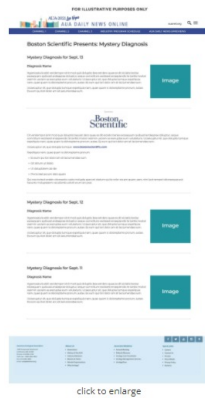


Meeting News and Navigation Products

PRINT THIS PAGE

Products that tell attendees what's happening at AUA2022



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 AUA2022 is canceled, AUA Daily eNews images will point to advertiser's virtual booth.

INSERTION ORDER/SPECS

**Deadlines**  
Space reservation deadline: March 18, 2022  
Materials due: March 25, 2022

**Rate**  
\$20,000  
Exclusive sponsorship opportunity

Icon Key



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 and 22,000 AUA members and previous attendees.\*

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

**Distribution:**

- Distributed on May 13, 14 and 15, 2022, to in-person attendees at the convention center via handout personnel and newsstands.
- Also distributed as a link to a PDF in each day's AUA Daily eNews.
- The Daily PDF is also placed on the AUA Daily News Online

**Premium placement details:**

- **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.\*\*
- **Front Page Banner:** Standalone or with a full-page ad.
- **Newsstand Premiums:** 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 AUA2022 must be canceled, the AUA Daily News will be delivered to all virtual attendees and 22,000 AUA members as a link to a PDF in the AUA Daily eNews. The Daily PDF will also be posted on the AUA Daily News Online site.

\*\*If the in-person AUA2022 is canceled, the Exhibit Hall Map and Newsstand Premiums will be transitioned to an equivalent branding opportunity.

INSERTION ORDER/SPECS

**Newsstand Sponsorship Deadlines**  
Space reservation deadline: March 18, 2022  
Materials due: March 25, 2022

**AUA Daily News Deadlines**  
Space reservation deadline: March 24, 2022  
Materials due: March 31, 2022

Standard Rates	
Full Page	\$16,200
Full Page PI (B/W)	\$12,900
Junior Page	\$14,150
Half Page	\$11,500
Quarter Page	\$6,390
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
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 ON-SITE**  
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 front cover banner logo recognition and the back cover ad of the printed guide, as well as a 300 x 600 ad on the Attendee Welcome Guide page on AUA Daily News Online.

\*If the in-person AUA2022 is canceled, the Attendee Welcome Guide will be emailed to all meeting attendees as a PDF via a link in the AUA Know-Before-You-Go email. Advertiser full-page ad will be moved to page six.

INSERTION ORDER/SPECS

**Deadlines**  
Space reservation deadline: March 31, 2022  
Materials due: April 7, 2022

**Rate**  
\$25,000  
Exclusive sponsorship opportunity



**2021 site metrics:**

- 51,749 pageviews
- 13,612 users

*Data collected April 1, 2021-Oct. 21, 2021.*

## AUA Daily News Online



**Run-of-Site Banners include all display ads on the front page, channel pages and all articles pages!**

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

Ads rotate in all display ad positions throughout the AUA Daily News Online during the entire event cycle.\*\*

Includes the following display ad positions on the front page and all channel pages:\*\*

- Leaderboard (970 x 90)
- Mobile Leaderboard (300 x 50)
- Vertical (300 x 600)
- Rectangle (300 x 250)

Leaderboard and rectangle ads also appear on all article pages.

All advertisers receive 20% SOV.

**Reach:** 22,000 AUA members, AUA2022 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

**Bonus! An Industry Highlights channel** will be published on AUA Daily News Online, which will include a schedule of Industry Programs. All Doctors Bag and Individual Hotel Room Drop supporters will have an "article" related to their insert within this channel labeled "paid advertising content." Doctors Bag Premium insert advertisers will have their articles pinned at the top of this channel page. A link to the Industry Highlights page will be included in each day's AUA Daily eNews.

\*Length of advertiser exposure dependent on date of purchase.  
\*\*Excludes Podcast Channel (if produced)

### AUA Daily News Online Advertorial Content

#### Months of exposure!

AUA Daily News Online will launch with the first ePreview in February 2022. You can link your advertorials and resources on this official association-branded site in your own promotions long after the event is over!

*(Ads and content will remain on the site until the first 2023 ePreview is produced. Length of advertiser exposure is dependent on date of purchase. Ads and content can be removed if requested.)*

**For Out-of-Home opportunities, contact your Account Manager.**

*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.*

### INSERTION ORDER/SPECS

**Deadlines**

Space reservation deadline: Jan. 25, 2022  
Materials due: Feb. 1, 2022

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

**Rates**

ROS Banner Advertising	
ROS Banners (all available display ads on front page, channel pages and article pages)	\$25,000 (five available)

Industry Content	
Paid Advertising Content/Native Ads (limit four)	\$8,000
Industry Resources	\$6,500
Front Page Video	\$5,000 (one available)