

Personal Deliveries

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Icon Key

- Traffic building product
- Reach all meeting attendees
- Reach all members
- Push product
- Personal Delivery
- Lead-generating product
- Product has frequency
- Branding product



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Doctors Bag Insert



Deliver real-time invitations to attendee hotel rooms in Chicago!

Reach: Advertiser-supplied inserts delivered to 5,000 attendees.*

Content: Advertiser-provided booth announcements, promotional materials and industry event invitations, including Product Theaters, Skills Challenges, Skills Workshops and Satellite Symposium. Items are subject to AUA approval.

Distribution: Doctors Bags are delivered the evening of April 27 to attendee hotel rooms at headquarters hotels, with additional distribution throughout the convention center on the morning of April 28.

In addition, a link in the AUA Daily eNews drives attendees and AUA members to the online inserts (see below).

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." A link to this Industry Highlights page will be included in each days' AUA Daily eNews.

**If the in-person AUA2023 is canceled, all inserts will be mailed to 5,000 U.S. meeting attendees to arrive before the virtual-only meeting. Inserts for AUA2023 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 20, 2023

Materials due: March 27, 2023

Rate

\$11,025 per insert

Maximum insert size is 8.5" x 11".

A minimum of six inserts must be reserved for the Doctors Bag to be delivered.



click to enlarge

Doctors Bag Premium



Be the first message attendees see when they pick up their Doctors Bags.

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 is placed in a clear pocket on one side of the Doctors Bag for maximum visibility.

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." A link to this Industry Highlights page will be included in each days' AUA Daily eNews.

**If the in-person AUA2023 is canceled and Doctors Bag inserts are mailed to 5,000 U.S. meeting attendees to arrive before the virtual-only meeting, the premium advertiser will have branding on the outside of the Doctors Bag mailer. Inserts for AUA2023 initiatives that do not transfer to a virtual environment should be changed to branding inserts for the virtual meeting.*

INSERTION ORDER/SPECS

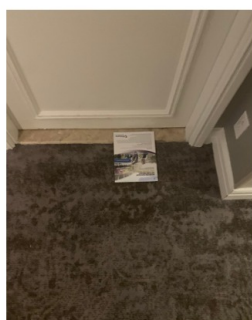
Deadlines

Space reservation deadline: March 20, 2023

Materials due: March 27, 2023

Rate

\$13,780 per day



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 April 28, 29, 30 and May 1, 2023. 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.

An **Industry Highlights channel** will be published on AUA Daily News Online, which

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: April 5, 2023

Materials due: April 25, 2023

Rate

\$35,000

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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 AUA2023 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 AUA2023 initiatives that do not transfer to a virtual environment should be changed to branding inserts for the virtual meeting.*

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

AUA and Ascend Media encourage all advertisers and sponsors to use environmentally friendly printing, including recycled/recyclable paper and plant-based inks. No petroleum-based UV coating. Aqueous coating permitted.

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