

2021 Advertising Opportunities

Innovative opportunities to maximize engagement with attendees at the world's largest meeting of urologists and urology researchers

Overview



MORE THAN 85% OF ATTENDEES ARE EITHER PRIMARY DECISION-MAKERS OR HAVE INFLUENCE OVER THE PURCHASING DECISIONS.



11,000 REGISTERED PROFESSIONAL ATTENDEES IN 2019. 22,000 AUA MEMBERS. REACH THEM ALL IN 2021!



STAND OUT FROM THE OTHER 375+ EXHIBITING COMPANIES WITH THESE ADVERTISING OPTIONS!

Engagement Packages

Opportunity	Price range	Space reservation deadline	Materials due
Branding	\$31,500	Varies	Varies
Traffic Building	\$21,000	Varies	Varies
Lead Generation	\$31,600	Varies	Varies

Meeting News and Navigation Products

Opportunity	Price range	Space reservation deadline	Materials due
Mystery Diagnosis	\$20,000	July 16, 2021	July 23, 2021
AUA Daily News	\$615-\$26,000	July 29, 2021	Aug. 5, 2021
Attendee Welcome Guide	\$25,000	July 29, 2021	Aug. 8, 2021
AUA Daily News Online	\$1,875-\$8,000	July 15, 2021	July 22, 2021

Email Products

Opportunity	Price range	Space reservation deadline	Materials due
AUA Daily News ePreviews	\$2,850-\$3,800	Varies	Varies
Exclusive Exhibitor Emails	\$25,000	July 9, 2021	July 16, 2021
Virtual Platform Log-In Email	\$5,000	Aug. 6, 2021	Aug. 13, 2021
AUA Daily eNews	\$8,400-\$10,500	Aug. 12, 2021	Aug. 19, 2021
AUA Daily News eHighlights	\$2,850-\$3,800	Varies	Varies

Personal Deliveries

Opportunity	Price range	Space reservation deadline	Materials due
Doctors Bag Insert	\$9,600	July 30, 2021	Aug. 6, 2021
Doctors Bag Premium	\$12,000	July 30, 2021	Aug. 6, 2021

AUA2021 includes virtual programming May through August, with the in-person meeting in Las Vegas in September. If the in-person portion of the meeting must be canceled, all advertising from the physical assets of the meeting will be seamlessly transitioned to the virtual environment as outlined herein.

All rates are net. No agency discounts apply. Cancellations are non-refundable.

All quantities are based on projected attendance and room blocks.

Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

Opportunities

Engagement
Packages

Meeting News
and Navigation
Products

Email
Products

Personal
Deliveries

Contact



Bridget Blaney

Company Names: A-D
773-259-2825
bblaney@ascendmedia.com



Cathleen Gorby

Company Names: E-L
913-344-1305
cgorby@ascendmedia.com



Maureen Mauer

Company Names: M-Z
913-344-1321
mmauer@ascendmedia.com

Engagement Packages

Amplify your success with a well-planned marketing campaign
HCP marketing at a hybrid event is similar...but different.



Reach

We maximize reach to both the in-person and virtual audiences through a combination of highly engaging in-person and virtual solutions - emailed and mailed - and plan distribution to registered attendees, previous attendees and the full association membership. This flexible approach means we reach a wide audience where and how they want to engage.



Frequency

Getting your messaging in front of the target audience frequently is critical due to the many distractions at both in-person and virtual meetings. Our approach strategically integrates multiple messaging opportunities surrounded by essential content at various times during the event.



Content

Engaging content is the cornerstone of any successful campaign, as it shows your message in the right context. From navigational information (in-person and virtually) to high science, we know exactly what content resonates with HCPs before, during and after the event.



Variety

Convention attendees consume information in different ways, at different times. It's essential that your messaging is seen across a variety of media for both the in-person and virtual audiences - printed, handed out, online and pushed - before, during and after the meeting.

These packages help create experiences that allow both in-person and virtual attendees to consume information when and how they like, therefore optimizing engagement and creating meaningful ROI for your efforts.

If one of these packages isn't quite right, let us know and we'll be happy to customize a package to meet your needs.



click to enlarge

Goal: Branding

Successful branding campaigns are built on expansive reach, frequent messaging and a variety of media. Our branding experience provides seven different types of outreach via five media types to reach AUA's 22,000 members. This premium combination of branding tactics in AUA's most-read publications will be delivered in-person and virtually at varying times each day.

- One AUA Daily News ePreview Leaderboard: Your message delivered to 22,000 AUA members plus non-member registrants and previous attendees.
- AUA Daily eNews Premium Banner: 3X frequency; maximum exposure.
- Front Page Leaderboard on AUA Daily News Online: Live for up to 12 months.*
- AUA Daily News Full Page: Print and email exposure all three days.
- Video: Your 15-second branding video goes in the AUA Daily News ePreview, the AUA Daily eNews or the AUA Daily News eHighlights of your choice.

Some substitutions may apply if the above assets are sold out.

*Your ad can go live as early as May 2021 for the Kick-off Event and stay up until the 2022 meeting cycle begins.

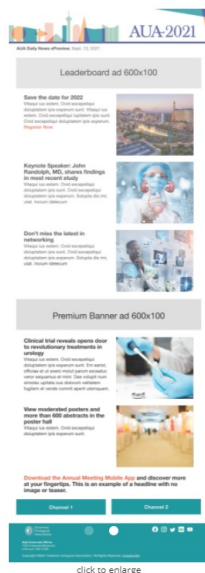
INSERTION ORDER/SPECS

Rate

\$31,500

Three packages available

Deadlines vary. See individual product deadlines.



click to enlarge

Goal: Traffic Building

To successfully drive attendance to your booth or program, reach and content are critical, but the variety of media and timing are pre-requisites. With this experience, we focus messaging to in-person and virtual attendees through multiple highly targeted efforts before, and on the day(s) of your exhibits/program. This drives meaningful ROI.

- One AUA Daily News ePreview Premium Banner: Announce your program early.
- AUA Daily News eHighlights Premium Banner: Continue visibility for your program on demand.
- Doctors Bag Insert: Early evening distribution for your invitation.
- Video: Entice attendees to look for you at the meeting with your 15-second video in the AUA Daily News ePreview or the AUA Daily eNews.
- AUA Daily News Half Page: Promote your program with print and email exposure all three days.

Some substitutions may apply if the above assets are sold out.

INSERTION ORDER/SPECS

Rate

\$21,000

Three packages available

Deadlines vary. See individual product deadlines.



Goal: Lead Generation

Effective lead generation campaigns are a combination of reach, frequency and content. We combine the broadest reach possible with highly engaging content and the proper frequency. We create content (and post and push your content) to elicit response from HCPs. We market this content frequently to the largest possible audience – and continue that marketing after the event.

- Your Industry Resource on AUA Daily News Online:
 - Your gated white paper or ebook is promoted on the front page of AUA Daily News Online, and also placed on an article page with a 100-word description of the resource and a request-for-more-information form.
 - This opportunity also includes an advertiser company page, which can hold advertiser videos, press releases, articles and other marketing materials. *(See specifications for details.)*
 - Links to your content in the AUA Daily eNews engage readers with your message.
- Paid advertising content on AUA Daily News Online:
 - Your advertorial content appears on your exclusive article page and is promoted on the front page of AUA Daily News Online.
 - Lead forms allow readers to request more information.
 - This opportunity also includes an advertiser company page, which can hold advertiser videos, press releases, articles and other marketing materials. *(See specifications for details.)*
- Exclusive Exhibitor Email: Your lead-generating email message is delivered to 5,000 AUA2021 attendees.

Some substitutions may apply if the above assets are sold out.

INSERTION ORDER/SPECS

Rate

\$31,600

Three packages available

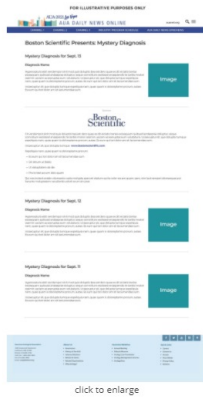
Deadlines vary. See individual product deadlines.

AUA2021 includes virtual programming May through August, with the in-person meeting in Las Vegas in September. If the in-person portion of the meeting is canceled, all advertising from the physical assets of the meeting will be seamlessly transitioned to the virtual environment as outlined herein.

*All rates are net. No agency discounts apply. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.*

Meeting News and Navigation Products

Products that tell attendees what's happening at AUA2021



click to enlarge

Mystery Diagnosis

Engage attendees in a game with multiple channels and frequencies for your message

- 1 Exclusive advertiser
- 12 You provide 12 mystery images
- 8 AUA social media posts have members attempt a diagnosis, with users sent to AUA Daily News Online for answers
- 4 Additional photos in each day of the AUA Daily eNews will direct attendees to your booth for the answers
- 12 Times your brand is actively engaged with AUA members and meeting attendees

Reach: All AUA social media followers pre-event, and registered attendees during the meeting.*

*If the in-person AUA2021 is canceled, AUA Daily eNews images will point to advertiser's virtual booth.

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 16, 2021
Materials due: July 23, 2021

Rate
\$20,000
Exclusive sponsorship opportunity



click to enlarge

AUA Daily News

Frequency and placement are key to an effective brand campaign. Engage your target audience multiple times over three days!

- PRINT**
For purchase decisions, print ads create more trust than any other type of advertisement. (Marketing Sherpa)
- EMAIL**
Added push strategy delivers your message to the inbox of all meeting attendees.
- COMPLETE**
Readers see your message again and again, when and how they choose to consume it.

Reach: Meeting attendees.*

Content: Live coverage of the meeting, including hot-button topics, can't-miss sessions and interactive activities.

Distribution:

- Distributed on Sept. 10, 11 and 12 to in-person attendees at the convention center via handout personnel and newsstands.
- Additional reach to all meeting attendees via flipbook attached to the AUA Daily eNews.

Premium placement details (print and flipbook):

- Exhibit Hall Map Premium:** Full-page ad adjacent to the floor map page, a banner ad on the floor map page, company recognition with logo and your booth highlighted on the map page.**
- Cover Flap:** Placed on the first issue, with the option to include a full-page ad in all three issues.***
- Front Page Banner:** Standalone or with a full-page ad.
- Newsstand Premium:** Your brand is featured on five newsstands located in high-traffic areas throughout the convention center.
 - Exclusive sponsorship opportunity includes options for full-page ad placements in the AUA Daily News.

*If the in-person AUA2021 is canceled, advertising in the AUA Daily News will be delivered as a flipbook attached to the AUA Daily eNews, with additional distribution to all AUA members.

**If the in-person AUA2021 is canceled, the Exhibit Hall Map Premium will be transitioned to an equivalent branding opportunity in a guide on how to navigate the virtual platform.

***Advertiser to supply printed Cover Flap.

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 29, 2021
Materials due: Aug. 5, 2021

Standard Rates	
Full Page	\$16,200
Full Page PI (B/W)	\$12,900
Junior Page	\$14,150
Half Page	\$11,500
Quarter Page	\$6,360
Product & Services Showcase Ad	\$615

Premium Rates	
Front Page Banner with Full Page Ad	\$22,900
Front Page Banner only	\$14,175
Exhibit Hall Map Premium**	\$21,990
Cover Flap*** with Full Page Ad	\$24,585
Cover Flap***	\$15,860 per day
Back Cover	\$22,600
Inside Front Cover	\$20,200
Inside Back Cover	\$18,385
Newsstand only	\$17,275
Newsstand with a Full Page	\$26,000



click to enlarge

Attendee Welcome Guide

Double presence for your brand helps in-person and virtual attendees navigate the meeting

- DISTRIBUTION ONSITE**
At hotel front desk
- HOUSED ONLINE**
Also available on AUA Daily News Online

Reach: Meeting attendees.*

Distribution: Onsite at headquarter hotels front desks and also available on AUA Daily News Online.

Content: Key details attendees need to find what they're looking for and get their meeting experience off to a great start.

Advertiser receives a logo on the Front Cover, a full-page ad on the back cover and a 300 x 600 ad on the digital version on AUA Daily News Online.

*If the in-person AUA2021 is canceled, the Attendee Welcome Guide will be emailed to all meeting attendees as a PDF attached to the AUA Know-Before-You-Go email. Advertiser full-page ad will be moved to page two.

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 29, 2021
Materials due: Aug. 8, 2021

Rate
\$25,000
Exclusive sponsorship opportunity



AUA Daily News Online

NEW FEATURES FOR 2021!



Multichannel AUA campaign drives attendees to your brand or advertorial again and again

Critical content for AUA members and attendees increases your visibility.

AUA Daily News Online Visibility

AUA Daily News Online will be promoted through the following customized marketing initiatives designed to increase impressions and maximize ROI.



A 24/7 central location for the AUA Daily News, AUA Daily News ePreviews and AUA Daily News eHighlights, as well as sponsored content and resources. As the push publications are read, each click on an article's "read more" button brings the reader to AUA Daily News Online.

Reach: AUA members, AUA2021 registrants and previous attendees via AUA Daily News ePreviews, AUA Daily eNews and AUA Daily News eHighlights.

Content:

- Science presented at the conference.
- Information on Industry Clinical Update Theaters, Skills Challenges, Skills Workshops and Satellite Symposium.
- Hot-button topics and can't-miss sessions

New Feature for 2021! An Industry Program schedule will be published on AUA Daily News Online, where all Industry Clinical Update Theaters, Skills Challenges, Skills Workshops and Satellite Symposium will be listed. Those with program inserts in the Doctors Bag will have their insert linked to their program listing on this page. Premium insert advertisers will also have a rotating leaderboard within this channel. In addition, a link to this program schedule page will be included in each day's AUA Daily eNews.

AUA Daily News Online Banner Advertising

AUA Daily News Online Advertorial Content

Up to 12 full months of exposure!

AUA Daily News Online will launch with the AUA Kick-off Event in May 2021, and remain active through AUA2021 in September and up to the May 2022 meeting cycle. You can link your advertorials and resources on this official AUA branded site in your own promotions long after the event is over!

(Content can be removed if required for compliance.)

Deadlines

Space reservation deadline: July 15, 2021

Materials due: July 22, 2021

Deadlines are ongoing. Dates above are noted for maximum exposure.

Rates

AUA Daily News Online Banner Advertising	
Front Page Leaderboard	\$6,000 (four rotating in position)
Front Page Rectangle	\$2,500 (four rotating in position)
Front Page Vertical 300 x 600	\$4,300 (four rotating in position)
Front Page Video	\$5,000 (one available)
Channel Leaderboard	\$4,500 (three rotating in position per channel)
Channel Rectangle	\$1,875 (three rotating in position per channel)
Channel Vertical 300 x 600	\$3,225 (three rotating in position per channel)
AUA Daily News Online Advertorial Content	
Industry Resources	\$6,500
Paid Advertising Content	\$8,000

AUA2021 includes virtual programming May through August, with the in-person meeting in Las Vegas in September. If the in-person portion of the meeting is canceled, all advertising from the physical assets of the meeting will be seamlessly transitioned to the virtual environment as outlined herein.

All rates are net. No agency discounts apply. Cancellations are nonrefundable. All quantities are based on projected attendance and room blocks.

Email Products

Add a push strategy to your marketing plan with products that keep attendees informed and engaged



click to enlarge

AUA Daily News ePreviews



Kickstart your brand exposure with 22,000+ association-delivered emails!

Broad exposure and maximum ROI for your message before the meeting

Reach: 22,000 AUA members plus non-member registrants and previous attendees.

Content: Topics to be presented at the meeting, industry events and the Science & Technology Hall activities.

AUA Daily News ePreview #3 will feature the schedule of industry supported educational programs to include Industry Clinical Update Theaters, Skills Challenges, Skills Workshops and Satellite Symposium.

New Feature for 2021! AUA Daily News ePreviews will also be published on the front page of AUA Daily News Online. AUA Daily News ePreview content will move into an AUA Daily News ePreview Channel when the AUA Daily News is published, and advertisers will be included in the channel.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
AUA Daily News ePreview #1: Early August	July 7, 2021	July 14, 2021
AUA Daily News ePreview #2: Mid-August	July 19, 2021	July 26, 2021
AUA Daily News ePreview (S&T Hall) #3: Late August	July 30, 2021	Aug. 6, 2021

Rates (per issue)		
AUA Daily News ePreview and Channel Leaderboard	\$3,800	
AUA Daily News ePreview Premium Banner and Channel Rectangle	\$2,850 each	

FOR AD POSITIONS ONLY



click to enlarge

Exclusive Exhibitor Emails



Send your exclusive message to AUA2021 conference attendees!

Increase the attendance at your program and traffic at your booth

Reach: Your email message is delivered to 5,000 AUA2021 attendees.

Content: Advertiser-supplied materials, subject to AUA approval.

EXCLUSIVE AND LIMITED!

INSERTION ORDER/SPECS

- Limited to five total email blasts.
- To be scheduled in the two weeks before the meeting, the four days of the meeting or the week after the meeting.
- No more than two per day.
- Work with your account manager to select your date.

Deadlines
Space reservation deadline: July 9, 2021
Materials due: July 16, 2021

Rate
\$25,000

FOR AD POSITIONS ONLY



click to enlarge

Virtual Platform Log-In Emails



Exclusive exposure puts your brand top-of-mind as the meeting gets underway!

Email #1

An email to all registered attendees on Sept. 6, reminding them that the AUA2021 virtual environment opens Sept. 10.

Email #2

An email to all registered attendees on Sept. 9, reminding them that the AUA2021 virtual environment opens "tomorrow."

Reach: All registered attendees (in-person attendees also have access to the virtual portion of the meeting).

Single advertiser gets banner ad at bottom of email.

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: Aug. 6, 2021
Materials due: Aug. 13, 2021

Rate
\$5,000 each
Two exclusive sponsorship opportunities



click to enlarge



click to enlarge

AUA Daily eNews



4X frequency builds meeting brand recognition!

Daily visibility for your message with association-delivered emails

Reach: 22,000 AUA members plus non-member registrants and previous attendees.

Content: Live coverage of the meeting, including scientific breakthroughs presented at AUA2021 and additional aspects of the program, such as awards ceremonies and other key events.

AUA Daily eNews are sent on Sept. 10, 11, 12 and 13. Each day's AUA Daily News will also be attached as a flipbook to the AUA Daily eNews.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Aug. 12, 2021
Materials due: Aug. 19, 2021

Rates (all issues)

Leaderboard	\$10,500
Premium Banner (each)	\$8,400

Includes placement in all four issues.



click to enlarge

AUA Daily News eHighlights



Drive home your final message with a post-event follow-up

Maximum visibility for your brand as decision-makers make final choices

Reach: 22,000 AUA members plus non-member registrants and previous attendees.

Content:

- AUA Daily News eHighlights #1: Summary wrap-up of the entire meeting, including key events, sessions and science.
- AUA Daily News eHighlights #2: Enduring content and Industry Programming available on the on-demand virtual site.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
AUA Daily News eHighlights #1: Mid-September	Aug. 18, 2021	Aug. 25, 2021
AUA Daily News eHighlights #2 (Industry Programs): Late September	Aug. 25, 2021	Sept. 1, 2021

Rates (per issue)

Leaderboard	\$3,800
Premium Banner	\$2,850

If the in-person AUA2021 is canceled, all email products will still deliver for the virtual event.

All rates are net. No agency discounts apply. Cancellations are nonrefundable.

All quantities are based on projected attendance.

Personal Deliveries

Get your message directly into the hands of attendees



Your insert is placed in the doctors bag



Your message is delivered in the evening to attendees



Additional distribution the next morning at the convention center



More attendees in your booth for one-on-one meetings



More attendees at your industry program



click to enlarge

Doctors Bag Insert



Increase your booth traffic and program participation with a delivered invitation!

Reach: Advertiser-supplied inserts delivered to 5,000 attendees.*

Content: Advertiser-provided booth announcements, promotional materials and industry event invitations, including Industry Clinical Update Theaters, Skills Challenges, Skills Workshops and Satellite Symposium. Items are subject to AUA approval.

Distribution:

- Delivered door-to-door to in-person attendees at The Venetian Resort on the evenings of Sept. 9 and 10.
- Also handed to attendees by Distribution Ambassadors at the convention center on the mornings of Sept. 10 and 11.

New Feature for 2021! An Industry Program schedule will be published on AUA Daily News Online, where all Industry Clinical Update Theaters, Skills Challenges, Skills Workshops and Satellite Symposium will be listed. Those with program inserts in the Doctors Bag will have their insert linked to their program listing on this page. Premium insert advertisers will also have a rotating leaderboard within this channel. In addition, a link to this program schedule page will be included in each day's AUA Daily eNews.

*If the in-person AUA2021 is canceled, all inserts will be mailed to 5,000 U.S. meeting attendees to arrive one week prior to the virtual-only meeting. Inserts for AUA2021 initiatives that do not transfer to a virtual environment should be changed to branding inserts for the virtual meeting.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: July 30, 2021

Materials due: Aug. 6, 2021

Distribution

Rate (per insert, per day)	\$9,600
Quantity	5,000

Insert sizes:

Maximum size is 8.5" x 11".
Maximum weight is 2 oz.



click to enlarge

Doctors Bag Premium



Maximize your brand impact by advertising on the outside of the Doctors Bag!

Reach: Advertiser-supplied inserts delivered to 5,000 attendees.*

Content: Advertiser-provided booth announcements, promotional materials and industry event invitations, including Industry Clinical Update Theaters and Satellite Symposium. Items are subject to AUA approval.

Distribution: One premium per day is placed in a clear pocket on one side of the Doctors Bag for maximum visibility.

New Feature for 2021! An Industry Program schedule will be published on AUA Daily News Online, where all Industry Clinical Update Theaters, Skills Challenges, Skills Workshops and Satellite Symposium will be listed. Those with program inserts in the Doctors Bag will have their insert linked to their program listing on this page. Premium insert advertisers will also have a rotating leaderboard within this channel. In addition, a link to this program schedule page will be included in each day's AUA Daily eNews.

*If the in-person AUA2021 is canceled and doctors bag inserts are mailed to 5,000 U.S. meeting attendees to arrive one week prior to the virtual-only meeting, the premium advertisers will share the branding of the AUA Doctors Bag mailer. These premium advertisers will also rotate in the Leaderboard position on the Industry Program Schedule page of AUA Daily News Online. Inserts for AUA2021 initiatives that do not transfer to a virtual environment should be changed to branding inserts for the virtual meeting.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: July 30, 2021

Materials due: Aug. 6, 2021

Rate

\$12,000 per day

AUA and Ascend Media encourage all advertisers and sponsors to use environmentally friendly printing, including recycled/recyclable paper and plant-based inks. No petroleum-based UV coating. Aqueous coating permitted.

All rates are net. No agency discounts apply. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.