

Engagement Packages

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Amplify your success with a well-planned marketing campaign



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 meeting information 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, available onsite, online and pushed – before, during and after the meeting.

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



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: 4X frequency; maximum exposure.
- AUA Daily News Full Page: Print and email exposure all three days.
- Video: Your 15-second branding video goes in one AUA Daily News ePreview or one AUA Daily News eHighlights.

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

INSERTION ORDER/SPECS

Rate
\$27,000
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 or booth message early.
- AUA Daily News eHighlights Premium Banner: Continue visibility for your message or your program on demand.
- Doctors Bag Insert: Door-to-door delivery for your booth or program invitation.
- AUA Daily News Half Page: Promote your booth message or program with print and email exposure all three days.

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

INSERTION ORDER/SPECS

Rate
\$22,100
Three packages available

Deadlines vary. See individual product deadlines.



click to enlarge

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.

- One Industry Resource on AUA Daily News Online
 - Your white paper, video or other resource is promoted on the front page of AUA Daily News Online throughout the entire event cycle.*
 - Labeled as "Industry Resources," your document name and company name will be listed on the front page of AUA Daily News Online.
 - Your resource appears on an article page with a 100-word description of the resource.
 - Gating is available upon request for lead collection.
 - Links to your content in the AUA Daily eNews engage readers with your message.
- One Industry Content advertorial (native ad)
 - Advertiser supplies a 250-word article for publication on AUA Daily News Online.
 - Headline, company name and the words "Advertorial Content" appear on the front page of AUA Daily News Online throughout the entire event cycle.*
 - Full article appears on an exclusive article page with a hero image and vertical 300 x 600 ad. (Advertiser supplies 250 words, image and ad.)

INSERTION ORDER/SPECS

Rate
\$43,600
Three packages available

Deadlines vary. See individual product deadlines.

- **EXCLUSIVE EXHIBITOR EMAIL:** Your lead-generating email message is delivered to all AUA2022 attendees.

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

**Your materials can go live in February 2022 and remain on the site until the first 2023 ePreview is prepared/sent.*

AUA2022 is planning for an in-person meeting with a number of virtual sessions offered for a remote audience. If the meeting must be canceled or converted to virtual, AUA and Ascend Media will transition advertisers to options of equal value and exposure. Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

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