

aium
Sound Waves Weekly
News from **the** association for medical ultrasound

Reach more than **16,000** medical ultrasound leads **EVERY WEEK**

The AIUM's *Sound Waves Weekly* e-newsletter provides timely, original news and information to more than 16,000 AIUM members and qualified leads each week. This important news source, delivered right to the inboxes of medical ultrasound professionals, keeps subscribers informed of topics that impact the medical ultrasound community, provides postgraduate course and event information, and more.

Top reasons to advertise in *Sound Waves Weekly*

CREDIBLE SOURCE

For years, our members have turned to the AIUM as *the* authority for industry-related information. Advertising in *Sound Waves Weekly* solidifies recognition among AIUM members.

TARGETED DISTRIBUTION

Advertising in *Sound Waves Weekly* allows your company to reach medical ultrasound professionals from all communities of practice. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their practice.

RELEVANT CONTENT

Our editorial philosophy is driven by education, current events, and relevant industry issues that affect our subscribers the most.

FREQUENCY

Frequency builds awareness. As a weekly publication, *Sound Waves Weekly* ensures your ad will have a high impact and build brand awareness.

REAL-TIME RESULTS

Weekly reports provide solid, measurable results to track your success.

AFFORDABLE

Rates break down to as low as \$250 per issue with more than 192,000 impressions over a 90-day publication cycle.

AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

14750 Sweitzer Ln, Suite 100, Laurel, MD 20707

Phone: 301-498-4100, Fax: 301-498-4450

www.aium.org

Sound Waves Weekly Advertising Rates

Leaderboard Ad
 Located just under the masthead, this large extraordinary banner instantly captures the reader's attention.

Full Banner Ad
 Full Skyscraper Ad

Half Banner Ad
 Half Skyscraper Ad

Product Showcase
 CME Event Calendar

Sound Off!
 Do you have news to share with the AIUM? E-mail Janet Campbell to spread the word.

About the AIUM
 The American Institute of Ultrasound in Medicine is a multidisciplinary medical association of more than 8900 physicians, sonographers, and scientists dedicated to advancing the safe and effective use of ultrasound in medicine through professional and public education, research, development of guidelines, and accreditation.

To learn more about the AIUM, visit our website at www.aium.org, or view this 3-minute movie to learn about the unique benefits of AIUM membership!

Advertising contact:
 Michele Lewis
 National Sales Manager
 Phone: 301-498-4100
[View Media Kit](http://www.aium.org)
 AIUM - We are Ultrasound

LEADERBOARD

Located just under the masthead, this large extraordinary banner instantly captures the reader's attention.

Leaderboard 600 x 80 pixels \$5000 quarterly

FULL SKYSCRAPER | HALF SKYSCRAPER

Skyscraper ads in *Sound Waves Weekly* are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision makers.

Full Skyscraper 120 x 600 pixels \$4500 quarterly
 Half Skyscraper 120 x 300 pixels \$4000 quarterly

FULL BANNER | HALF BANNER

Banner ads are strategically placed between articles to capture the readers' attention. Combine text and graphics for a powerful sales message.

Full Banner 468 x 60 pixels \$3750 quarterly
 Half Banner 234 x 60 pixels \$3000 quarterly

PRODUCT SHOWCASE

Monthly Product Showcase ads drive sales with health care professionals looking for new products and resources for their facilities, hospitals, and practices.

Product Showcase 120x 240 pixels \$1175 monthly



ADDED VALUE!

All ads include a 120 x 90 pixel web button on the *Sound Waves Weekly* news and archives page for added visibility and branding.

Twice the visibility for one low price!

QUARTERLY AD CYCLE:

- January–March
- April–June
- July–September
- October–December

Ads can begin at any time and will be prorated for the remainder of the cycle.

FILE FORMAT: 72 DPI • nonanimated GIF or JPEG • 50 kB max

Contact Michele Lewis, National Sales Manager, at mlewis@aium.org, or call 301-498-4100.