

## Engagement Packages

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Integrate your message across complimentary platforms to maximize your success!



### Reach

We maximize reach to both the in-person and virtual audiences through a combination of highly engaging in-person and virtual solutions, 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

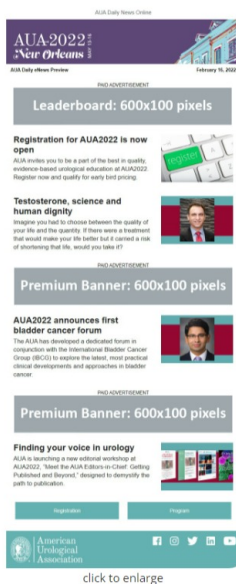
Engaging content is the cornerstone of any successful campaign, as it shows your message in the right context. From meeting information to high science, we know exactly what content resonates with HCPs before, during and after the event.



### 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 six 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 digitally 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 digital 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

\$25,980

Three packages available

Deadlines vary. See individual product deadlines.



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## 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 attendees and members 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.

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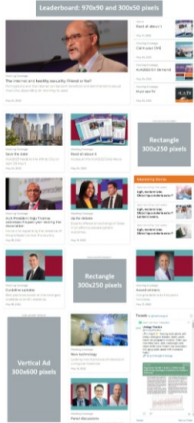
INSERTION ORDER/SPECS

### Rate

\$23,040

Three packages available

Deadlines vary. See individual product deadlines.



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## 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 Interesting Story on AUA Daily News Online\***
  - Six native ad spots are available in a prominent position on the home page, titled "Interesting Stories" (see mock-up).
  - Advertiser content can be (or include) white papers, videos or any other content you wish to share with readers.
  - The Interesting Stories block will feature each advertiser's company name, image and headline.
  - Each Interesting Story will rotate up and down the block, but also into a prominent standalone position on the home page, which will add a larger image and a story "teaser" to the above.
  - Your Interesting Story links to your content of up to 1,000 words with a large hero image.
  - The Interesting Stories block also appears on nearly all article pages.
- **Exclusive Exhibitor Email:** Your lead-generating email message is delivered to all AUA2023 attendees.

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

*\*Your materials can go live in mid-March 2023 and remain on the site until the first 2024 ePreview is prepared/sent.*

### INSERTION ORDER/SPECS

**Rate**  
\$29,200  
*Three packages available*

**Deadlines vary. See individual product deadlines.**

*AUA2023 is planned as 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.*