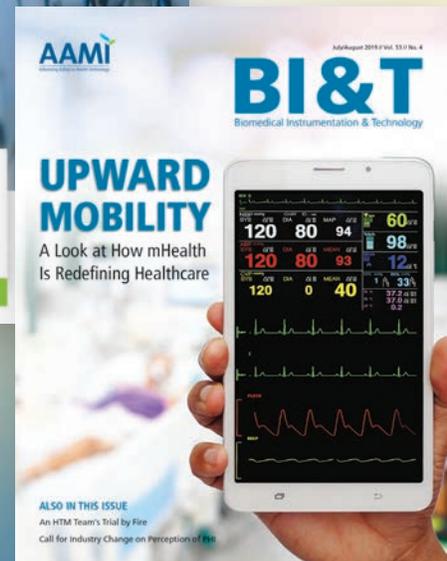


2020 Advertising Media Planner

Reach the leaders and decision makers in health technology through AAMI.



FOR MORE INFORMATION, CONTACT:

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stevew@larichadv.com

The AAMI Advantage

AAMI publications are the best way to reach healthcare technology professionals and executives in the medical device industry. These leaders represent billions of dollars in buying power.

AAMI offers a variety of opportunities for you to reach these key decision makers through both print and digital outlets. Contact our ad representatives to create an ad package that best meets your needs.

Advertise with AAMI, and watch your business grow!

About AAMI

AAMI leads global collaboration in the development, management, and use of safe and effective health technology.

Its diverse membership includes healthcare technology management (HTM) professionals, such as clinical engineers and biomedical equipment technicians, sterile processing professionals, and manufacturers of medical devices and technology.

The top 25 medical device manufacturers in the world are AAMI members!

Every day, AAMI members are influencing how medical devices and technology are developed, purchased, and used.



9 out of 10

members who responded to a publications survey said they played a role in purchasing decisions for their organization.



7 out of 10

members work in hospitals or for medical device manufacturers.



8 out of 10

members said they expect their organization to spend at least \$500,000 on healthcare technology during the next year.



7 out of 10

members who responded to a publications survey said AAMI publications lend the greatest credibility to companies that are selling products or services to medical technology professionals.

AAMI Advertising Options

Our publications, offered in both print and digital formats, are available to all AAMI members and subscribers—a readership of more than 8,000 professionals.

P R I N T

AAMI News

PAGES 4–5

A winner of multiple awards, this monthly newsletter is the premier news publication for the healthcare technology field.

BI&T

PAGES 6–7

Published six times a year, AAMI's award-winning, peer-reviewed journal covers the latest trends and research in the industry.

Horizons

PAGE 8

Published once a year, this nationally recognized supplement provides in-depth coverage of one specific topic per issue.

D I G I T A L

Resource Catalog

PAGE 9

This annual guide, distributed in both print and digital formats, highlights AAMI's product and program offerings.

AAMI.org NEW DESIGN!

PAGE 10

The redesigned AAMI website is the go-to resource for all professionals in healthcare technology.

Electronic Newsletters

PAGES 11–13

- *AAMI News Weekly*
- *AAMI Exchange Daily* (for annual conference)
- *BI&T Digest*
- *Sterilization Today*
- *Tech News Net*

The A-List

PAGE 14

An exclusive email featuring your unique message, sent to hundreds of AAMI opt-in subscribers.

Podcasts

PAGE 15

Informative, engaging, and exclusive interviews with leaders in healthcare technology.

Webinars

PAGE 16

Timely and helpful presentations for the healthcare technology management (HTM) community.

Bundle Packages

PAGE 17

We have advertised in *AAMI News*, *BI&T*, and the annual *Resource Catalog* every year for many years. We are avid supporters of AAMI and all the wonderful support and training AAMI provides to our HTM community.”

—Doug Stephens, CBET, CW4, MSC (Ret), chairman/founder of Stephens International Recruiting, Inc.

Did You Know?

AAMI publications won the prestigious President's Award for Journalism from ANSI for their coverage of standards in the medical device industry.

AAMI News

AAMI News is the winner of multiple national honors, including awards from Association Media & Publishing, the American Society of Healthcare Publication Editors (ASHPE), and APEX.

It is also the must-read news publication in the healthcare technology field. Readers rely on AAMI News for in-depth and timely coverage of regulatory affairs, hospital issues, standards activities, industry updates, career trends, and AAMI programs.

Each monthly issue of AAMI News is distributed to members in print or digitally. Our online archive of past editions means your ad has an extended life.



I advertise in AAMI publications because I feel that I get a great national coverage and visibility directly to ALL levels in the industry.”

—Jennifer Brown, president/owner of Health Tech Talent Management, LLC

Rates (Net/Per Issue)

4-Color	1 issue	6 issues	12 issues
Full Page	\$1,790	\$1,620	\$1,450
1/2 Page	\$1,190	\$1,075	\$945
1/4 Page	\$895	\$815	\$725
Spread	\$2,865	\$2,575	\$2,290
Back Cover 1/2 Page	\$1,535	\$1,380	\$1,230
Cover 2	\$2,150	\$1,935	\$1,720
Cover 3	\$1,970	\$1,770	\$1,575

Ad Sizes

Size	Width	Height
Spread Measurements	17.5"	11.25"
Full Page Bleed	8.75"	11.25"
1/2 Page	7.375"	4.625"
1/4 Page	3.6875"	4.625"

Please provide high resolution (300 dpi or higher) press-ready PDF files.
Please do not include crop or printer marks in the PDF.
Publication trim size is 8.5" x 11".



2020 Editorial Calendar

Issue	Focus	Special Distribution	Space Reservation	Materials Due
January	Robotics	HTM Society Meetings	Dec. 3, 2019	Dec. 10, 2019
February	Soft Skills	HIMSS Global Conference	Jan. 3, 2020	Jan. 10, 2020
March	Clinical Alarm Management	MD Expo	Feb. 3, 2020	Feb. 10, 2020
April	Sterilization	IAHCSSM Annual Conference	March 3, 2020	March 10, 2020
May	Cybersecurity		April 3, 2020	April 10, 2020
June	AAMI Exchange Preview	The AAMI Exchange (Annual Conference & Expo)	May 1, 2020	May 8, 2020
July	Human Factors		June 3, 2020	June 10, 2020
August	Device Service and Support	HTM Society Meetings	July 3, 2020	July 10, 2020
September	Risk Management	HTM Society Meetings	Aug. 3, 2020	Aug. 10, 2020
October	New Technologies	AAMI Sterilization Standards Week	Sept. 3, 2020	Sept. 10, 2020
November	Sterilization	HTM Society Meetings	Oct. 2, 2020	Oct. 9, 2020
December	Year in Review	AAMI Standards Week	Nov. 3, 2020	Nov. 10, 2020

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Biomedical Instrumentation & Technology

AAMI's peer-reviewed journal is published six times a year, available both online and in print, and is a key benefit of AAMI membership. The professionals who read *BI&T*, one of the most honored publications in the healthcare technology field, play a crucial role in purchasing decisions at their organizations.

Ads published in the print edition are included in the online archived articles, giving your message staying power.



Rates (Net/Per Edition)				
4-Color	1 issue	3 issues	6 issues	7 issues*
Full Page	\$2,440	\$2,305	\$2,150	\$1,680
1/2 Page	\$1,660	\$1,550	\$1,425	\$1,155
1/4 Page	\$1,250	\$1,170	\$1,080	\$890
Cover 2	\$2,925	\$2,765	\$2,580	\$2,015
Cover 3	\$2,802	\$2,650	\$2,470	\$1,930
Cover 4	\$3,045	\$2,880	\$2,685	\$2,100

* Sign up for six issues of *BI&T* and one issue of *Horizons*.

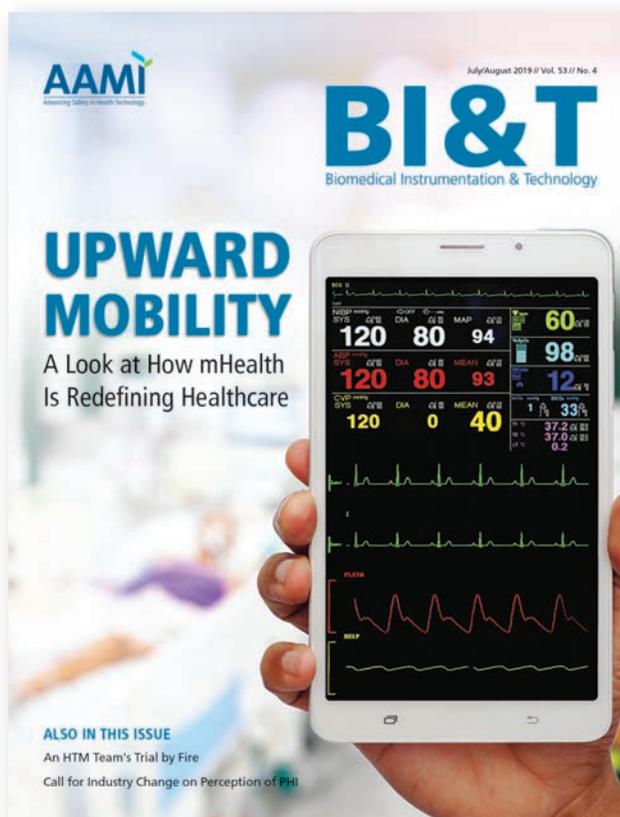
Special Advertising Opportunities

- Exclusive Polybag Messaging
- Journal and Polybag Inserts

(Pricing available upon request)

Ad Sizes		
Size	Width	Height
Full Page Bleed	8.75"	11.25"
1/2 Page	7.375"	4.625"
1/4 Page	3.6875"	4.625"

Please provide high resolution (300 dpi or higher) press-ready PDF files. Please do not include crop or printer marks in the PDF. Publication trim size is 8.5" x 11".



2020 Editorial Calendar

Issue	Cover Story	Roundtable Discussion	Special Distribution	Space Reservation	Materials Due
January/ February	Clinical Alarm Management	Education and Training	HTM Society Meetings	Nov. 15, 2019	Nov. 22, 2019
March/ April	Sterilization	Cybersecurity	IAHCSMM Annual Conference	Jan. 15, 2020	Jan. 22, 2020
May/ June	Medical Device Software	Service and Support	The AAMI Exchange (Annual Conference & Expo) APIC Annual Conference	March 16, 2020	March 23, 2020
July/ August	Telehealth	Risk Management	HTM Society Meetings	May 15, 2020	May 23, 2020
September/ October	Health Technology Globally	Sterilization	AAMI Sterilization Standards Week HTM Society Meetings	July 15, 2020	July 22, 2020
November/ December	Analytics	Role of Standards	HTM Society Meetings	Sept. 15, 2020	Sept. 22, 2020

Advertising with AAMI gives us access to some of the best, brightest, and most influential people in healthcare. It is a key vehicle for letting them know about Healthmark and the innovative solutions we have for proper device reprocessing.”

—Ralph Basile, Vice President, Healthmark Industries

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steve@larichadv.com

BI&T's Specialty Publication

Released once a year, AAMI's award-winning and peer-reviewed *Horizons* publication provides in-depth coverage of one specific topic—making it a respected resource that professionals save for reference and to share with colleagues.

This specialty publication:

- Enables you to effectively target your advertising placement with articles important to your customers.
- Expands recognition of your products and services to new audiences and customers, as other associations serve as partners on the publication.
- Is archived online, extending the visibility of your ad.
- Is distributed at conferences and events.
- Is available to every AAMI member.

Rates (Net)	
4-Color	1 issue
Full Page	\$2,625
1/2 Page	\$1,995
1/4 Page	\$1,025
Cover 2	\$3,150
Cover 3	\$3,020
Cover 4	\$3,280

Ad Sizes		
Size	Width	Height
Full Page Bleed	8.75"	11.25"
1/2 Page	7.375"	4.625"
1/4 Page	3.6875"	4.625"

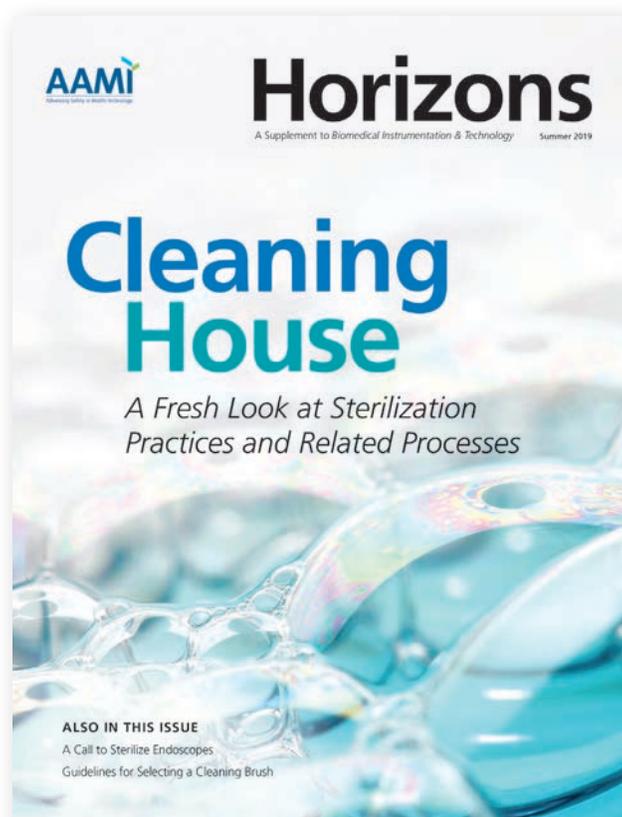
2020 Deadline		
Topic	Space Reservation	Materials Due
Human Factors	Feb. 1, 2020	Feb. 15, 2020

Please provide high resolution (300 dpi or higher) press-ready PDF files.
Please do not include crop or printer marks in the PDF.
Publication trim size is 8.5" x 11".

2020 EDITION Human Factors

(Publication May/June 2020)

In 2020, the focus will be the **role of human factors** in the development, design, and use of medical devices and health technology.



Resource Catalog

Now is the time to start planning for our 2021 *Resource Catalog*! The popular *Resource Catalog*, offered in an interactive flipbook format, provides an overview of AAMI's top products and services. In January, it is emailed directly to all AAMI members, past purchasers of AAMI products, and past attendees of AAMI courses and other events—an audience of more than 20,000!

BONUS! A second email featuring the digital *Resource Catalog* is sent in June. Additionally, print copies of the *Resource Catalog* are inserted with print orders of all AAMI products and distributed at AAMI and industry events.

With the digital edition, advertisers can:

- Hyperlink to their company website.
- Embed a video in their ad.
- Link to a landing page to collect leads.
- Add social media links to develop followers.

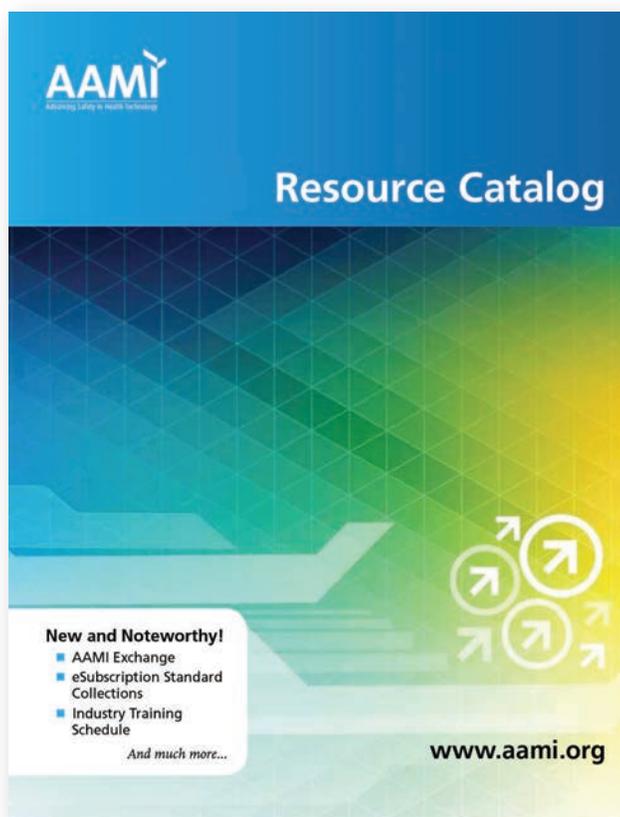
Rates (Net)	
4-Color	Rate
Full Page	\$2,750
1/2 Page	\$1,850
Cover 2	\$3,500
Cover 3	\$3,000

Ad Sizes		
Size	Width	Height
Full Page Bleed	8.75"	11.25"
1/2 Page	7.375"	4.625"

2021 Deadline	
Space Reservation	Materials Due
Nov. 15, 2020	Nov. 22, 2020

Please provide high resolution (300 dpi or higher) press-ready PDF files.
Please do not include crop or printer marks in the PDF.
Publication trim size is 8.5" x 11".

2021 EDITION
(Publication December 2020)



Make the new and improved AAMI.org an essential component of your online marketing strategy. Our redesigned website is the perfect environment to:

- Build and strengthen awareness of your company.
- Market your products and services.
- Connect directly to the key decision makers in the healthcare technology field who visit AAMI's website.

AAMI offers a very limited number of ads on its website. On any given page, only one exclusive advertising spot is available: a 970 x 250 billboard option at the bottom of the pages listed below.

Contact us now to reserve your spot.



Billboard (970 x 250 pixels)
Two Rotations

AAMI Website Rates

AAMI Website	Monthly	Yearly
AAMI Home Page	\$650	\$6,240
Education	\$325	\$3,120
Events (excluding the AAMI Exchange)	\$325	\$3,120
Membership	\$325	\$3,120
News	\$325	\$3,120
Standards	\$325	\$3,120

FOR MORE INFORMATION, CONTACT:

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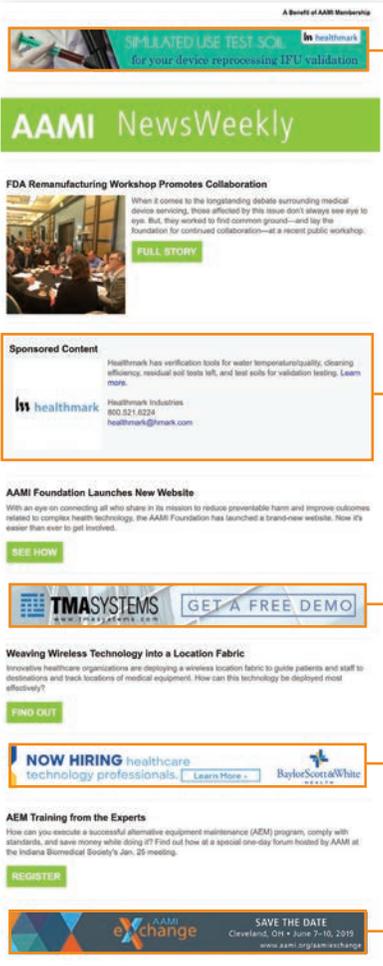
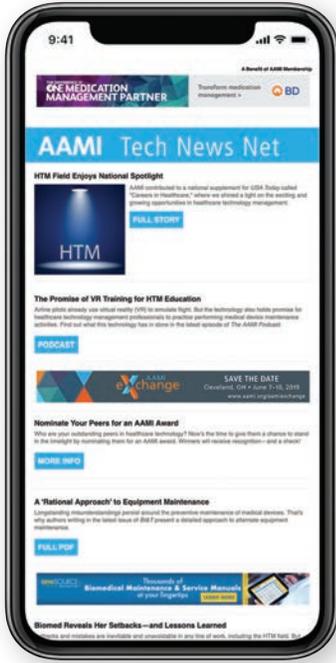
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stevew@larichadv.com

Electronic Newsletters

Get the latest news with AAMI's e-newsletters:

- AAMI NewsWeekly
- AAMI Exchange Daily (annual conference only)
- BI&T Digest
- Sterilization Today
- Tech News Net

All AAMI e-newsletters have a **>99%** delivery rate



Leaderboard*

Ad 1

Ad 2

Ad 3

Ad 4**

* Ad spots can either be banner ads (728 x 90 pixels) or a text-based placement (100 x 100 graphic with no more than 35 words of text, including links). Maximum of two text-based placements per issue, with the exceptions of *BI&T Digest* and *Tech News Net*, which allow one and three respectively.

** Available only for *AAMI NewsWeekly*.

Electronic Newsletters

Deliver your message directly to your customers' inboxes with a link to your company's website.

AAMI NewsWeekly

Our weekly newsletter—emailed to AAMI members and subscribers every Wednesday—is filled with breaking news, features, industry updates, guidance, and interviews.

AAMI Exchange Daily

A daily recap of our annual conference in June is sent to all conference registrants and AAMI members.

BI&T Digest

With each issue of *BI&T* (six annually), AAMI sends an email alert and digest to all of its members—more than 8,000 recipients. These alerts provide content highlights and direct readers to access the complete online issue.



AAMI NewsWeekly		
Ad Position	Size (pixels)	Monthly Rate (4 issues)
Leaderboard	* See note	\$1,250
Ad 1	* See note	\$940
Ad 2	* See note	\$705
Ad 3	* See note	\$530
Ad 4	* See note	\$398

BI&T Digest		
Ad Position	Size (pixels)	Annual Rate (6 issues)
Leaderboard	* See note	\$6,000
Ad 1	* See note	\$4,500
Ad 2	* See note	\$3,375

AAMI Exchange Daily (Annual Conference in June)		
Ad Position	Size (pixels)	Rate (all 4 days)
Leaderboard	* See note	\$1,400
Ad 1	* See note	\$1,200
Ad 2	* See note	\$1,200
Ad 3	* See note	\$1,000

*Ad spots can either be banner ads (728 x 90 pixels) or a text-based placement (100 x 100 graphic with no more than 35 words of text, including links). Maximum of two text-based placements per issue, with the exception of *BI&T Digest*, which can accommodate one.

Electronic Newsletters

Monthly

Sterilization Today

Now published monthly, this newsletter targets more than 3,000 sterilization and reprocessing professionals in healthcare settings.

Tech News Net

This newsletter—emailed the last full week of every month to more than 9,000 clinical engineers and biomedical equipment technicians—is packed with practical and timely news for healthcare technology management (HTM) professionals.

All AAMI e-newsletters have a **>99%** delivery rate



Ad Position	Size (pixels)	Monthly Rate (1 issue)
Leaderboard	* See note	\$550
Ad 1	* See note	\$412
Ad 2	* See note	\$309
Ad 3	* See note	\$232
Ad 4	* See note	\$175
Ad 5	* See note	\$131

*Ad spots can either be banner ads (728 x 90 pixels) or a text-based placement (100 x 100 graphic with no more than 35 words of text, including links). Maximum of three text-based placements per issue.

e-Newsletter Deadlines	
Space Reservation	Materials Due
1st of month of publication	5 days later

Please provide file as a jpg or gif. No flash animation is allowed. 50k maximum.

The A-List

This sponsored email, which is an opt-in resource, is an exclusive opportunity for you to educate AAMI members about the benefits of using your product or service.

The A-List gives you the chance to position yourself as a thought leader and solution provider in the industry. The cost is only \$750 net for your custom email.

Did You Know?
AAMI members play key roles in purchasing and procurement decisions for their organizations.



AAMI The A-List

A message from Hach

Frequent Analysis and Immediate Notification

Build confidence in your chlorine removal process with the Hach(R) CM130, which monitors total chlorine levels in pretreatment water used in hemodialysis. The system automatically measures chlorine levels every five minutes* with a standard, repeatable process and includes a remote indicator on the patient floor for immediate audio and visual notification of high-chlorine events.

For more information on the Hach CM130 Chlorine Monitoring System, visit hach.com/cm130

*Measurement may be aborted when the system detects a measurement quality issue, resulting in a longer measurement interval (up to 20 minutes).

Hach Company | Tel 1-800-227-4224 | sales@hach.com

This is a paid advertisement. AAMI is not responsible for the content of claims of, nor does it provide endorsement for, the advertisers, products, or services contained above.

If you wish to unsubscribe from all AAMI e-mails, please click [here](#).

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A-List Sponsorships

To sponsor an exclusive email, please contact our advertising sales managers.

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A-List Deadlines

Materials due 20th of prior month

Images may not exceed 600 pixels in width or height.

Podcasts

The AAMI Podcast covers the latest topics in the ever-changing world of healthcare technology through engaging conversations with leaders and experts. New episodes are recorded every other month.

All podcasts are available on the AAMI website and through three major podcast distributors: iTunes, TuneIn, and Stitcher.

For \$1,450, you can be the sole sponsor of an individual podcast. As part of the package, you will get:

- A 20-second voice-over introduction AND closing.
- Mention of your company, with a hyperlink, on the AAMI website and in *AAMI NewsWeekly*.



Podcast Sponsorships

To sponsor a podcast, please contact our advertising sales managers.

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C +1-440-781-0846
stevew@larichadv.com

2020 Podcast Schedule

February
April
June
August
October
December



Podcast Deadlines

Materials due 20th of prior month

Webinars

Sponsor a webinar in our series aimed at healthcare technology management (HTM) professionals. *AAMI Live* offers you a unique opportunity to get your company's name in front of those professionals who are making key decisions on the use of health technology in their organizations.

By sponsoring a series of six webinars for \$5,600, you will enjoy these benefits:

- Recognition in email promotions to HTM professionals with a hyperlink to your company's website.
- A 30-second introduction at the beginning of the webinar.
- A 30-second acknowledgment at the end of the webinar.
- Reference and thanks to your company, with hyperlink, in follow-up email to attendees.

Plus, our webinars will be archived on the AAMI website, meaning the recognition for your company will live on for years.



Webinar Sponsorships

To sponsor a webinar, please contact our advertising sales managers.

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steve@larichadv.com

Webinar Deadlines

Materials due 20th of prior month

Bundle Package Rates

More than
20%
OFF

PLATINUM PACKAGE	
PACKAGE INCLUDES:	Non-Corporate Member Rate:
AAMI News 6x Full Page FC	\$22,000
BI&T 6x Full Page FC + one complimentary issue of <i>Horizons</i>	Corporate Member Rate: \$19,800
Resource Catalog Full Page FC	* PLUS—Get 15% off any website ad placement of six months or more!

More than
15%
OFF

GOLD PACKAGE	
PACKAGE INCLUDES:	Non-Corporate Member Rate:
AAMI News 6x 1/2 Page FC	\$14,000
BI&T 6x 1/2 Page FC + one complimentary issue of <i>Horizons</i>	Corporate Member Rate: \$12,600
Resource Catalog 1/2 Page FC	* PLUS—Get 15% off any website ad placement of six months or more!

More than
15%
OFF

SILVER PACKAGE	
PACKAGE INCLUDES:	Non-Corporate Member Rate:
AAMI News 6x 1/4 Page FC	\$10,000
BI&T 6x 1/4 Page FC + one complimentary issue of <i>Horizons</i>	Corporate Member Rate: \$9,000

FC = four color



We choose to partner with AAMI to grow and promote the HTM community. Working with AAMI provides great exposure, networking, and career growth opportunities.”

—Brooke Odenwelder, VP of Sales & Marketing for First Call Parts

Contact our advertising sales managers for additional package options.

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