MEDIA KIT
UPDATED 2022

American Institute of Ultrasound in Medicine (AIUM)
14750 Sweitzer Ln, Suite 100 | Laurel, MD 20707 | 301-498-4100
aium.org | connect.aium.org

Empowering the global medical ultrasound community
Established in the early 1950s, the American Institute of Ultrasound in Medicine (AIUM) empowers and cultivates a global community engaged in the use of medical ultrasound through raising awareness, education, sharing information, and research.

**OUR MISSION**

The AIUM is a multidisciplinary medical association of 8,500 physicians, sonographers, scientists, students, and other health care providers.
BANNER ADVERTISING—AIUM CONNECT HOME PAGE

Highlight your brand with an ad on AIUM Connect, the association’s online members-only community where leaders and learners come to collaborate, learn, share, and join in ultrasound discussions.

**Ad Size**
964 x 125, top or bottom position

Your ad may rotate with others on the Connect home page.

**Required Files**
Advertisers must provide a JPG, PNG, or GIF, and a clickthrough URL. No third-party tags can be accepted.

<table>
<thead>
<tr>
<th>Months</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$1,700</td>
</tr>
<tr>
<td>3</td>
<td>$4,500</td>
</tr>
<tr>
<td>6</td>
<td>$8,000</td>
</tr>
<tr>
<td>12</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

**Deadline**
Contracts are due 2 weeks prior to the start date, materials are due 1 week prior to the start date.
E-NEWSLETTERS

Engage medical ultrasound users regularly through banner advertising in our members-only e-newsletters.

Sound Waves
The official e-newsletter for AIUM members that provides the latest ultrasound news, educational offerings, and product updates.
- 52 issues per year
- 44% average open rate

Ad Size
500 x 150

Required Files
Advertisers must provide a JPG, PNG, or GIF, and a clickthrough URL. No third-party tags can be accepted.

<table>
<thead>
<tr>
<th>Issues</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$1,100</td>
</tr>
<tr>
<td>3</td>
<td>$2,750</td>
</tr>
<tr>
<td>6</td>
<td>$5,000</td>
</tr>
<tr>
<td>12</td>
<td>$9,500</td>
</tr>
<tr>
<td>24</td>
<td>$18,000</td>
</tr>
</tbody>
</table>

Deadline
Contracts are due 2 weeks prior to the send date, materials are due 1 week prior to the send date.

JUMPstart
An email alert sent to AIUM members that features links to, and summaries of, articles posted online before the print issue is released for the Journal of Ultrasound in Medicine (JUM). Research published in the JUM covers all aspects of medical ultrasound, particularly its direct application to patient care, but also relevant basic science, advances in instrumentation, and biological effects.
- 24 issues per year
- 41% average open rate

Ad Size
654 x 75

Required Files
Advertisers must provide a JPG, PNG, or GIF, and a clickthrough URL. No third-party tags can be accepted.

<table>
<thead>
<tr>
<th>Issues</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$1,500</td>
</tr>
<tr>
<td>3</td>
<td>$3,500</td>
</tr>
<tr>
<td>6</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

Deadline
Contracts are due 2 weeks prior to the send date, materials are due 1 week prior to the send date.
**RETARGETING ADS**

Our audience is your audience! Increase your brand exposure by retargeting the AIUM audience with your ad campaign. Your banner ads will follow AIUM.org visitors after they leave our website.

110,000 Page Views Per Month

**Ad Sizes**
- 300 x 250 Medium Rectangle (Mobile-Friendly)
- 728 x 90 Leaderboard (Mobile-Friendly)
- 160 x 600 Skyscraper (Desktop Only)
- 16:9, 1920 x 1080 (Video)

**Required Files**
Advertisers must provide a JPG, PNG, or GIF, and a clickthrough URL. Provide mp4, WebM, or mov for video files. No third-party tags can be accepted.

<table>
<thead>
<tr>
<th>Months</th>
<th>Cost</th>
<th>Total Impressions</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>$2,500</td>
<td>20,000</td>
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<tr>
<td>3</td>
<td>$3,500</td>
<td>50,000</td>
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<tr>
<td>3</td>
<td>$5,000</td>
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<td>$6,500</td>
<td>100,000</td>
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<tr>
<td>6</td>
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<td>120,000</td>
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<tr>
<td>6</td>
<td>$8,000</td>
<td>150,000</td>
</tr>
<tr>
<td>6</td>
<td>$9,500</td>
<td>200,000</td>
</tr>
</tbody>
</table>

**Deadline**
Contracts are due 2 weeks prior to the start date, materials are due 1 week prior to the start date.

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**CUSTOM EMAIL BLASTS**

Speak directly to ultrasound professionals with a fully customized company email blast. Reach the entire AIUM audience or target a specific area of interest, such as obstetric, musculoskeletal (MSK), or point-of-care ultrasound (POCUS).

<table>
<thead>
<tr>
<th>Audience</th>
<th>Distribution</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Entire AIUM Database</td>
<td>21,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Emails</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$3,500</td>
</tr>
<tr>
<td>3</td>
<td>$9,500</td>
</tr>
<tr>
<td>6</td>
<td>$18,000</td>
</tr>
</tbody>
</table>

**Required Files**
Advertisers must provide a 661 x 200 image, Google or Word document version of email, and a clickthrough URL. No third-party tags can be accepted.

**Deadline**
Contracts are due 3 weeks prior to the send date, materials are due 2 weeks prior to the send date.
WEBINARS
Elevate your company profile and generate leads with a sponsored webinar. Showcase your expertise to medical ultrasound users through engaging educational content on the topic of your choosing. Sponsored webinars cannot offer CME credits.

43% average live attendance
- Live and on-demand webinar, 60 minutes
- Recording available year-round in the AIUM Online Learning Center
- Leads report with names and opt-in email addresses
- Custom post-webinar survey
- Acknowledgement in Upcoming Events on the AIUM site
- Acknowledgement in Sound Waves e-newsletter
- One (1) retweet from your organization’s account

<table>
<thead>
<tr>
<th>Webinars</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$4,500</td>
</tr>
<tr>
<td>4</td>
<td>$17,000</td>
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<tr>
<td>8</td>
<td>$32,000</td>
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<tr>
<td>12</td>
<td>$45,000</td>
</tr>
</tbody>
</table>

Additional marketing opportunities available—see page 10 of media kit for details.

Deadline
Contracts are due 90 days prior to the webinar date, materials are due 45 days prior to the webinar date.

JUM SPECIAL EDITION
Sponsor a compilation of top ultrasound articles from the Journal of Ultrasound in Medicine (JUM) dedicated to a specific topic.

- Digital download (PDF) with sponsored cover image
- Full-page advertorial
- Leads report with names and opt-in emails
- Acknowledgement in Sounds Waves e-newsletter
- One (1) retweet from your organization’s account

Cost
$7,500 per Special Edition

Additional marketing opportunities available—see page 10 of media kit for details.

Deadline
Contracts are due 45 days prior to the publish date, materials are due 2 weeks prior to the publish date.
AIUM EDUCATION CENTER COURSES
LAUREL, MD

MSK Hands-on Training Course for Beginners
Coming Fall 2022

Point-of-Care & General Medicine Ultrasound Course
Coming Fall 2022

Recognition of support opportunities for Education Center events include:

• In-kind donations of machines, tools, gels, etc.
• Unrestricted educational grants

ADVANCED OB-GYN ULTRASOUND SEMINAR
February 15–18, 2023
Disney’s Yacht & Beach Club Resorts, Lake Buena Vista, FL

• Share your products and services in the Exhibit Hall
• Increase exposure with advertising and sponsorship opportunities

AIUM 2023
March 25–29, 2023
Signia by Hilton Orlando Bonnet Creek

The AIUM Annual Meeting is your opportunity to engage 1,500+ medical ultrasound users of all levels and specialities from around the globe.

• Share your products and services in the exhibit hall
• Increase exposure with advertising and sponsorship opportunities
• Gain access to the pre- and post-attendee mailing list

“This was my first time and Hologic’s first time at the AIUM Annual Meeting and we feel it was a great success and a top program that we want to participate in for years to come! We had great feedback from attendees about our lunch and learn focusing on ShearWave technology.”

Nicole DuBois
Clinical & Market Insights Manager, Ultrasound
Hologic

For more information and pricing regarding event opportunities
Call 240-295-1764 or email aiumpartnerships@aium.org
How do you empower and cultivate a global multidisciplinary community engaged in the use of medical ultrasound? Through education in the AIUM’s state-of-the-art Education Center.

Located near three major airports in the Washington, DC, area, we offer a brand new, unique facility with hands-on ultrasound learning in mind. Whether you are planning a blended conference or lecture, a hands-on learning lab, or showcasing your product, the Education Center provides an ideal space and environment for your next program.

The center is equipped with 16 scanning bays, to host courses for up to 64 attendees (4:1 ratio) with scanning or can hold didactic courses for up to 150 people.

**Rental of the Education Center includes exclusive use of:**

- Main conference room and 16 scanning bays
- Executive boardroom
- Kitchen equipped with dishwasher, ice maker, 2 refrigerators, and water dispenser
- Wi-Fi access throughout the center
- Available audio visual equipment
- Current inventory of tables and chairs
- Electricity, lighting, heat/AC, and water usage
- Standard cleaning services (additional fees may apply)
- Parking spaces

The AIUM will promote your event—pending event subject/approval—via:

- Announcement in Upcoming Events on the AIUM.org website
- One (1) retweet from your organization’s Twitter account

**Cost**

$1,250 per day (8:00 am–5:00 pm ET)

*Additional marketing opportunities available—see page 10 of media kit for details.*

**Deadline**

Contract is due 120 days prior to the event date.
IN-KIND SUPPORT
Provide educational programing support for ultrasound courses held at the AIUM’s Education Center through in-kind donations and unrestricted educational grants. Your donations allow new courses to be developed and give ultrasound professionals at all levels the chance to enhance their diagnostic and technical skills.

Your generous contribution(s) will receive appropriate recognition and will let the AIUM audience know you are a pillar of their ultrasound advancement.

- In-kind donations for Education Center courses can include machines, tools, gels, etc.
- Unrestricted educational grants

YEAR-ROUND SUPPORT
Gain year-round exposure as an official year-round supporter of the AIUM and proud supporter of the AIUM FUTURE Fund. Receive a group membership for your team, year-round discounts for advertising and events, collaborations with AIUM leadership, and more!

Benefits include:
- Nonphysician AIUM Group membership per year (up to 10 members)
- Year round Connect Banner ad (rotating, non-exclusive)
- 10% discount on other AIUM Media Kit opportunities
- 10% discount on exhibiting at AIUM Annual Meeting
- 25% of your support will go towards advancing ultrasound through FUTURE Fund initiatives
- Acknowledgement as a FUTURE Fund supporter
- One (1) Focus Group with AIUM Community Leaders

Cost
$100,000 annually
ADDITIONAL MARKETING OPPORTUNITIES

Available only for sponsored webinars, JUM special editions, and events hosted at the AIUM’s Education Center.

<table>
<thead>
<tr>
<th>Opportunity*</th>
<th>Ad/Image Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotating AIUM.org home page carousel ad (runs for 1 week)</td>
<td>965 x 255</td>
<td>$1,500</td>
</tr>
<tr>
<td>Banner ad in Sound Waves e-newsletter</td>
<td>500 x 150</td>
<td>$950 per issue</td>
</tr>
<tr>
<td>AIUM Tweet</td>
<td>1024 x 512</td>
<td>$650 per Tweet</td>
</tr>
<tr>
<td>AIUM Facebook post</td>
<td>940 x 788</td>
<td>$1,000 per post</td>
</tr>
<tr>
<td>AIUM Instagram post</td>
<td>640 x 640</td>
<td>$1,000 per post</td>
</tr>
<tr>
<td>LinkedIn repost from your organization</td>
<td>1200 x 627</td>
<td>$750 per repost</td>
</tr>
<tr>
<td>Any two (2) social media posts</td>
<td>varies</td>
<td>$1,500 for 2 posts</td>
</tr>
<tr>
<td>Discounted custom email blast (supply Google or Word document)</td>
<td>661 x 200</td>
<td>$2,500 per send</td>
</tr>
</tbody>
</table>

*All additional marketing opportunities are subject to approval by the AIUM.

ULTRASOUND EQUIPMENT MANUFACTURERS

The US Food and Drug Administration (FDA) mandates manufacturers provide an ultrasound safety manual with each ultrasound equipment sold.

The AIUM’s Medical Ultrasound Safety publication meets the FDA requirements (Track 3) for education programs for the clinical end user.

Medical Ultrasound Safety, Fourth Edition

All operators of ultrasound systems with an output display should review the information in this publication. AIUM’s 4th Edition MUS was updated in 2020 and consists of 3 parts—Part One: Bioeffects and Biophysics; Part Two: Prudent Use; and Part Three: Implementing ALARA (as low as reasonably achievable). With the information from this publication, users can better control the diagnostic ultrasound equipment and examination to ensure that needed diagnostic information is obtained with minimum risk to the patient.

Medical Ultrasound Safety Licensing Agreement

Your company will receive a PDF file of Medical Ultrasound Safety to be used for bulk copy making. Cost is based on quantity. Call 240-295-1764 or email aiumpartnerships@aium.org for a quote.