scientists, and vendors to see the latest technology, research, and equipment on the market today while earning CME credits.



2012 Annual Convention  
and Preconvention Program

**a4um**  
PHOENIX 2012

March 29 – April 1, 2012

JW Marriott Desert Ridge Resort and Spa • Phoenix, Arizona

## Future Conventions

2013 AIUM Annual Convention  
New York Marriott Marquis  
New York, New York  
**April 6–9, 2013**

2014 AIUM Annual Convention  
Caesars Palace Las Vegas Hotel  
and Casino  
Las Vegas, Nevada  
**March 29–April 2, 2014**

WFUMB 2015 *hosted by the AIUM*  
Walt Disney World Swan and Dolphin  
Orlando, Florida  
**March 21–25, 2015**

For more information or to order  
an *Exhibitor Prospectus*, contact  
Michele Lewis, [mlewis@aium.org](mailto:mlewis@aium.org),  
or call 800-638-5352 or 301-498-4100.

2013 Annual Convention  
and Preconvention Program

April 6–9, 2013  
New York Marriott Marquis Hotel  
New York, New York



# Endowment for Education and Research

The **Endowment for Education and Research (EER)** of the AIUM provides funding to develop new technologies and applications in medical ultrasound and to promote excellence in ultrasound education.

Since its inception, the EER has provided more than a half-million dollars in grants to researchers, educators, and practitioners. You may view a list of all EER awardees and their grant projects at <http://www.aium.org/grants/awardees.aspx>. Grants, which are awarded annually at the AIUM Annual Convention, have been made possible by the generous contributions of AIUM members and vendors who understand that the diversity of ultrasound applications has exciting possibilities that call for continued research to further the use of ultrasound to improve health care and the quality of individual lives. Donations to the EER are fully tax deductible under IRS regulations. We are confident that the EER fund will soon grow to the point where research can be funded solely from the principal.



AIUM's 2011 EER grant awardees. To learn more about their grant projects, scan this code.



## Contribute to the EER

\_\_\_\_\_  
(Company/organization name)

pledges our support of the EER with a  1-time  yearly (for \_\_\_\_ years) contribution of:

\$1000    \$5000    10,000    \$20,000    \$50,000    \$100,000    Other \$ \_\_\_\_\_

Authorized contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City/state/country/postal code \_\_\_\_\_

Authorized contact signature \_\_\_\_\_

Date \_\_\_\_\_ E-mail \_\_\_\_\_

### Method of Payment (US dollars only)

Check payable to American Institute of Ultrasound in Medicine

American Express    MasterCard    Visa

Signature of cardholder \_\_\_\_\_

Name on card \_\_\_\_\_

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Credit card billing address postal code \_\_\_\_\_ Card security code \_\_\_\_\_

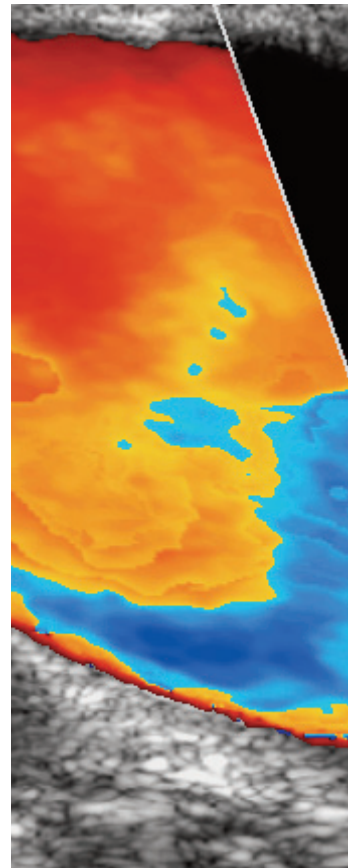
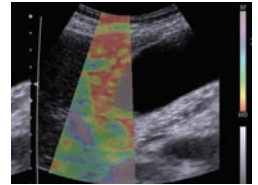
(Three- or 4-digit value printed on the card or signature strip)

**American Institute of Ultrasound in Medicine**  
14750 Sweitzer Ln, Suite 100 • Laurel, MD 20707-5906 USA

20  
12

AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

# MEDIA KIT



Find us on Facebook



Follow AIUM\_Ultrasound  
on Twitter

[www.aium.org](http://www.aium.org)

The association for medical ultrasound  
**aium**  
AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE