



AAMA Advertising Opportunities

AAMA Executive Online – a bi-monthly electronic publication from AAMA
AIM – Academy In Motion – a bi-monthly electronic newsletter from AAMA
AAMA Website – www.aameda.org

AAMA Executive Online – a bi-monthly electronic publication from AAMA

2011 Advertising Rates

Large Ad (200 x 500 pixels)		Small Ad (200 x 200 pixels)	
One Issue	\$500	One Issue	\$400
Three Issues	\$1,400 (<i>savings of \$100</i>)	Three Issues	\$1,100 (<i>savings of \$100</i>)
Four Issues	\$1,850 (<i>savings of \$150</i>)	Four Issues	\$1,450 (<i>savings of \$150</i>)
Six Issues	\$2,800 (<i>savings of \$200</i>)	Six Issues	\$2,200 (<i>savings of \$200</i>)

Advertising Specifications

Advertisements should be:

- Submitted as a JPG, GIF, or PNG image.
- Must be smaller than 300kb.
- May link to your company's website.
- May link to a PDF or Microsoft Word document that is smaller than 2,000kb.

Advertising space is available on a first-come, first-served basis with your insertion order. For additional information on specifications, design, ad placement, links, or to submit your advertisement, contact Laura Bowles, *Executive Online* Editor, at executiveeditor@aameda.org.

2011 Editorial Calendar

About AAMA Executive Online

Issue Date	January 2011	March 2011	May 2011	July 2011	September 2011	November 2011
Article, Pictures and Ad Copy Due to Editor	Wednesday, December 1, 2010	Wednesday, February 2, 2011	Wednesday, March 30, 2011	Wednesday, June 1, 2011	Wednesday, August 3, 2011	Wednesday, September 28, 2011

The *AAMA Executive Online* is published bi-monthly and features articles dealing with management practices and administrative direction that advance the knowledge and understanding of healthcare administrators. The *AAMA Executive Online* is distributed to 2,500 AAMA members, whose specialties include cardiovascular administration, oncology administration, contingency planning, healthcare information, health plan managers, small or rural healthcare facilities, and the Federal healthcare system. Issues are also available openly at www.aameda.org for access by consultants, researchers and educators.

Contact Laura Bowles, *Executive Online* Editor, at executiveeditor@aameda.org to place ads.

AIM – Academy in Motion – a bi-monthly electronic newsletter from AAMA

2011 Sponsorship Rates

Sponsorship Rates:

Sponsorship guarantees maximum exposure and recognition for your company as the **sole advertiser** of an *AIM – Academy In Motion* issue.

- Sponsorship of One Issue: \$ 300
- Sponsorship of Three Issues: \$ 750 (*savings of \$150*)
- Sponsorship of Four Issues: \$ 900 (*savings of \$300*)
- Sponsorship of Six Issues: \$1,300 (*savings of \$500*)

Advertising Specifications

Advertising Specifications are identical to those for *AAMA Executive Online*.

Sponsorship is available on a first-come, first-served basis with your insertion order. For additional information on specifications, design, ad placement, links, or to submit your advertisement, contact Laura Bowles, *Executive Online* Editor, at executiveeditor@aameda.org.

2011 Editorial Calendar

Issue Date	February 2011	April 2011	June 2011	August 2011	October 2011	December 2011
Sponsor Copy Due to Editor	Wednesday, January 26, 2011	Wednesday, March 30, 2011	Wednesday, May 25, 2011	Wednesday, July 27, 2011	Wednesday, September 28, 2011	Wednesday, November 28, 2011

About AIM – Academy In Motion

AIM is published bi-monthly, alternating with *Executive Online*. *AIM* features brief items on Academy and member news. Information carried includes conference and education updates, deadlines, registration information, credentialing information, as well as notices of member promotions, awards, appointments and obituaries. It is published in a brief, hard-hitting newsletter format, targeted to provide members with information quickly. *AIM* is distributed to 2,500 healthcare administrators, educators and consultants.

Contact Laura Bowles, *Executive Online* Editor, at executiveeditor@aameda.org to place ads.

AAMA WEBSITE – www.aameda.org

Banner Advertising Rates

Banner advertising on the home page of the AAMA website is available for **\$300 a month**.

Banner Specifications

- Full size banner: 468 x 60 pixels or Internet Marketing Units (IMU)
- File types: GIF or JPG, no larger than 45kb
- Single banner only; no rotation or flash options
- Link to company website for complete information

About the AAMA Website

More than 75% of AAMA members renew their memberships and submit their conference registrations online. Nominations for award recipients and candidates for AAMA offices are also submitted online. Put your message before AAMA members with every click they make by advertising your company, or your product or service, with a banner ad at www.aameda.org.

Contact Susan Eget, Director of Membership and Communications at sue@aameda.org to place banners advertising.

American Academy of Medical Administrators

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