The Association for Medical Ultrasound

The American Institute of Ultrasound in Medicine (AIUM) is a multidisciplinary medical association of 9,000 physicians, sonographers, scientists, students, and other health care providers. Established more than 50 years ago, the AIUM is dedicated to advancing the safe and effective use of ultrasound in medicine through professional and public education, research, development of guidelines, and accreditation.

CONNECT WITH US

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www.aium.org

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800-638-5352

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Social


SOCIAL MEDIA AD

The AIUM will include an ad on our weekly “Coming Up This Week” message on Facebook and Twitter. These platforms boast over 27,000 followers combined and will continue to grow as we increase our engagement activities. These ads have the potential to receive nearly 1,000 views on Facebook and 2,300 impressions on Twitter.

- 1 month, $1,500
- 3 months, $3,500
ENEWSLETTERS

*Sound Waves* is the official bi-weekly AIUM members–only e-newsletter. This resource provides nearly 9,000 members with the latest industry news, educational offerings, and product updates. *AIUM Update* offers similar information to nearly 25,000 ultrasound professionals who have engaged with the AIUM in recent years.

- **Banner Ad:** $4,000 for 3 months; $7,500 for 6 months; $9,500 for 12 months
CME TEST LANDING PAGE BANNER

Maximize your company’s exposure with a banner ad on the landing page for the Journal of Ultrasound in Medicine continuing medical education (CME) test page. With more than 43,000 CME tests taken yearly this is the opportunity to reach the ultrasound community.

- 1 month, $1,000
- 3 months, $2,750
- 6 months, $5,000
DEDICATED E-MAILS

Reach your audience by utilizing 3 different methods to reach ultrasound professionals.

Our postgraduate course attendee e-mail blasts target specific ultrasound users including obstetric-gynecologic (OB-GYN), musculoskeletal (MSK), and point-of-care ultrasound (POCUS).

When sending a dedicated e-mail to our Annual Meeting attendees, you’ll reach a multidisciplinary audience that encompasses different types of ultrasound users from up to 19 different specialty areas.

General e-mails are sent to the entire AIUM member database, which includes 9,000 ultrasound professionals.

- **Postgraduate Course**
  - $1,500 per e-mail

- **Annual Meeting**
  - $2,500 per e-mail

- **General**
  - $3,500 per e-mail
COMMUNITY OF INTEREST BANNER/WEB BUTTON

Looking for an opportunity to present your brand to a more concentrated audience? The AIUM’s communities and interest groups provide audiences in medical ultrasound specialties. Page visits are driven by networking opportunities and educational content.

- 3 months, $2,500
- 6 months, $4,500

CASE CHALLENGE PAGE

Be the sole sponsor for the expanding Case Challenge Library, with more than 3,000 cases completed per year. Sponsorship includes a web button ad on the Case Challenge landing page and recognition in new case challenge emails.

- 1 month, $1,000
- 3 months, $2,750
- 6 months, $5,000