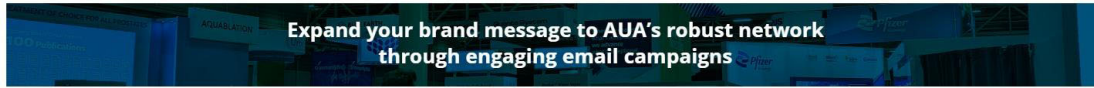


Email Products

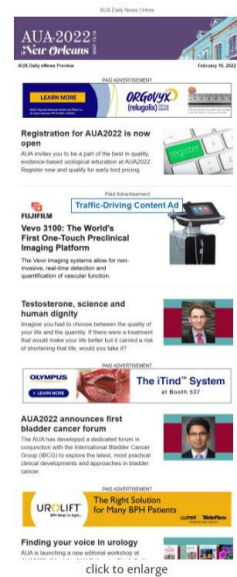
PRINT THIS PAGE



- 22,000+ AUA members and attendees
- Your message delivered by AUA
- Important meeting info enhances readership of your message
- Brand recognition during event!

Icon Key

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



AUA Daily News ePreviews

Build early buzz around your booth or program with more than 22,000 members and attendees!

Your message receives broad exposure as members and attendees begin to plan their time at AUA2023.

Reach: 22,000 AUA members plus non-member registrants and previous attendees.

Content: Topics to be presented at the meeting, industry events and the Science & Technology Hall activities.

Traffic-Driving Content Ads

- Grow your program or booth attendance with Traffic-Driving Content Ads!
- Invite attendees early so they make a plan to see you onsite.
- Advertiser supplies an article up to 1,000 words for on AUA Daily News Online.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the AUA Daily News ePreview, as well as the words "Paid Advertisement."
- AUA Daily News ePreview teaser links to the article page, which can include a URL link. *(Advertiser supplies article, image, headline and teaser copy.)*

Link your corporate or product video to your banner ad!

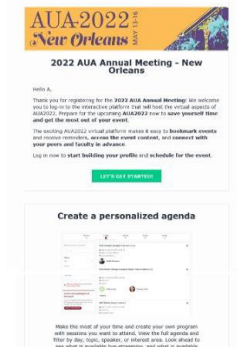
Average unique open rate in 2022 was 40.74%, compared to the healthcare industry average of 21%.*

*According to HubSpot's email benchmark report, 2021.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
AUA Daily News ePreview #1: Mid-March	Feb. 15, 2023	Feb. 22, 2023
AUA Daily News ePreview #2: Late March	March 1, 2023	March 8, 2023
AUA Daily News ePreview #3: Mid-April	March 15, 2023	March 22, 2023

Rates (per issue)	
Leaderboard	\$3,800
Premium Banner	\$2,850 each
Traffic-Driving Content Ads	\$4,000 each



Attendee Log-In Emails

Showcase your brand exclusively in this essential email for registered attendees!

A series of six emails to registered attendees providing log-in credentials, log-in reminders and log-in instructions.

Reach: Registered attendees (in-person attendees also have access to the virtual portion of the meeting).

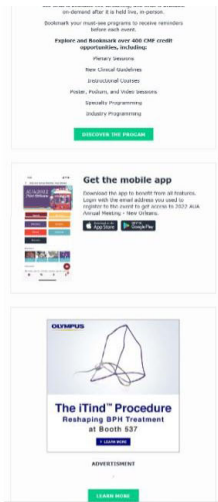
Single advertiser gets ad in all emails. (See 2022 sample.)

67.21% average

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: March 23, 2023
Materials due: March 30, 2023

Rate
\$20,000
Exclusive sponsorship opportunity



click to enlarge

unique open rate in 2022!



click to enlarge

Exclusive Exhibitor Emails

EXCLUSIVE AND LIMITED!



All eyes are on your brand message with an exclusive email to AUA2023 attendees!

Increase the attendance at your program and traffic at your booth with a direct invitation!

Reach: Your email message is sent to AUA2023 attendees.

Content: Advertiser-supplied materials, subject to AUA approval.

INSERTION ORDER/SPECS

- Limited to three total email blasts.
- To be scheduled in the week before or the week after the meeting.
- No more than one per day.
- Work with your account manager to select your date.

Deadlines

Space reservation deadline: March 24, 2023

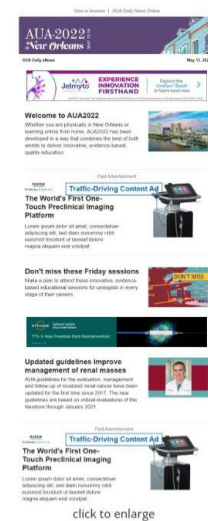
Materials due: March 31, 2023

Rate

\$30,000

Unique open rate in 2022 was 60.4%, compared to the healthcare industry average of 21%.*

*According to HubSpot's email benchmark report, 2021.



click to enlarge

AUA Daily eNews



Connect your brand with attendees every day of the meeting!

Remind attendees to visit your booth or program as they read about the latest conference news.

Reach: 22,000 AUA members plus non-member registrants and previous attendees.

Content: Live coverage of the meeting, including scientific breakthroughs presented at AUA2023 and additional aspects of the program, such as awards ceremonies and other key events.

AUA Daily eNews are sent on April 28, 29, 30 and May 1, 2023.

Traffic-Driving Content Ads

- Grow your program or booth attendance with Traffic-Driving Content Ads!
- Your invitation reaches attendees the day of your program or booth activity.
- Advertiser supplies an article up to 1,000 words for on AUA Daily News Online.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the AUA Daily eNews, as well as the words "Paid Advertisement."
- AUA Daily eNews teaser links to the article page, which can include a URL link. (Advertiser supplies article, image, headline and teaser copy.)

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: March 30, 2023

Materials due: April 6, 2023

Rates	
Leaderboard (all issues)	\$11,025
Premium Banner (all issues)	\$8,820 each
Premium Banner (one issue)	\$4,000
Traffic-Driving Content Ads (all issues)	\$8,820
Traffic-Driving Content Ads (per issue)	\$4,000

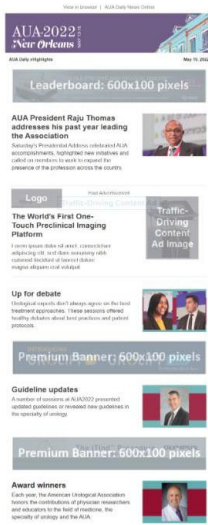
Promote your program or booth demo the day it happens with Traffic-Driving Content Ads!

Link your corporate or product video to your banner ad!

Average unique open rate in 2022 was 42.75%, compared to the healthcare industry average

of 21%.*

*According to HubSpot's email benchmark report, 2021.



click to enlarge

AUA Daily News eHighlights



Stay top-of-mind with attendees as they make post-conference decisions!

Remind AUA members and meeting attendees to engage with you after the conference.

Reach: 22,000 AUA members plus non-member registrants and previous attendees.

Content: Provides a wrap-up of the meeting – including key events, sessions and science – and drives traffic back to the virtual platform for “must see” sessions they might have missed.

Traffic-Driving Content Ads

- Drive attendees to your post-meeting content!
- Advertiser supplies an article up to 1,000 words for on AUA Daily News Online.
- Headline (up to 75 characters), company name and a 40- to 250-character article “teaser” will appear in the AUA Daily News eHighlights, as well as the words “Paid Advertisement.”
- AUA Daily News eHighlights teaser links to the article page, which can include a URL link. *(Advertiser supplies article, image, headline and teaser copy.)*

Link your corporate or product video to your banner ad!

Average unique open rate in 2022 was 40.7%, compared to the healthcare industry average of 21%.*

*According to HubSpot's email benchmark report, 2021.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
AUA Daily News eHighlights #1: Mid-May	April 10, 2023	April 17, 2023
AUA Daily News eHighlights #2: Late May	April 17, 2023	April 24, 2023

Rates (per issue)	
Leaderboard	\$3,800
Premium Banner	\$2,850 each
Traffic-Driving Content Ads	\$4,000 each

If the in-person AUA2023 must be converted to a virtual event, all email products will be sent for the virtual event.

All rates are net. No agency discounts apply. Cancellations are nonrefundable.

All quantities herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.