2021 Advertising Media Planner
Reach the innovators and decision makers of health technology with AAMI
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:
Tom Lasch & Steve Wafalosky
Advertising Sales Managers
tlasch@larichadv.com
stevew@larichadv.com
440-247-1060
Advertising with AAMI

AAMI is your key to engaging with our 10,000+ members and 60,000+ community of professionals from across the health technology industry. We invite you to explore our updated range of digital-forward and multi-mode opportunities to connect with potential customers across all our platforms, empowering the reach and impact you are looking for.

Pages 5-6

Web Advertising: AAMI News

Our award-winning AAMI News is the most-read resource for those working in health technology, sterilization, and related fields. Featuring expert insights, essential “how to” articles, topical cover stories, and timely coverage of the latest trends affecting the industry for those working with technology at hospitals, medical device companies, and for/with regulatory agencies. Advertising with AAMI News offers the opportunity to have your brand shine in multiple modes, including two primary ad placements that appear synchronously on our AAMI News homepages and the current issue landing page, as well as ad placements on single featured articles with a topical alignment to your product base.

Page 7-8

Web Advertising: AAMI.org

Capture the AAMI audience where they are: online! With thousands of visitors every week, the newly redesigned AAMI.ORG ensures you see a high level of exposure alongside valuable content that is attractive to your audience. With a wide range of placement options to choose from, there is no surer way to get the brand impressions you are after than placing an ad on AAMI.org.

Page 9-13

Digital Advertising: Newsletters

With a readership ranging from 4,000 to 14,000, and serialization from weekly to monthly, AAMI’s e-newsletters are the primary gateway to AAMI’s content for our audience—and a great way for your ad to drive traffic.

- **AAMI News Weekly**: sent to all AAMI members each week, containing a roundup of essential industry and association news, expert analysis, and features.
- **BI&T Digest**: a roundup of the latest articles from AAMI’s peer-reviewed journal, *Biomedical Instrumentation & Technology*.
- **Standards Monitor Online**: Widely read by the standards community, contains detailed updates on standards working group activities, outputs, and calls to action.
- **Sterilization Today**: A highly engaged monthly resource targeted to the sterilization, processing, and disinfection community.
- **Tech News Net**: Published monthly, a must-read rounding of news, analysis, perspectives, and AAMI offerings for healthcare technology management (HTM) professionals.
Advertising with AAMI

Page 14
AAMI Publications Editorial Calendar
Align your advertising efforts to our monthly topical focus!

Page 15
Resource Catalog
This annual digital catalog highlights all of AAMI’s products and program offerings and is highly anticipated each year by the entire AAMI community. Advertising in our resource catalog provides the dual opportunity for your ad to appear in both our interactive PDF format, as well as our Resource Catalog landing page on AAMI.org.

Page 16
Special Opportunities
Special Issue sponsorship, AAMI Exchange Daily, Premier Partner Packages

Page 17
Order Form

Page 18
Tech Specs & fine print

Have an idea for an ad in your head but don’t have a designer to bring it 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!

7 OUT OF 10 members work in hospitals or for medical device manufacturers.
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.
9 OUT OF 10 members who responded to a publications survey said they played a role in purchasing decisions for their organization.
Web Advertising: AAMI News

AAMI News Primary Ad #1 - right-hand vertical column banner ad (includes placement on AAMI News homepages and the current issue landing page + full page color ad)

AAMI News Primary Ad #2 - featured midpage banner ad (includes placement on AAMI News homepages and the current issue landing page + full page color ad)

Featured Article – in-line virtual ad benefits from targeted promotion across AAMI, including headlining our AAMI News Weekly digests and a custom post across AAMI’s social—we’ll drive the traffic right to your ad!

Need even more incentive? AAMI News ad packages include a full-page color ad in the PDF edition of the monthly issue!
Web Advertising: **AAMI News**

**AAMI News** is an exceptional way to reach the full breadth of the AAMI universe. **AAMI News** articles are promoted through AAMI’s newsletters and social media, positioning it as a high-impact mode to reach your advertising goals. There are a few ways to have your brand featured in **AAMI News**, including two primary ad placements that appear synchronously on our **AAMI News** homepages and the current issue landing page, as well as ad placements on single featured articles with a topical alignment to your product base.

<table>
<thead>
<tr>
<th><strong>AAMI News Primary Ad #1 - righthand vertical column banner ad</strong> (includes placement on <strong>AAMI News</strong> homepages and the current issue landing page + full page color ad)</th>
<th>1 calendar month + 1 issue</th>
<th>6 calendar months + 6 issues *ad must rotate at least twice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>$1,650</td>
<td>$7,495 ($2405 in savings!)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>AAMI News Primary Ad #2 - featured midpage banner ad</strong> (includes placement on <strong>AAMI News</strong> homepages and the current issue landing page + full page color ad)</th>
<th>1 calendar month + 1 issue</th>
<th>6 calendar months + 6 issues *ad must rotate at least twice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B</strong></td>
<td>$1,250</td>
<td>$5,750 ($1750 in savings!)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>A Featured Article – in-line virtual ad</strong> benefits from targeted promotion across AAMI, including headlining our <strong>AAMI News</strong> Weekly digests and a custom post across AAMI’s social—we’ll drive the traffic right to your ad!</th>
<th>1 Feature</th>
<th>10 Features across 6 calendar months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>C</strong></td>
<td>$450</td>
<td>$1,995</td>
</tr>
</tbody>
</table>

**AAMI News PDF edition print ads.** A traditional approach to reaching our cover-to-cover readers.

<table>
<thead>
<tr>
<th>Full-color in-line ads with customizable link</th>
<th>1 issue</th>
<th>6 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$795</td>
<td>$595/ad =$3,570</td>
</tr>
<tr>
<td>Half Page</td>
<td>$295</td>
<td>$249/ad =$1,494</td>
</tr>
</tbody>
</table>

*Please see page 18 for ad sizes and technical specifications.*
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. $745/month
This ad position will always display first as a visitor lands on the homepage. Discount for multiple months.

B. Mid-page banner ad rotating carousel spot. $575/month
This ad will appear in automatic rotation with other ads in the carousel. Discount for multiple months.
Training landing pages - AAMI’s Trainings receive 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. **Right hand column vertical banner ad: $1,295/campaign**
   (minimum of two calendar months of promotion)
Digital Advertising: Newsletters

With a readership ranging from 4,000 to 14,000, and serialization from weekly to monthly, AAMI’s e-newsletters are the primary gateway to AAMI’s content for our audience—and a great way for your ad to drive traffic.

**AAMI News Weekly**

Weekly serialization to all AAMI members, over 11,000; opportunity for 5,000 impressions a month with our most-engaged community. Contains 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. **Right-column banner ad:** $995/month
B. **Leading banner:** $595/month
C. **Sponsored content:** Drive more clicks with the ability to run an in-line image alongside a custom text blurb and call-to-action button. $995/month
D. **Middle banner:** $349/month (not pictured)
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 top banner ad as only one of two clickable images in the digest, meaning 2,000 impressions a run of some of AAMI’s most prominent thought leaders and innovators.

A. Header banner: $495/issue
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 opens per newsletter.

A. Header banner: $395/issue
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!

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

A. Right-column banner ad: $995/month
B. Leading banner: $595/month
C. Sponsored content: *Drive more clicks* with the ability to run an in-line image alongside a custom text blurb and call-to-action button. $995/month
D. Middle banner: $349/month *(not pictured)*

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**AAMI Tech News Net**

**Sterilization Standard ST79 Receives Community-Driven Update**
After three years, a widely used standard in healthcare and industry has undergone an important update. ANSI/AAMI ST79, a comprehensive guide to steam sterilization and sterilization assurance in health care facilities.

**Teledhealth Reaches a COVID-19 Turning Point**
From medical device manufacturers to healthcare technology management professionals, the rush to produce and sustain numerous new telehealth technologies was a major factor during the COVID-19 pandemic.

**CDRH Establishes Digital Health Center of Excellence**
The FDA’s Center for Devices and Radiological Health announced a game changer for the future of digital health technology by establishing a Digital Health Center of Excellence in 2020. The new center is intended to serve as an expert resource for digital health technologies and policy.

**Respirator Demand Still Exceeds Supply—and Fraud Is A Challenge**
While COVID-19 vaccines are providing a glimmer of hope, cases and hospitalizations are still soaring. In this Q&A, 3M’s Jessica Hisage provides insights about the current and projected supply of N95 respirators and PPE.

**Free Webinar**

**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*
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% each edition, this newsletter is the most effective way to target AAMI members working in the sterilization field.

A. Header banner: $395/issue
AAMI Publications
Editorial Calendar

Our publications are focused each month on a critical topic, emerging trend, or particular community within health technology. If your products and services align with a topic area you see below, consider multi-faceted advertising across multiple modes during that month, when the large majority of AAMI’s content pushes, social shares, and inbound traffic will be zeroed in on a focus you share with our audience.

<table>
<thead>
<tr>
<th>Month</th>
<th>Focus</th>
<th>Special Distribution</th>
<th>Space Reservation</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Healthcare at Home</td>
<td></td>
<td>Jan. 15, 2021</td>
<td>Jan. 20, 2021</td>
</tr>
<tr>
<td>March</td>
<td>Education and Training</td>
<td></td>
<td>Feb. 15, 2021</td>
<td>Feb. 20, 2021</td>
</tr>
<tr>
<td>April</td>
<td>Sterilization</td>
<td>IAHCsMm Annual Conference &amp; Expo 2021</td>
<td>March 15, 2021</td>
<td>March 20, 2021</td>
</tr>
<tr>
<td>May</td>
<td>Healthcare Technology Management</td>
<td>HTM Week</td>
<td>April 15, 2021</td>
<td>April 20, 2021</td>
</tr>
<tr>
<td>July</td>
<td>Clinical Alarms</td>
<td></td>
<td>June 15, 2021</td>
<td>June 20, 2021</td>
</tr>
<tr>
<td>September</td>
<td>Health Technology Globally</td>
<td>4th International Clinical Engineering and Health Technology Management Congress, hosted by AAMI</td>
<td>Aug. 15, 2021</td>
<td>Aug. 20, 2021</td>
</tr>
<tr>
<td>October</td>
<td>The Role of Standards</td>
<td>World Standards Week 2021</td>
<td>Sept. 15, 2021</td>
<td>Sept. 20, 2021</td>
</tr>
<tr>
<td>November</td>
<td>Medical Imaging</td>
<td></td>
<td>Oct. 15, 2021</td>
<td>Oct. 20, 2021</td>
</tr>
<tr>
<td>December</td>
<td>Year in Review</td>
<td></td>
<td>Nov. 15, 2021</td>
<td>Nov. 20, 2021</td>
</tr>
</tbody>
</table>
Advertising in our 2021 Resource Catalog provides the duel opportunity for your ad to appear in both our interactive PDF format, as well as our Resource Catalog landing page on AAMI.org. With our digital Resource Catalog, advertisers can explore a range of opportunities to grab the AAMI audience’s attention with all the multimedia capabilities of an interactive online PDF, including: hyperlinked ads, animated GIFs, social links, and even embedded video!

*Advertising in the 2021 Resource Catalog must be secured by February 28, 2021!*

### Rates

<table>
<thead>
<tr>
<th>4-Color</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$2,500</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$2,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,750</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$850</td>
</tr>
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</table>

### Ad Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.75”</td>
<td>11.25”</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7.375”</td>
<td>4.625”</td>
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</table>

### 2021 Deadline

<table>
<thead>
<tr>
<th>Space Reservation</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 28, 2021</td>
<td>March 5, 2021</td>
</tr>
</tbody>
</table>

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 March 2021)
Special Opportunities

Special Issue Sponsorship
Reach a targeted and highly engaged audience with the high-impact brand exposure that comes from sponsoring an AAMI Special Issue. These issues are typically the most-read AAMI publications of the year, as they feature industry experts addressing the most timely and critical topics facing health technology.

Sponsoring a special issue publication is a unique and rare opportunity, as they are curated to address highly sought-after topics identified by AAMI’s Editorial Board. Special issues are promoted broadly with sweeping, multi-channel campaigns, driving all traffic through a central landing page for the issue—one of the places your company could be prominently featured. Contact us today to explore current sponsorship opportunities, and how the sponsorship can be customized to meet your advertising and brand impact goals.

AAMI Exchange Daily
(live annual conference digest)
Exhibiting at the AAMI Exchange this summer in Charlotte, NC? Banner ads in AAMI Exchange Daily are your chance for daily, repeated exposure for your brand across the course of the event. With four editions, AAMI Exchange attendees will not be able to miss your ad as they peruse informative #Exchange2021 news and happenings. In addition, this newsletter reaches the entire AAMI membership for maximum brand exposure!

- Right-column banner ad: $1,495/4 issues
- Middle banner: $1,249/4 issues

AAMI Premier Partner Packages
Bundle Your Opportunities & SAVE! With so many ways to reach the AAMI audience, how could you choose just one? We make it easy to build a custom package of advertising options that meets your company’s specific needs and goals—bundle it all together to save big on generating big leads with AAMI. Use the included order form to build a package of options, or contact a friendly member of our advertising team to partner in your efforts to strategically maximize brand visibility and enhance your ROI with an integrated approach.

Advertising packages are discounted anywhere from 10% all the way up to 40%—so make sure to take advantage of steep savings while diversifying your advertising approach.
### Advertising with AAMI

#### ORDER FORM

#### Web Advertising

**AAMI News**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>1 calendar month + 1 issue</th>
<th>6 calendar months + 6 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AAMI News Primary Ad #1</td>
<td>✓</td>
<td>$1,650</td>
</tr>
<tr>
<td>B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AAMI News Primary Ad #2</td>
<td>✓</td>
<td>$1,250</td>
</tr>
<tr>
<td>C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Featured Article in-line virtual ad</td>
<td>✓</td>
<td>$450</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>1 issue, full color, in-line</th>
<th>6 issues full color, in-line</th>
</tr>
</thead>
<tbody>
<tr>
<td>D</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AAMI News Print Ads Full Page PDF Edition</td>
<td>✓</td>
<td>$795</td>
</tr>
<tr>
<td>E</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AAMI News Print Ads Half Page PDF Edition</td>
<td>✓</td>
<td>$295</td>
</tr>
</tbody>
</table>

**AAMI.org Home**

| A       | Mid-page Banner Ad Carousel Spot #1 | $745/month |
| B       | Mid-Page Banner Ad Carousel Spots #2+ | $575/month |

#### Training Landing Pages

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price per campaign cycle (at least 2 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Right Column Vertical Banner Ad ✓ $1295/campaign</td>
</tr>
</tbody>
</table>

#### Digital Advertising

**AAMI News Weekly - Newsletter**

| A       | Right-column Banner Ad ✓ $995/month |
| B       | Leading Banner ✓ $595/month |
| C       | Sponsored Content ✓ $995/month |
| D       | Middle Banner ✓ $349/month |

**BI&T Digest - Newsletter**

| A       | Right-column Banner Ad ✓ $495/issue |

**Standards Monitor Online - Newsletter**

| A       | Right-column Banner Ad ✓ $395/issue |

**Tech News Net - Newsletter**

| A       | Right-column Banner Ad ✓ $995/month |
| B       | Leading Banner ✓ $595/month |
| C       | Sponsored Content ✓ $995/month |
| D       | Middle Banner ✓ $349/month |

**Sterilization Today - Newsletter**

| A       | Header Banner ✓ $395/issue |

#### Resource Catalog

| A       | Cover 2 - $2,500 ✓ |
| B       | Cover 3 - $2,000 ✓ |
| C       | Full Page - $1,750 ✓ |
| D       | Half Page - $850 ✓ |

To place an order, contact:
Tom Lasch & Steve Wafalosky
Advertising Sales Managers
tlasch@larichadv.com
stevew@larichadv.com
440-247-1060

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**AAMI ADVERTISING MEDIA PLANNER 2021**

17
Tech Specs & *fine print

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.

Banner Ad Specs
- Resolution: 500x125 to 1000x250px (4:1)
- Maximum Size: 150Kb
- File Types: PNG or GIF
- Animations: Yes, up to 3 cycles.

Full Page
- Resolution: 600x775 to 1200x1550px (12:7)
- Maximum Size: 150Kb
- File Types: PNG or GIF
- Animations: NO

Half Page
- Resolution: 300x500 to 600x1000 (3:5)
- Maximum Size: 150Kb
- File Types: PNG or GIF
- Animations: NO

Sponsored Content (Image)
- Resolution: 400x300 to 800x6000 (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 serve 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.