

# 2023 Advertising Media Planner

Reach the innovators and decision  
makers of health technology with AAMI

# Remaining Placements for 2023:

*Placements for 2023 are filling fast—be sure to secure yours today to not miss out!*

## Email Advertisement

PLACEMENT	PLACEMENT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
AAMI News Weekly (4 wks)	Leading Banner	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!
AAMI News Weekly (4 wks)	Sponsored Content		SOLD!	SOLD!	SOLD!	SOLD!				SOLD!		SOLD!	
AAMI News Weekly (4 wks)	Middle Banner												
Tech News Net	Leading Banner												
Tech News Net	Sponsored Content		SOLD!		SOLD!								
Tech News Net	Middle Banner		SOLD!						SOLD!				
Ster Today	Leading Banner												
Ster Today	Middle Banner												
Ster Today	Sponsored Content												
BI&T eNewsletter	Header Banner	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!
AAMI Exchange Daily	Leading Banner												
AAMI Exchange Daily	Middle Banner												
Standards Monitor Online													

## Web Advertisement

PLACEMENT	PLACEMENT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
AAMI.org	Pop-Up Banner Ad												
Audience Target	Healthcare Technology Managemnt (HTM)						SOLD!						
	Sterilization Professionals												
	Medical Device Manufacturers												
AAMI.org	Home Mid page Carousel #1												
AAMI.org	Home Mid page Carousel #2	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!			SOLD!		SOLD!	SOLD!
AAMI.org	Training Pop Up (3 months)		SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!		SOLD!	SOLD!	SOLD!	SOLD!
AAMI.org	Training Skyscraper (3 months)												
ARRAY.AAMI.org	Leading Banner		SOLD!	SOLD!	SOLD!	SOLD!	SOLD!	SOLD!		SOLD!	SOLD!	SOLD!	SOLD!
ARRAY.AAMI.org	Secondary Banner												
Audience Target	Healthcare Technology Managemnt (HTM)		SOLD!	SOLD!									
	Sterilization Professionals												
	Medical Device Manufacturers												





# The AAMI Advantage

AAMI is the professional home for the medical device industry and healthcare technology management field—a diverse community of innovators and thought leaders committed to advancing safety in health technology. AAMI is where the healthcare technology of tomorrow is taking shape, and advertising with AAMI is a unique opportunity to engage with the industry's best and brightest, representing billions of dollars in buying power.

Our members and industry audience are deeply engaged with our array of publications, collection of news channels, and exceptional portfolio of products and services. We invite you to explore the many custom ways to broadcast your message to the AAMI universe and discover the lead generation your brand seeks to take your advertising to the next level. Please reach out to our ad team with your questions, or to craft a custom ad package to serve your specific needs and exceed your return expectations.

## AAMI Corporate Member?

Enjoy an automatic **10% OFF** every ad placement!

To place an order, or ask a question, contact:  
**Meredith Johnson**  
[mjohnson@aami.org](mailto:mjohnson@aami.org)

New!

# Web Advertising: AAMI ARRAY

**Introducing the most powerful advertising vehicle AAMI offers!** AAMI ARRAY is AAMI's new publications platform, a one stop shop for all the latest medical device news, all AAMI standards and resources, and much more! Multiple times each day AAMI's newsletters, social media, and other content channels drive our audiences to articles, blogs, and features on AAMI ARRAY, making it the highest impact mode we offer to reach your advertising goals. Your banner ad will appear on ALL article, blog, and press release pages for the duration of your placement—no matter what brings a prospect to AAMI ARRAY, your ad will be sure to make a huge impact!

AAMI ARRAY

Enter words / phrases / DOI / ISBN / keywords / auth



Login | Register

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AAMI News

LATEST

ISSUES

ABOUT



healthmark

**Simulated Use Test Soil**

For your device reprocessing IFU validation

News Article | 31 January 2023



## FDA Recognizes First AI-Focused Document, AAMI CR34971:2022, in List of Consensus Standards

Author: Brian Stallard [Author Information](#)

Topics: AI/Machine Learning, Healthcare IT, Regulations, Standards, Sterilization



1 calendar month

### AAMI ARRAY Targeted Banner Ad -

**NEW!** Includes placement on all AAMI ARRAY articles, blog posts, press releases and landing pages containing content tagged to your audience target of choice!

\$1,150



# Web Advertising: *Pop-Up Ad*

It often takes a series of impressions for an ad to convert into a click. It can be hard to know in web advertising if your ad has been truly seen or simply scrolled over. Introducing our solution to guaranteed interaction with your placement: Pop-Up Ads! Upon initial unique landing on one of AAMI's high-traffic pages, your potential customers will have your ad pop-up in front of them, prompting either an ad click or a guaranteed impression via click-to-close. Your Pop-Up Ad placement will appear on no less than 3 flagship AAMI.org pages, curated to the audience you are most interested in targeting. Placements include pages like [HTM Resources](#), [Standards Monitor Online](#), [AAMI Events Feed](#), [ACI Certification](#), and [AAMI/ANSI ST79](#).

The screenshot shows the AAMI website with a navigation bar at the top containing links for AAMI Foundation, About AAMI, Join/Renew, Visit ARRAY, Engage, Store, and Login. Below the navigation bar are tabs for Focus Areas, Standards, Events, Training & Certification, and Membership. A search bar is located on the right. The main content area features a 'FEATURED RESOURCE' section for 'ANSI/AAMI ST79', including a 'BUY PDF COPY' button and a description of the standard. A pop-up advertisement for 'AAMI eSubscription' is overlaid on the page, featuring a close button (X CLOSE), the AAMI logo, and text about unlocking access to hundreds of health technology standards. Below the pop-up, there is an advertisement for the 'American National Standard' with a 'Purchase your copy!' button.

	1 calendar month	3 calendar months
Pop-Up Ad on (at least) three flagship AAMI.org pages	\$2,095	\$4,995 (\$1,490 in savings!)

# Web Advertising: AAMI.org HOME

**Home** – AAMI.org/home receives hundreds of visitors a day, from all across health technology, and across the globe.

**A. Mid-page banner ad carousel spot #1. \$845/month**

This ad position will always display first as a visitor lands on the homepage.

**More than 20% OFF on three consecutive months!**

**B. Mid-page banner ad rotating carousel spot. \$625/month**

This ad will appear in automatic rotation with other ads in the carousel.

**More than 20% OFF on three consecutive months!**



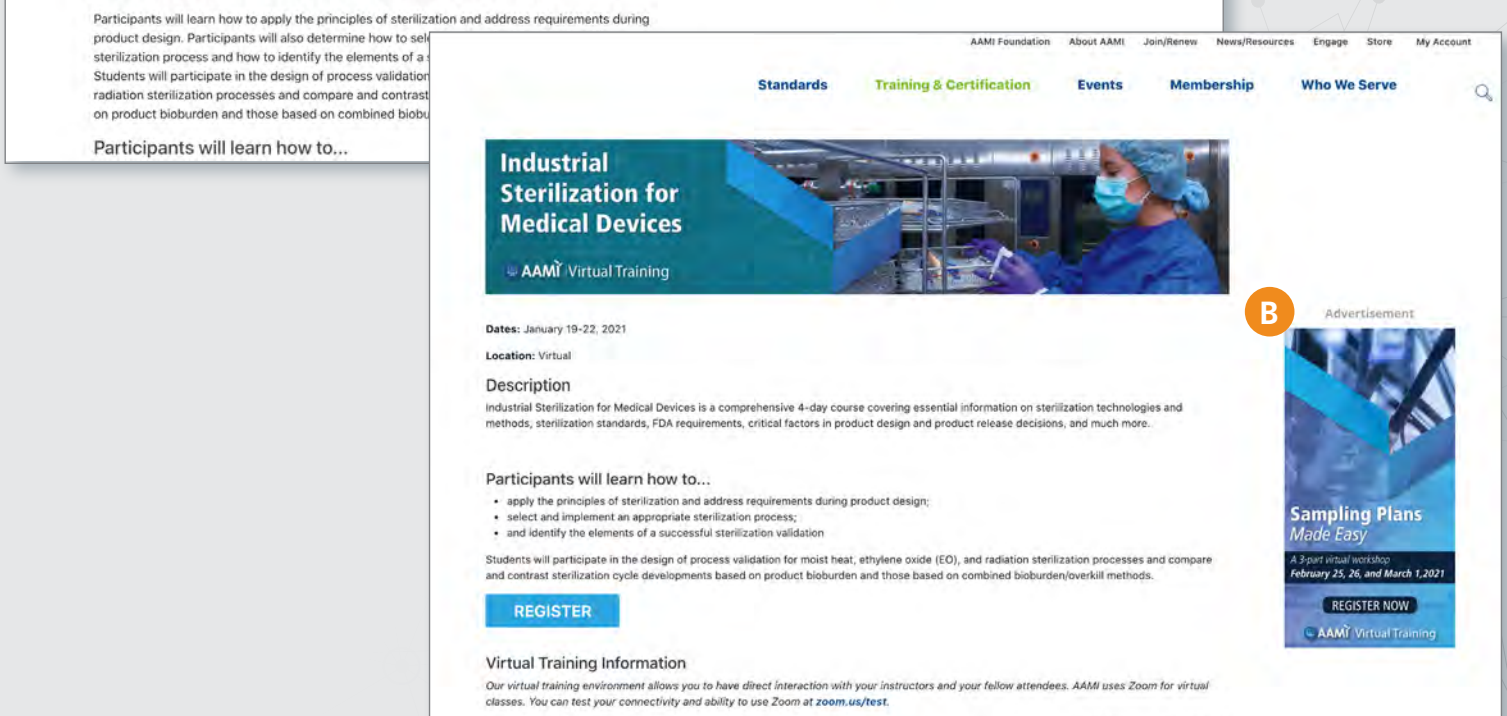
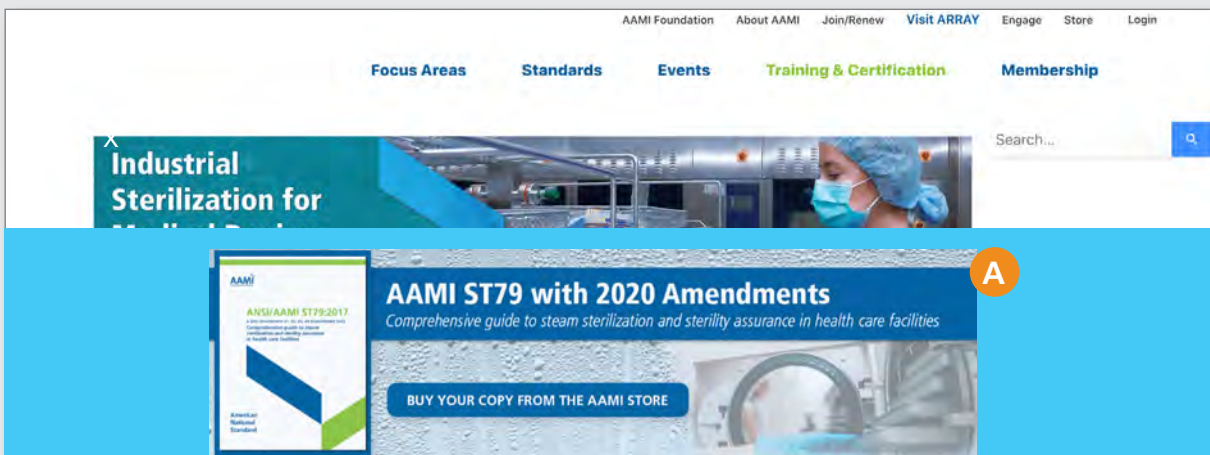


# Web Advertising: Training Pages

**Training landing pages** – AAMI Training receives robust marketing campaigns, driving a large amount of traffic to our landing pages for these events—traffic that is highly-qualified to have an interest in the topic of the course. This option is a unique way to reach a niche audience within the medical device community.

**A. New! Pop-up banner ad: \$1,895/3-month placement**

**B. Right hand column vertical banner ad: \$1,395/3-month placement**



# Digital Advertising: Newsletters

Sent to all AAMI members and *News Weekly* subscribers—more than 13,000+ weekly readers—containing a roundup of essential industry and association news, expert analysis, and features.

## AAMI News Weekly

With weekly serialization to all AAMI members and newsletter subscribers, over 12,000 weekly readers, *AAMI News Weekly* is your opportunity for more than 5,000 impressions a month with our most-engaged community. The newsletter features a roundup of essential industry and association news, expert analysis, and features.

**Monthly ad purchases represent no less than four instances of ad placement!**

- A. Leading banner:** Appears in a prime position following the two featured stories of the week. **\$695/month**
- B. Sponsored content:** *Drive more clicks* with the ability to run an in-line image alongside a custom text blurb and call-to-action button. **\$1,095/month**
- C. Bottom banner:** Anchors the newsletter at the bottom, alongside our popular Career Center job listings. **\$399/month**



### Is Your Medical Device Ready for the Cloud?

It's a simple truth: Medical device manufacturers don't write all the software that drives their products. This is especially true for cloud computing. Hear from cloud experts Pat Baird and Randy Horton on how this impacts the device industry, especially as more devices adopt third-party services for their cloud technology needs.

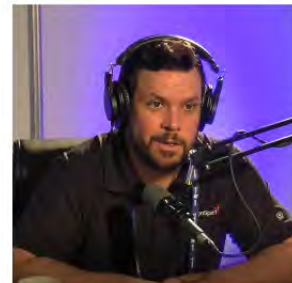
[READ MORE & WATCH](#)



### A Chat with the 2022 AAMI & GE Healthcare BMET of the Year

What makes a good BMET? Is it knowledge, tenacity, or the 4 a.m. problem-solving? This year's AAMI & GE Healthcare BMET of the Year, Lee Chamberlain, sat down with AAMI News to discuss his career path and the promising future of HTM.

[READ MORE & WATCH](#)



Learn how to develop and validate medical device software in an ever-changing landscape of regulations and technology

This 3-day AAMI Training will cover all the relevant regulations, standards, and guidance for medical device software validation and help you understand how novel challenges are impacting the medical device software space.

November 8-10, 2022

[LEARN MORE](#)

Medical Device Software Validation

November 8-10, 2022 | Virtual

**B**

**SPONSORED CONTENT**

**Trusted HTM leaders share lessons learned in 2020 and discuss the future of the industry**

**January 19 at 1:00 PM ET**

Join us as we host some of the industry's most trusted Healthcare Technology Management (HTM) leaders as they come together to share lessons they learned in 2020, a year like no other. As part of this discussion, they will share thoughts on how the challenges they faced this year will change the future of HTM operations.

[JOIN FOR FREE](#)

Free Webinar

nuvo

**C**

Advertisement

Testing Ventilators Has Never Been Easier

[Learn more](#)



# Digital Advertising: Newsletters

Published monthly, *Tech News Net* offers must-read coverage of news, analysis, perspectives, and AAMI resources for healthcare technology management (HTM) professionals.

## Tech News Net

This monthly newsletter is the go-to source for news and resources for AAMI's expansive HTM (healthcare technology management) community. If you are looking to reach HTM professionals from across the field and all career levels, *Tech News Net* is a great way to get your ad in front of them!

- A. Leading banner:** Appears in a prime position following the two featured stories of the month. **\$545/issue**
- B. Sponsored content:** *Drive more clicks* with the ability to run an in-line image alongside a custom text blurb and call-to-action button. **\$845/issue**
- C. Bottom banner:** Anchors the newsletter at the bottom, alongside our popular Career Center job listings. **\$349/issue**

## AAMI Tech News Net

### Come to the Light: Common Problems a BMET Might Encounter When Repairing Hospital Light Sources



HTM professionals work on a variety of light sources, including xenon headlamps or the light source of an endoscope. In this TROUBLESHOOT IT column, a BMET specialist explains how BMETs can pinpoint the problem by knowing the right tips, tricks, and troubleshooting fundamentals to investigate common components.

**TROUBLESHOOT IT**

### AAMI's Online, Instructor-Led CBET Study Course Launches Monday



This live-streamed, instructor-led online CBET Study Course covers each area of the CBET exam outline and gives you an opportunity to get your CBET Exam questions answered.

The 8-session CBET Study Course will be held every Monday and Wednesday evening from 7:00PM-9:00PM ET throughout the month of October.

**REGISTER NOW**

Advertisement

A



Testing Ventilators  
Has Never Been Easier

Learn more  
TSI Certifier™ Plus  
Flow Analyzers

B

#### SPONSORED CONTENT

The New TSI Certifier™ Plus Ventilator Test System



The portable and easy-to-use handheld gas flow analyzer for biomedical test applications makes your job easier with faster test set-ups, large color display, sturdy mounting options, and simple, intuitive interface. The system can be used to test mechanical ventilators, anesthesia delivery machines, air oxygen blenders, medical insufflators, oxygen concentrators, and more!

[LEARN MORE](#)

### HTM Professionals Are Essential to Standards Development



The participation of HTM and sterilization professionals is an essential—and growing—part of standards development. What's the latest, and how can you get involved? During AAMI Sterilization Standards Week, we spoke with Janet Prust, Chair of the AAMI Board of Directors, and Board Member Ralph Basile, to get the answers.

**WATCH ON YOUTUBE**

Advertisement

C



# Digital Advertising: Newsletters

A monthly resource targeted to the sterilization, processing, and disinfection communities, *Sterilization Today* reaches more than 6,500 professionals active in sterile processing and healthcare delivery organizations.

## Sterilization Today

With one of the most specialized and engaged audiences at AAMI, sterilization, processing, and disinfection professionals rely on *Sterilization Today* as their monthly resource for news and trends affecting the industry. With click rates of over 25% for each edition, this newsletter is the most effective way to target AAMI members working in the sterilization field.

- A. Header banner:** Appears in the prime position, above the title banner for the newsletter. **\$545/issue**
- B. Sponsored content:** *Drive more clicks* with the ability to run an in-line image alongside a custom text blurb and call-to-action button. **\$845/issue**
- C. Bottom banner:** Anchors the newsletter at the bottom, alongside our popular Career Center job listings. **\$349/issue**

**A**

Advertisement

**TSI** Knowledge Beyond Measure.

Testing Ventilators Has Never Been Easier

Learn more  
TSI Certifier™ Plus  
Flow Analyzers

## Sterilization Today

AAMI

**AAMI Guidance Helps 'Clean Up' Medical Device Instructions for Use**

Experts recently joined forces to solve a long-standing issue for medical device processing: confusing instructions. Now, there's new guidance from AAMI

**FULL STORY**

**Sterilization Central**  
**A Look at PPE Challenges from the Front Lines**

In this article by an infection prevention expert, go in-depth into the response for PPE-related challenges during the COVID-19 crisis, including perceptions among frontline healthcare professionals themselves.

**READ MORE**

**B**

**SPONSORED CONTENT**

**Trusted HTM leaders share lessons learned in 2020 and discuss the future of the industry**

January 19 at 1:00 PM ET  
**Free Webinar**

Brought to you by **nuvolo**

Join us as we host some of the industry's most trusted Healthcare Technology Management (HTM) leaders as they come together to share lessons they learned in 2020, a year like no other. As part of this discussion, they will share thoughts on how the challenges they faced this year will change the future of HTM operations.

**JOIN FOR FREE**

**C**

Advertisement

**healthmark**

**SIMULATED USE TEST SOIL**  
for your device reprocessing IFU validation



# Digital Advertising: Newsletters


## BI&T Digest

Published six times a year, this wrap-up digest features all the best content from our peer-reviewed journal, *Biomedical Instrumentation & Technology*. This is your opportunity to run a highly-visible top banner as the only ad in the digest, meaning 2,000 impressions per edition of some of AAMI's most prominent thought leaders and innovators.

**A. Header banner: \$745/edition**

**A**

Advertisement



**Get more from your HTM provider**

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# BI&T DIGEST

Biomedical Instrumentation & Technology

AAMI


**Your November/December 2020 issue of BI&T is now available.**

**VIEW ONLINE**

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BI&T online has gotten an upgrade! Be sure to update your links.

### Transforming Data into Actionable Information



As the volume of data in healthcare grows, device manufacturers, healthcare technology management professionals, and clinicians look for new and improved ways to put it to work. What can these data tell us? Find out in the **cover story** of this issue of *BI&T*.

This issue also features an **inspiring roundtable discussion** with members of the AAMI COVID Response Team, who volunteered day and night to develop emergency guidance during the peak of the crisis.

**Other Highlights from this Issue:**

- **Dry Heat Processing of Single-Use Respirators and Surgical Masks**
- **Protocol for a New Method to Measure Physiologic Monitor Alarm Responsiveness**

With an audience of more than 10,000 readers, *BI&T Digest* is a roundup of the latest articles from AAMI's peer-reviewed journal, *Biomedical Instrumentation & Technology*, and has the highest unique click rate of all our newsletters.

# Digital Advertising: Newsletters

## Standards Monitor Online

Released 16 times a year, this newsletter synthesizes all the latest happenings in medical device standards and is our most popular email among decision makers in the medical device manufacturing industry, with over 1,000 unique opens per newsletter by key stakeholders at companies active in standards development.

**A. Header banner: \$745/edition**

**A**

Advertisement

Your connection to better service | PARTSOURCE On-Site Service | [Learn More](#)

## Standards Monitor Online

AAMI

**New Edition Available**

Get the latest updates on AAMI standards committee activities, including calls for comments and notices about meetings.

[VIEW ONLINE](#)

**Standards News and Features**

- [How the AAMI COVID-19 Response Team Responded to Crisis](#)
- [AAMI Explores Artificial Intelligence and Dentistry with New Standards Initiatives](#)
- [Remote-Controlled Hospital Devices Get COVID-19 Guidance](#)

[AAMI Standards Home](#) | [Committee Meetings](#) | [AAMI Events](#)  
[Shop the AAMI Store](#) | [AAMI Membership](#)

A critical resource for the standards community containing detailed updates on standards development activities, outputs, and calls-to-action, *Standards Monitor Online* engages 11,000+ stakeholders of the medical device industry.



# Tech Specs & *\*fine print*

## Banner Ad Specs

Resolution: 500x125 to 1000x250px (4:1)  
Maximum Size: 250KB  
File Types: PNG or GIF  
Animations: Yes, up to 3 cycles.

## Pop-up Ad Specs

Resolution: 1000x250 to 2000x500px (4:1)  
Maximum Size: 500KB  
File Types: PNG or GIF  
Animations: Yes, up to 3 cycles.

## Vertical Banner Ad (Skyscraper) Specs

Resolution: 160x600px to 320x1200px (4:15)  
Maximum size: 150KB  
File Types: PNG or GIF  
Animations: Yes, up to 3 cycles.

## Sponsored Content (Image)

Resolution: 400x300 to 800x600 (4:3)  
Maximum Size: 150KB  
File Types: PNG or GIF  
Animations: NO

## Sponsored Content (Text)

Max body characters: 350  
Max Headline characters: 80  
File Format: Word, PDF, or HTML

## *\*fine print*

- AAMI reserves the right to maintain final discretion over all ad placements. If an ad does not meet stated specifications, quality standards, or is deemed inapplicable to our audiences, the ad sale will be canceled.
- Ad placements are on a first come, first served basis. Check in with our ad team for the latest availability.
- If an advertisement is not received by a stated deadline, AAMI reserves the right to run an alternative ad and cancel or transfer the ad sale.

## NEED DESIGN SUPPORT?

**RESIZING • DESIGN UPDATES • FRESH CUSTOM ADS**

Have an idea for an ad in your head, but don't have a designer to bring to life? Have an ad you'd like to use, but it doesn't meet our specifications—or you're not quite sure? **Ask about our in-house design services, available on an hourly basis!**

**Email to learn more.**



# Advertising with AAMI

## ORDER FORM

To place an order, or ask a question, contact:  
Meredith Johnson  
[mjohnson@aami.org](mailto:mjohnson@aami.org)  
703-253-8278



Name:	Company:	Contact Email:	Contact Phone:

**NEW!**

Leading Banner			
1 month - \$1,650 <i>Only August 2023 available!</i>	<del>3 months - \$3,299</del> <i>Trending 10k impression/month and double click rates over email advertising!</i>		
Targeted Banner			
1 month - \$1,150 <i>Selling Fast!</i>	<i>Who do you want to target?</i> Medical Device Manufacturers Sterilization Professionals Healthcare Technology Management (HTM)	<i>Get your brand seen every single day of the month!</i>	

*Selling Fast!*

Medical Device Manufacturers  
Sterilization Professionals  
Healthcare Technology Management (HTM)

Medical Device Manufacturers  
Sterilization Professionals  
Healthcare Technology Management (HTM)

*Selling Fast!*

A	Leading Banner <b>SOLD!</b>	<del>\$645/month (4 weekly placements)</del>
B	Sponsored Content	\$1,045/month (4 weekly placements)
C	Middle Banner	\$399/month (4 weekly placements)

A	Leading Banner	<i>Selling Fast!</i>	\$545/edition	TNN	ST
B	Sponsored Content		\$845/edition	TNN	ST
C	Middle Banner		\$349/edition	TNN	ST

**SOLD!**

A	Header Banner	\$745/edition <b>SOLD!</b>	BI&T	SMO
	Requested Month(s):			

Sub Total:	
Additional Discount:	<i>Email us to unlock your package discount!</i>
Total Due Upon Invoice:	

To place an order please submit this form to Meredith Johnson at [mjohnson@aami.org](mailto:mjohnson@aami.org).