



2022 Advertising Media Planner

Reach the innovators and decision
makers of health technology with AAMI



AAMI eSubscription

Unlock the Benefits of an AAMI eSubscription

Healthcare Technology Management (HTM)

AAMI supports the HTM field: biomedical and clinical engineers, technicians, cybersecurity experts,

Medical Device Manufacturing

Medical device manufacturers closely with AAMI to innovate technology and the industry

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:
Barbara Saxton
bsaxton@aami.org

AAMI
Advancing Safety in Health Technology

Resource Catalog

AAMI
Advancing Safety in Health Technology

BI&T
Biomedical Instrumentation & Technology

UPWARD
MOBILITY
A Look at How mHealth
Is Redefining Healthcare



www.aami.org

AAMI News

Joint Commission Stresses 'Defensible' Policies for HTM

AAMI Training
for AAMI Members
www.aami.org
Training

In This Issue

Healthcare Technology Management (HTM)

Medical Device Manufacturing

Healthcare Technology Management (HTM)

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.

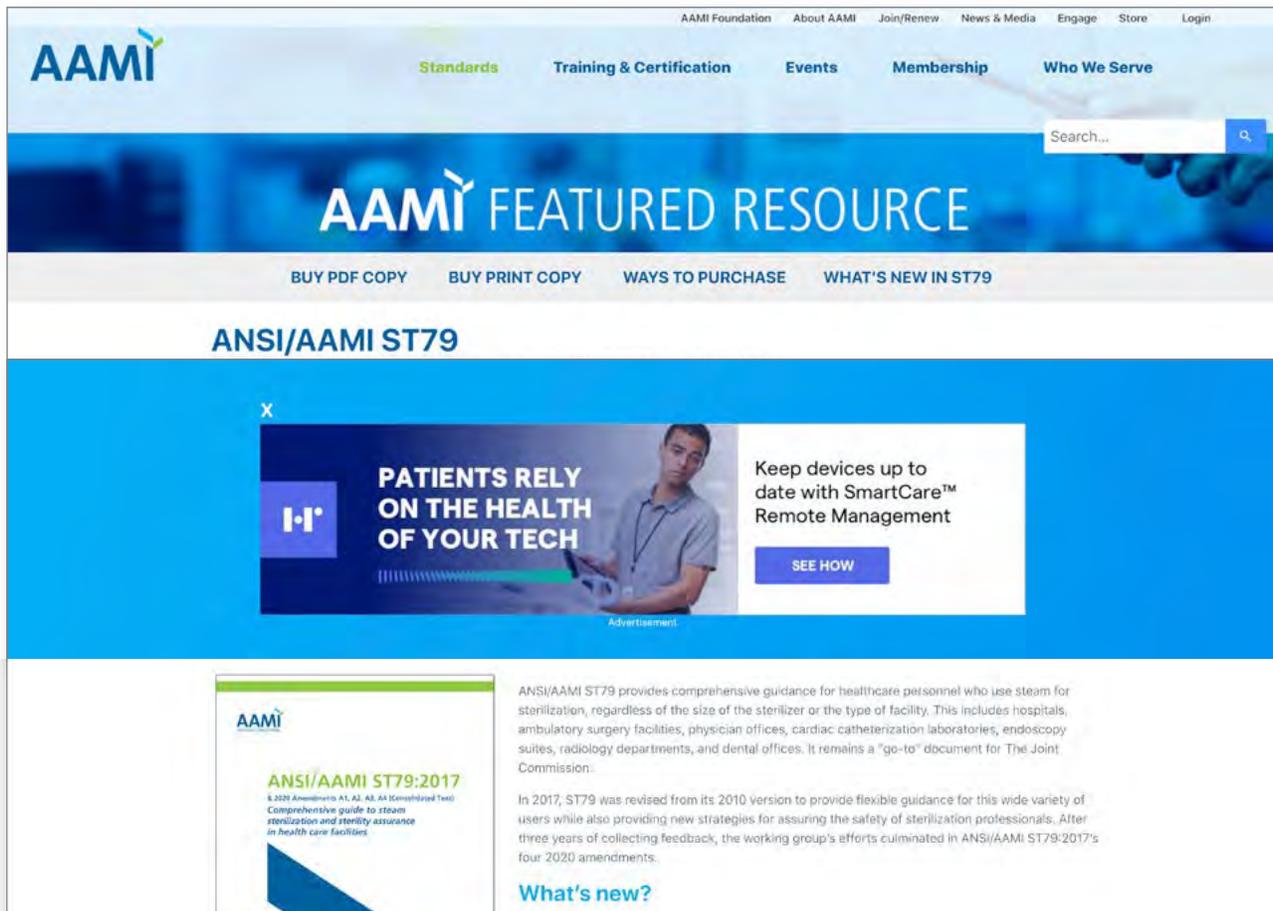
 **9** OUT OF **10**

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. It 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](#).



	1 calendar month	3 calendar months
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Pop-Up Ad on (at least) three flagship AAMI.org pages

\$1,995

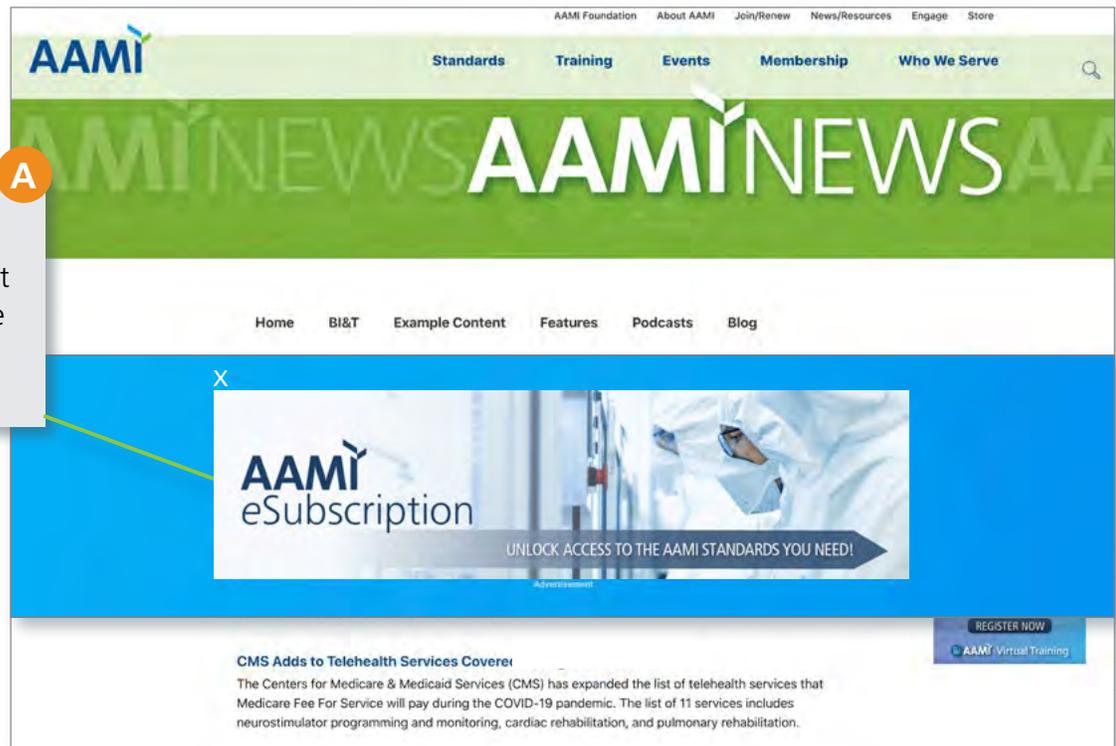
\$4,495
(\$1,490 in savings!)

**Please see page 19 for ad sizes and technical specifications.*

Web Advertising: AAMI News

AAMI News Pop-Up Ad -

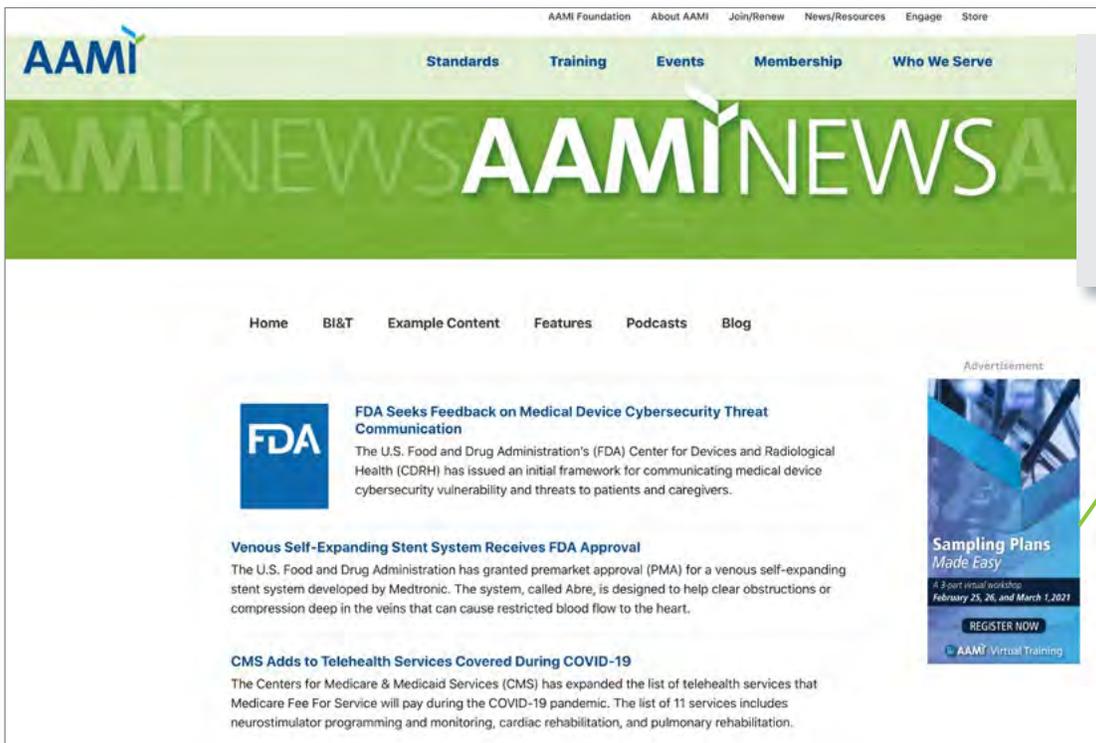
NEW! Includes placement on *The Latest* feed and the current AAMI News issue landing page + full page color ad in PDF edition



The screenshot shows the AAMI News website with a green header and a blue navigation bar. A large blue banner at the top features the AAMI logo and the text "eSubscription" with a sub-headline "UNLOCK ACCESS TO THE AAMI STANDARDS YOU NEED!". Below the banner, there is a news article titled "CMS Adds to Telehealth Services Covered" with a "REGISTER NOW" button and a link to "AAMI Virtual Training".

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



The screenshot shows the AAMI News website with a green header and a blue navigation bar. A skyscraper advertisement is positioned on the right side of the page, titled "Sampling Plans Made Easy" and featuring a "REGISTER NOW" button and a link to "AAMI Virtual Training". The main content area includes news articles such as "FDA Seeks Feedback on Medical Device Cybersecurity Threat Communication" and "Venous Self-Expanding Stent System Receives FDA Approval".

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.

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



	1 calendar month + 1 issue	3 calendar months + 3 issues
A AAMI News Pop-Up Ad - NEW! Includes placement on <i>The Latest</i> feed and the current AAMI News issue landing page + full page color ad in PDF edition	\$1,750	\$3,495 (\$1,755 in savings!)
B AAMI News Skyscraper Ad - Includes placement on <i>The Latest</i> feed and the current AAMI News issue landing page + full page color ad in PDF edition	\$1,250	\$2,750 (\$1000 in savings!)

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

	1 issue	3 issues
Full-color in-line ads with customizable link		
Full Page	\$795	\$595/ad = \$1,785

**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

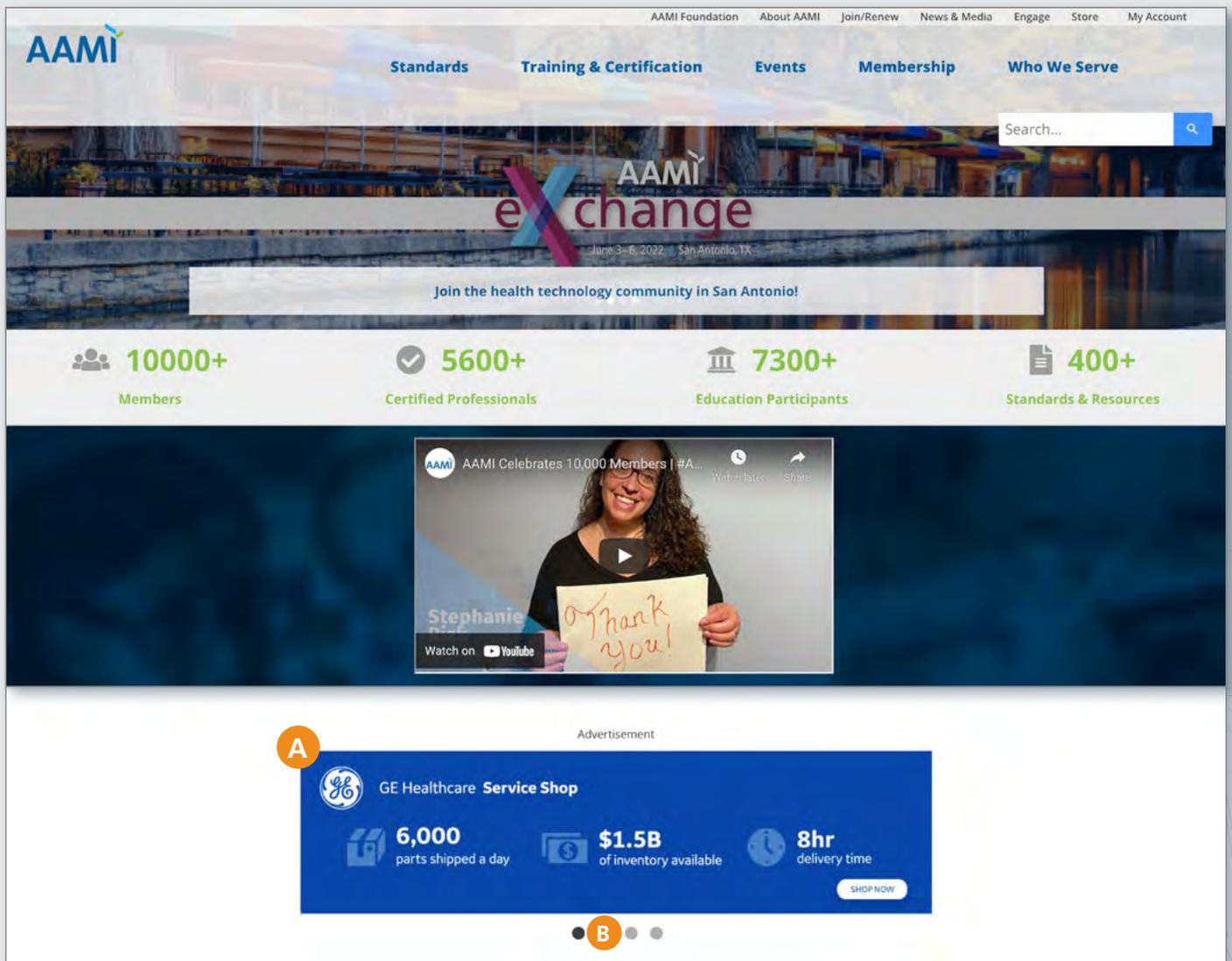
This ad position will always display first as a visitor lands on the homepage.

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!



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: \$1,795/3-month placement

B. Right hand column vertical banner ad: \$1,295/3-month placement

This screenshot shows a pop-up banner advertisement on the AAMI website. The banner features the AAMI logo, the title 'AAMI ST79 with 2020 Amendments', and the subtitle 'Comprehensive guide to steam sterilization and sterility assurance in health care facilities'. A 'BUY YOUR COPY FROM THE AAMI STORE' button is prominently displayed. The banner is overlaid on a page with a blue header and navigation menu. A red 'X' is in the top left corner of the banner, and a red circle with the letter 'A' is in the top right corner.

This screenshot shows a vertical banner advertisement on the AAMI website. The banner features a photograph of a person in a blue lab coat and mask working in a laboratory setting. The text on the banner includes 'Industrial Sterilization for Medical Devices' and 'AAMI Virtual Training'. Below the banner, there is a 'REGISTER' button. The banner is overlaid on a page with a blue header and navigation menu. A red circle with the letter 'B' is in the top right corner of the banner.

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!

SOLD OUT
A. Leading banner: Appears in a prime position following the two featured stories of the week. **\$595/month**

SOLD OUT
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**

The screenshot displays the AAMI News Weekly newsletter interface. At the top, the header reads "AAMI NEWS Weekly". Below this, there are several content blocks:

- Article 1:** "How Improved Inventory Tracking Plays a Vital Role in Pandemic Response". It includes an image of a healthcare worker and a "FULL STORY" button.
- Article 2:** "Seeking Nominations for AAMI's 'Bright Ideas' Program". It features a lightbulb graphic and a "SUBMIT A BRIGHT IDEA" button.
- Advertisement A:** A banner for "SIMULATED USE TEST SOIL for your device reprocessing IFU validation" by healthmark.
- Article 3:** "Respirator Demand Still Exceeds Supply—and Fraud Is A Challenge". It includes a "Q&A" button.
- Sponsored Content B:** A section titled "SPONSORED CONTENT" featuring a "Free Webinar" by nuvolo on January 19 at 1:00 PM ET, with a "JOIN FOR FREE" button.
- Advertisement C:** A bottom banner for "Dri-Scope Aid Family" with the text "Two ways to help dry your endoscope channels - standalone unit or cabinet retrofit. Instrument air units also available." and the website "www.driscope.com".

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. **\$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**

AAMI Tech News Net

How Improved Inventory Tracking Plays a Vital Role in Pandemic Response



Every health system tells its own version of the same story: a crush of patients at the start of the pandemic leading to a scramble for ventilators. Fortunately for the HTM team at Banner Health, they developed a Bright Idea to more effectively track assets and keep supplies moving.

"It didn't cost a lot and we did it fairly quickly, and now we have a tool that we're using every day."

[FULL STORY](#)

Seeking Nominations for AAMI's 'Bright Ideas' Program



Call for Healthcare Technology's
Bright Ideas

AAMI is now accepting nominations for its annual "Bright Ideas" program, which recognizes innovative healthcare technology management departments that are implementing creative solutions to challenges.

Submissions are due December 31.

[SUBMIT A BRIGHT IDEA](#)

AAMI

Advertisement

A

healthmark
SIMULATED USE TEST SOIL
for your device reprocessing IFU validation

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 Hauge provides insights about the current and projected supply of N95 respirators and PPE.

[Q&A](#)

B

SPONSORED CONTENT

January 19 at 1:00 PM ET
Free Webinar
Brought to you by
nuvolo

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](#)

Advertisement

C

Dri-Scope Aid® Family
Two ways to help dry your endoscope channels -
standalone unit or cabinet retrofit.
Instrument air units also available.
www.driscope.com

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. **\$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**

Advertisement



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

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

Advertisement



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 only ad in the digest, meaning 2,000 impressions per edition of some of AAMI's most prominent thought leaders and innovators.

SOLD OUT
A. Header banner: \$695/edition

A

Advertisement



Get more from your HTM provider

BI&T DIGEST

Biomedical Instrumentation & Technology

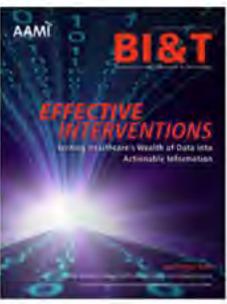


Your November/December 2020 issue of *BI&T* is now available.

[VIEW ONLINE](#)

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: \$695/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.

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.

	Monthly Themes	Related Events	Space Reservation	Materials Due
January	Soft Skills		Dec. 31, 2021	Jan. 5, 2022
February	Telehealth & Wireless		Jan. 15, 2022	Jan. 20, 2022
March	Cybersecurity	HIMSS Global Health Conference & Exhibition 2022	Feb. 15, 2022	Feb. 20, 2022
April	Standards & Regulation	ISC, AAMI/FDA Summit	March 15, 2022	March 20, 2022
May	HTM Sterilization	HSPA Annual Conference & Expo 2022, HTM Week	April 15, 2022	April 20, 2022
June	AAMI eXchange	AAMI eXchange 2022 (Annual Conference & Expo)	May 15, 2022	May 20, 2022
July	Education & Career Advancement		June 15, 2022	June 20, 2022
August	AI & Machine Learning		July 15, 2022	July 20, 2022
September	Combination Products		Aug. 15, 2022	Aug. 20, 2022
October	Human Factors	HFES Annual Meeting and Exhibition	Sept. 15, 2022	Sept. 20, 2022
November	Medical Imaging		Oct. 15, 2022	Oct. 20, 2022
December	Year in Review		Nov. 15, 2022	Nov. 20, 2022

AAMI Resource Catalog

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!

EXTENDED

Advertising in the 2022 Resource Catalog must be secured by [February 28, 2022!](#)

In-Catalog Ad Rates

4-Color	Rate
Cover 2	\$1,500
Cover 3	\$1,000
Full Page	\$750

Ad Sizes

Size	Width	Height
Full Page Bleed	10.5"	7.5"

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

	Rate
3 months	\$2,500
6 months	\$3,995



EXTENDED 2022 Deadline

Space Reservation	Materials Due
February 28, 2022	March 5, 2022

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

To place an order, or ask a question, contact:
Sarah Driver, CEM
 Senior Sales Manager, AAMI
sdriver@aami.org
 703-253-8267



Name:	Company:	Contact Email:	Contact Phone:

Medical Device Manufacturers
 Sterilization Professionals
 Healthcare Technology Management (HTM)

Medical Device Manufacturers
 Sterilization Professionals
 Healthcare Technology Management (HTM)

A	Leading Banner	\$595/month (4 weekly placements)
B	Sponsored Content	\$995/month (4 weekly placements)
C	Middle Banner	\$349/month (4 weekly placements)

A	Leading Banner	\$495/edition	TNN	ST
B	Sponsored Content	\$795/edition	TNN	ST
C	Middle Banner	\$299/edition	TNN	ST

A	Header Banner	\$695/edition	BI&T	SMO
	Requested Month(s):			

Cover 2 - \$1,500	Cover 3 - \$750
Full Page - \$1,750	Landing Page Pop-Up Ad - \$2,500/3 months \$3,995/6 months

Leading Banner	\$1,495/4 editions
Middle Banner	\$1,249/4 editions

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.