

## Meeting News and Navigation Products

PRINT THIS PAGE

Ensure attendees find you with these essential meeting publications and tools!

### Icon Key



click to enlarge

## Mystery Diagnosis

Engage attendees in a game with multiple channels and frequencies for your message



**Reach:** All AUA social media followers pre-event and 22,000 AUA members, registrants and previous attendees during the meeting.\*

\*If the in-person AUA2023 is canceled, AUA Daily eNews images will point to advertiser's virtual booth

### INSERTION ORDER/SPECS

**Deadlines**  
Space reservation deadline: March 3, 2023  
Materials due: March 10, 2023

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



click to enlarge

## AUA Daily News

Remind attendees to visit your booth every day of the meeting!



**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 April 28, 29 and 30, 2023, 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 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 Premium:** 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.

### INSERTION ORDER/SPECS

**Newsstand Sponsorship Deadlines**  
Space reservation deadline: March 3, 2023  
Materials due: March 10, 2023

**AUA Daily News Deadlines**  
Space reservation deadline: March 14, 2023  
Materials due: March 21, 2023

### Standard Rates

Full Page	\$17,010
Full Page PI (B/W)	\$13,545
Junior Page	\$14,860
Half Page	\$12,075
Quarter Page	\$6,710
Product & Services Showcase Ad	\$645

### Premium Rates

Front Page Banner with Full Page Ad	\$24,045
Front Page Banner only	\$14,885
Exhibit Hall Map Premium**	\$23,090
Back Cover	\$23,730
Inside Front Cover	\$21,210
Inside Back Cover	\$19,305
Newsstand only**	\$18,140
Newsstand with a Full Page**	\$27,300
Daily Schedule	\$17,500 (limit two)

Sponsor the Daily Schedule stitched into the center spread! Click to view a sample.

### Sponsor the Daily Schedule!

- Four-page daily schedules are published each day of the meeting.
- Schedules will be stitched into the center spread of the AUA Daily News
- Daily Schedules are smaller than the AUA Daily News, so they are easily accessed.
- A note on the front cover of the AUA Daily News will call attention to the schedule.
- Overruns of the Daily Schedule will also be available at the Information Desk.
- Two exclusive advertisers sponsor all three Daily Schedules, with Full Page ads on pages 3 and 4.

\*If the in-person AUA2023 is canceled, the AUA Daily News will be delivered to all 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 AUA2023 is canceled, the Exhibit Hall Map and Newsstand Premiums will be transitioned to an equivalent branding opportunity.



click to enlarge

## Attendee Welcome Guide



Your message greets attendees first as they arrive at their hotels!



**Reach:** Meeting attendees.\*

**Distribution:** Onsite at headquarter hotels front desks and also available on AUA Daily News Online.

**Content:** Key details attendees need to know to 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 home page branded exposure on AUA Daily News Online.

\*If the in-person AUA2023 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 two.

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: March 21, 2023  
Materials due: March 28, 2023

#### Rate

\$25,000  
Exclusive sponsorship opportunity



click to enlarge

## AUA Daily News Online



**Huge exposure for your booth on the 24/7 central location for conference coverage before, during and after the meeting!**

AUA Daily News Online is the hub for 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. An extensive retargeting campaign also drives attendees, members and other professionals to the site.

**View the AUA Daily News Online site**

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

Run-of-site ad packages include the following display ads on the home page and 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.

Five advertisers receive at least 20% SOV.

ROS ads on the Industry Highlights channel populate with content level.

#### Interesting Stories

- 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.

**Reach:** 22,000 AUA members, AUA2023 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 Product Theaters, Skills Challenges, Skills Workshops and Satellite Symposium.
- Hot-button topics and can't-miss sessions

**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." 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.

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Feb. 23, 2023  
Materials due: March 2, 2023

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

#### Rates

Rates	
<b>ROS Banners (all available display ads on the home page and channel pages)</b>	\$25,000 (five available)
<b>Interesting Stories</b>	\$6,500

#### 2022 site metrics:

- 37,232 pageviews
- 10,424 users

*Data collected Feb. 15, 2022-June 10, 2022*

### Months of exposure!

AUA Daily News Online will launch with the first ePreview in mid-March. 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 2024 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.

#### Icon Key



Traffic building product



Reach all meeting attendees



Reach all members



Push product



Personal Delivery



Lead-generating product



Product has frequency



Branding product

*AUA2023 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.*