

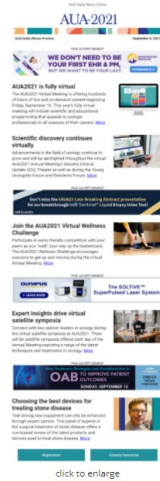
Email Products

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

- 22,000+ AUA members and attendees
- Your message delivered by AUA
- Important meeting info enhances readership of your message
- Brand recognition during event!

Icon Key



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.

AUA2021 metrics:  
26% average unique open rate  
1.79% average unique click rate

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
AUA Daily News ePreview #1: Mid-February	Jan. 17, 2022	Jan. 24, 2022
AUA Daily News ePreview #2: Mid-March	Feb. 15, 2022	Feb. 22, 2022
AUA Daily News ePreview #3: Mid-April	March 15, 2022	March 22, 2022

Rates (per issue)

Leaderboard	\$3,800
Premium Banner	\$2,850 each
Video Banner Ad (one per issue)	\$5,000



Exclusive Exhibitor Emails

**EXCLUSIVE AND LIMITED!**  
**Send your exclusive message to AUA2022 conference attendees!**  
Increase the attendance at your program and traffic at your booth.  
**Reach:** Your email message is delivered to all AUA2022 attendees.  
**Content:** Advertiser-supplied materials, subject to AUA approval.

AUA2021 metrics:  
34% average unique open rate  
3.08% average unique click rate

INSERTION ORDER/SPECS

- Limited to three total email blasts.
- To be scheduled in the week before or the week after the meeting.
- No more than one per day.
- Work with your account manager to select your date.

**Deadlines**  
Space reservation deadline: April 1, 2022  
Materials due: April 8, 2022  
**Rate**  
\$40,000



Virtual Platform Log-In Emails

**Exclusive exposure puts your brand top-of-mind as the meeting gets underway!**  
A series of six emails to all registered attendees (in-person and virtual) providing log-in credentials, log-in reminders and log-in instructions.  
**Reach:** All registered attendees (in-person attendees also have access to the virtual portion of the meeting).  
Single advertiser gets ad in all emails. (See 2021 sample.)

52% average unique open rate in 2021!

INSERTION ORDER/SPECS

**Deadlines**  
Space reservation deadline: April 6, 2022  
Materials due: April 13, 2022  
**Rate**  
\$20,000  
*Exclusive sponsorship opportunity*



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## 4x 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 AUA2022 and additional aspects of the program, such as awards ceremonies and other key events.

AUA Daily eNews are sent on May 13, 14, 15 and 16, 2022.

AUA2021 metrics:

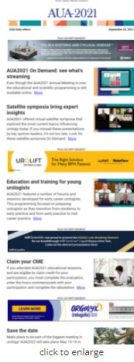
26% average unique open rate  
2.7% average unique click rate

### Deadlines

Space reservation deadline: April 14, 2022  
Materials due: April 21, 2022

Rates (all issues)	
Leaderboard	\$11,025
Premium Banner (each)	\$8,820
Video Banner Ad (one per issue)	\$5,000

Includes placement in all four issues.



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## 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:** Provides a wrap-up of the meeting – including key events, sessions and science – and drives traffic back to the virtual platform for “must see” sessions they might have missed.

AUA2021 metrics:

25% average unique open rate  
1.64% average unique click rate

### INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
AUA Daily News eHighlights #1: Mid-May	April 20, 2022	April 27, 2022
AUA Daily News eHighlights #2: Late May	April 27, 2022	May 4, 2022

Rates (per issue)	
Leaderboard	\$3,800
Premium Banner	\$2,850
Video Banner Ad (one per issue)	\$5,000

If the in-person AUA2022 must be converted to a virtual event, 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.