2022 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.

To place an order, or ask a question, contact: Barbara Saxton bsaxton@aami.org

AAMI Corporate Member?
Enjoy an automatic 10% OFF every ad placement!
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.

Page 5

New! Web Advertising: Pop-Up Ads
Introducing our solution to guaranteed interaction with your ad. 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.

Pages 6-7

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 regulatory agencies.

Page 8-9

Web Advertising: AAMI.org HOME & Training Pages
Capture the AAMI audience where they are: online! With thousands of visitors every week, the newly redesigned AAMI.org ensures your company a high-level of exposure alongside valuable content that is attractive to your audience.

Page 10-14

Digital Advertising: Newsletters
With a readership ranging from 5,000 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 and News Weekly subscribers each week, containing a roundup of essential industry and association news, expert analysis, and features.
- **BI&T Digest**: a widely-read roundup of the latest articles from AAMI’s peer-reviewed journal, Biomedical Instrumentation & Technology.
- **Standards Monitor Online**: A critical resource for the standards community, containing detailed updates on standards development 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, must-read coverage of news, analysis, perspectives, and AAMI offerings for healthcare technology management (HTM) professionals.
Advertising with AAMI

Page 15
AAMI Publications Editorial Calendar
Align your advertising efforts to our monthly topical focus!

Page 16
Resource Catalog
This annual digital catalog highlights all of AAMI’s products and program offerings and is highly-anticipated each year by the entire health tech 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 17
Special Opportunities
Special Issue Sponsorship, AAMI Exchange Daily, Premier Partner Packages

Page 18
Order Form

Page 19
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! Email to learn more.

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.
**New! Web Advertising: Pop-Up Ad**

*Introducing the most powerful advertising vehicle AAMI offers.* If often takes a series of impressions for an ad to convert into the action of a click, and 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 ad: our NEW Pop-Up Ad. 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 will include pages like HTM Resources, Standards Monitor Online, AAMI Events Feed, ACI Certification, and AAMI/ANSI ST79.

<table>
<thead>
<tr>
<th>1 calendar month</th>
<th>3 calendar months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pop-Up Ad on (at least) three flagship AAMI.org pages</td>
<td>$1,995</td>
</tr>
</tbody>
</table>

*Please see page 19 for ad sizes and technical specifications.*
Web Advertising: AAMI News

AAMI News Pop-Up Ad - **NEW!** Includes placement on The Latest feed and the current AAMI News issue landing page + full page color ad in PDF edition

AAMI News Skyscraper Ad - Includes placement on The Latest feed and the current AAMI News issue landing page + full page color ad in PDF edition
**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 homepage* and the current issue landing page, as well as traditional full-page ads in the monthly PDF edition of *AAMI News*.

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**Need even more incentive?**

*AAMI News* ad packages include a full-page color ad in the PDF edition of the monthly issue!

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<table>
<thead>
<tr>
<th>AAMI News Pop-Up Ad - NEW! Includes placement on <em>The Latest</em> feed and the current <em>AAMI News</em> issue landing page + full page color ad in PDF edition</th>
<th>1 calendar month + 1 issue</th>
<th>3 calendar months + 3 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>$1,750</td>
<td>$3,495 ($1,755 in savings!)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AAMI News Skyscraper Ad - Includes placement on <em>The Latest</em> feed and the current <em>AAMI News</em> issue landing page + full page color ad in PDF edition</th>
<th>1 calendar month + 1 issue</th>
<th>3 calendar months + 3 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B</strong></td>
<td>$1,250</td>
<td>$2,750 ($1000 in savings!)</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>3 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$795</td>
<td>$595/ad = $1,785</td>
</tr>
</tbody>
</table>

*Please see page 19 for ad sizes and technical specifications.*
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. $795/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. $575/month
This ad will appear in automatic rotation with other ads in the carousel. More than 20% OFF on three consecutive months!

AAMI.org HOME

join the health technology community in San Antonio!

Members

Certified Professionals

Education Participants

Standards & Resources

AAMI Celebrates 10,000 Members: SA

Watch on YouTube

Advertisement

GE Healthcare Service Shop

6,000 parts shipped a day

$1.5B of inventory available

8hr delivery time
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: $1,795/3-month placement**

B. **Right hand column vertical banner ad: $1,295/3-month placement**
Digital Advertising: Newsletters

Sent to all AAMI members and News Weekly subscribers—more than 12,000+ 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. **$595/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. **$995/month**

C. **Bottom banner:** Anchors the newsletter at the bottom, alongside our popular Career Center job listings. **$349/month**
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. $495/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. $795/issue

C. Bottom banner: Anchors the newsletter at the bottom, alongside our popular Career Center job listings. $299/issue
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. **$495/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. **$795/issue**

C. **Bottom banner**: Anchors the newsletter at the bottom, alongside our popular Career Center job listings. **$299/issue**
**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 only ad in the digest, meaning 2,000 impressions per edition of some of AAMI’s most prominent thought leaders and innovators.

**Header banner:** $695/edition

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.
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: $695/edition
## 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 monthly theme you see below, consider concentrated, multi-mode advertising in that timeframe. By aligning your advertising with relevant monthly themes, you are capitalizing on AAMI’s content pushes, social shares, and inbound traffic being focused on a topical interest—one your company shares with that month’s most highly-engaged audience.

<table>
<thead>
<tr>
<th>Month</th>
<th>Monthly Themes</th>
<th>Related Events</th>
<th>Space Reservation</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Soft Skills</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Telehealth &amp; Wireless</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Cybersecurity</td>
<td>HIMSS Global Health Conference &amp; Exhibition 2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Standards &amp; Regulation</td>
<td>ISC, AAMI/FDA Summit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>HTM</td>
<td>Sterilization</td>
<td>HSPA Annual Conference &amp; Expo 2022, HTM Week</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>AAMI eXchange</td>
<td>AAMI eXchange 2022 (Annual Conference &amp; Expo)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Education &amp; Career</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>AI &amp; Machine Learning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Combination Products</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>October</td>
<td>Human Factors</td>
<td>HFES Annual Meeting and Exhibition</td>
<td></td>
<td></td>
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<tr>
<td>November</td>
<td>Medical Imaging</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>Year in Review</td>
<td></td>
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</tr>
</tbody>
</table>

*Note: All events are subject to change.*
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 our 2022 Resource Catalog provides the opportunity for your ad to appear in our interactive PDF format, as a Pop-up ad on our Resource Catalog landing page, or both!

*Advertising in the 2022 Resource Catalog must be secured by February 28, 2022!*  

### In-Catalog Ad Rates

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

### Ad Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Bleed</td>
<td>10.5”</td>
<td>7.5”</td>
</tr>
</tbody>
</table>

Please provide high resolution (300 dpi or higher) art files, either .pdf, .eps, or .jpeg. Publication final trim size is 10” x 7”.

### Landing Page Pop-up Ad Rates

<table>
<thead>
<tr>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
</tr>
<tr>
<td>6 months</td>
</tr>
</tbody>
</table>

### EXTENDED 2022 Deadline

<table>
<thead>
<tr>
<th>Space Reservation</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 28, 2022</td>
<td>March 5, 2022</td>
</tr>
</tbody>
</table>
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 June in San Antonio? Banner ads in AAMI eXchange Daily are your chance for repeated exposure for your company across the course of the event. With four editions, AAMI eXchange attendees will not be able to miss your ad as they peruse informative #eXchange22 news and happenings. In addition, this newsletter reaches the entire AAMI membership for maximum brand exposure!

- Leading banner ad: $1,495/4 editions
- Middle banner: $1,249/4 editions

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

<table>
<thead>
<tr>
<th>Ad Placement</th>
<th>1 calendar month</th>
<th>3 calendar months</th>
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</thead>
<tbody>
<tr>
<td>Pop-Up Ad</td>
<td>$1,995</td>
<td>$4,495</td>
</tr>
<tr>
<td>AAMI News Pop-Up Ad (A)</td>
<td>$1,750 (+ 1 PDF edition)</td>
<td>$3,495 (+ 3 PDF editions)</td>
</tr>
<tr>
<td>AAMI News Skyscraper Ad (B)</td>
<td>$1,250 (+ 1 PDF edition)</td>
<td>$2,750 (+ 3 PDF editions)</td>
</tr>
<tr>
<td>AAMI News PDF edition Full-page Ad</td>
<td>$795</td>
<td>$1,785</td>
</tr>
<tr>
<td>AAMI.org HOME Mid-page Banner Ad Carousel Spot #1</td>
<td>$795</td>
<td>$1,785</td>
</tr>
<tr>
<td>AAMI.org HOME Mid-page Banner Ad Carousel Spot R2x</td>
<td>$575</td>
<td>$1,380</td>
</tr>
<tr>
<td>Training Pop-Up Ad (A)</td>
<td>---</td>
<td>$1,795</td>
</tr>
<tr>
<td>Training Skyscraper Ad (B)</td>
<td>---</td>
<td>$1,295</td>
</tr>
</tbody>
</table>

Requested Month(s):

AAMI News Weekly (Digital Newsletter)

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Leading Banner</td>
<td>$595/month (4 weekly placements)</td>
</tr>
<tr>
<td>B Sponsored Content</td>
<td>$995/month (4 weekly placements)</td>
</tr>
<tr>
<td>C Middle Banner</td>
<td>$349/month (4 weekly placements)</td>
</tr>
</tbody>
</table>

Tech News Net & Sterilization Today (Digital Newsletters)

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Leading Banner</td>
<td>$495/edition</td>
</tr>
<tr>
<td>B Sponsored Content</td>
<td>$795/edition</td>
</tr>
<tr>
<td>C Middle Banner</td>
<td>$299/edition</td>
</tr>
</tbody>
</table>

BI&T Digest & Standards Monitor Online (Digital Newsletters)

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Header Banner</td>
<td>$695/edition</td>
</tr>
</tbody>
</table>

Requested Month(s):

2022 Resource Catalog

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$1,500</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$750</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,750</td>
</tr>
<tr>
<td>Landing Page Pop-Up Ad</td>
<td>$2,500/3 months</td>
</tr>
</tbody>
</table>
| eXchange Daily (Special Edition Conference Newsletter)

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading Banner</td>
<td>$1,495/4 editions</td>
</tr>
<tr>
<td>Middle Banner</td>
<td>$1,249/4 editions</td>
</tr>
</tbody>
</table>

To place an order please submit this form to Barbara Saxton at bsaxton@aami.org.
Tech Specs & *fine print

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.

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 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.