



THE ASSOCIATION FOR MEDICAL ULTRASOUND

The American Institute of Ultrasound in Medicine (AIUM) is a multidisciplinary medical association of more than 9000 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.



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Ultrasound

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Social Reach



15k+



7k+

Facebook Live Interview

The topics and duration of each video will be agreed upon prior to the interview, although shorter videos tend to do better. AIUM has more than 15,000 page likes (11% increase over last year) and Facebook continues to be the biggest social media driver for the association.

\$1500 for 1 Facebook Live Interview during an AIUM event

Live Tweet Chat

The AIUM will host a live Tweet chat with your company on a mutually agreed topic and day (only 1 Tweet chat per day). The AIUM's Twitter page continues to increase in numbers, it currently has more than 7300 followers, a 32% increase over last year. In addition, Twitter activity associated with the AIUM's Annual Convention has increased substantially over the last few years. Last year, more than 500 individuals were active on Twitter using AIUM's hashtags during the convention; resulting in more than 5.5 million impressions.

\$1500 for 1 Live Tweet Chat during an AIUM event

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Newsletters

aium Sound Waves

With a bi-weekly distribution of nearly **10,000**, the *Sound Waves* newsletter is one of the prevailing resources for AIUM members only. Our delivery is simple: provide original articles driven by education, timely relevant industry news, and valuable manufacturer product updates, all conveniently formatted in one email for easy reading.

aium update

With a monthly distribution of more than **40,000**, the *AIUM Update* provides original articles driven by education, timely relevant industry news, and valuable manufacturer product updates, all conveniently formatted in one email for easy reading.

Leaderboard: \$15,000 for 6 months; \$30,000 for 12 months

Banner: \$5,000 for 6 months; \$9,500 for 12 months

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Webinars

Webinars

The AIUM's webinars are live or recorded presentations that offer learners the opportunity to advance medical knowledge and skill while earning CME credits. Webinars are available online for 3 years from the release date. Your financial support will be recognized in the opening slides of the webinar as well as in marketing announcements for the webinar.

In 2017, the AIUM hosted 28 webinars with more than 3000 attendees who earned CME credits.

\$1500 per Webinar

Non-CME Webinar

New technology? New techniques? Updated research? Schedule a live or recorded presentation webinar to inform your target audience on the strides your company is making. Your webinar will be hosted on the AIUM's YouTube channel that has 2500 subscribers for a 12-month period.

\$2500 per Non-CME Webinar

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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* CME test page. With more than **43,000 CME tests taken** yearly this is the opportunity to reach the ultrasound community.

1 month, \$1000

3 months, \$2750

6 months, \$5000

New Members Ad

Each issue of the *Journal of Ultrasound in Medicine* features a full page dedicated to highlighting the new members of AIUM. Support the growth of the AIUM by sponsoring this page with your logo.

\$1000 per issue

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Courses

Postgraduate Courses

Educational Grant: Acknowledgement and hyperlink on general information page; One company specific email sent to the program learners (artwork and distribution to be managed by the AIUM); Recognition in program marketing emails

\$4000 per course

Tote Bag Insert

Take your message directly to attendees by placing your company flyer in each conference tote bag.

Inserts need to be shipped to the AIUM office 3 weeks prior to the course.

\$1000 per course

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E-mail

Dedicated E-mails

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

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

Our postgraduate course attendee e-mail blasts target specific ultrasound users including OB-GYN, MSK, and POCUS.

General e-mails are sent to the entire AIUM member database which includes more than 9000 ultrasound professionals.

Convention

\$2000 per e-mail

Postgraduate Course

\$1000 per e-mail

General

\$3500 per e-mail

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Website

Community of Interest Banner/ Web Button

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

3 months, \$2500; 6 months, \$4500

Case Challenge Page

Be the sole sponsor for the expanding Case Challenge Library, with more than 3000 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, \$1000; 3 months, \$2750; 6 months, \$5000