

Personal Deliveries

PRINT THIS PAGE

Make a direct connection with AUA members and meeting attendees!



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 headquarter hotels and in the convention center on May 13, 2022.

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

*\*If the in-person AUA2022 is canceled, all inserts will be mailed to 5,000 U.S. meeting attendees to arrive before the virtual-only meeting. Inserts for AUA2022 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: March 28, 2022  
Materials due: April 4, 2022

**Rate**  
\$10,500 per insert, per day

Maximum insert size is 8.5" x 11".  
*A minimum of six inserts per day must be reserved for a Doctors Bag to be delivered.*

Icon Key



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, Skills Challenges, Skills Workshops 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.

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

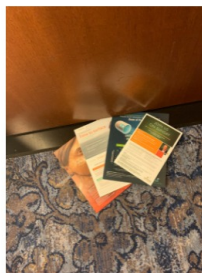
*\*If the in-person AUA2022 is canceled and Doctors Bag inserts are mailed to 5,000 U.S. meeting attendees to arrive before the virtual-only meeting, the premium advertisers will share the branding of the AUA Doctors Bag mailer. These premium advertisers will also have "articles" related to their inserts pinned to the top of the Industry Highlights page of AUA Daily News Online. Inserts for AUA2022 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: March 28, 2022  
Materials due: April 4, 2022

**Rate**  
\$13,125 per day



click to enlarge

### Individual Hotel Room Drop



**Stand out with a personal direct delivery to select attendee hotel rooms**

**Reach:** Advertiser-supplied inserts delivered to 5,000 attendees at headquarter hotels.\*

**Distribution:** Inserts are delivered to select hotel rooms on May 13, 14, 15, or 16, 2022. In addition, a link in the AUA Daily eNews drives attendees and AUA members to the inserts online (see below).

**Content:** Includes advertiser-provided brochures and program or booth invitations. Advertiser provides items to be distributed, subject to AUA approval.

**Bonus!** An Industry Highlights channel will be published on AUA Daily News Online, which will include a schedule of industry Programs. Inserts from Hotel Room Drop supporters will have an "article" related to their insert within this channel labeled "paid advertising content." A link to this Industry Highlights page will be included in each days' AUA Daily eNews.

*Advertiser arranges production and shipping details for Individual Hotel Room Drop, and has items delivered to hotels each morning. Ascend Media manages distribution only.*

*\*If the in-person AUA2022 is canceled, all inserts will be mailed to 5,000 U.S. meeting attendees in an AUA branded package to arrive one week prior to the virtual-only meeting. Inserts for AUA2022 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: April 8, 2022  
Materials due: May 9, 2022

**Rate**  
\$35,000

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

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