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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 sample.)

74% open rate in 2023!

INSERTION ORDER/SPECS

Deadlines

Space reservation: March 28, 2024 Materials due: April 4, 2024

Rate

\$20,000

Exclusive sponsorship opportunity



AUA Daily eNews

Encourage attendees to visit your booth or program as they read about the latest conference news!

Reach: 21,000 AUA members plus non-member registrants and previous attendees.

Content: Live coverage of the meeting, including scientific breakthroughs presented at AUA2024 and additional aspects of the program, such as awards ceremonies and other key events.

AUA Daily eNews is sent on May 3, 4, 5 and 6, 2024.

Leaderboard and Premium Banners 🕒

Traffic-Driving Content Ads

Average unique open rate in 2023 was 51.37%, compared to the healthcare industry average of 21.72%.* INSERTION ORDER/SPECS

Deadlines

Space reservation: April 4, 2024 Materials due: April 11, 2024

Rates	
Leaderboard (all issues)	\$11,360
Premium Banner (all issues)	\$9,085 each
Traffic-Driving Content Ads (per issue, for promoting programs)	\$4,120
Traffic-Driving Content Ads (all issues)	\$9,085 each Introductory rate for 2024

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

*According to MailChimp's email benchmark report, 2022.



AUA Daily News eHighlights

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

Reach: 21,000 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.



Average unique open rate in 2023 was 48.09%, compared to the healthcare industry average of 21.72%.*

*According to MailChimp's email benchmark report, 2022.

INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due
AUA Daily News eHighlights #1: Mid-May	April 15, 2024	April 22, 2024
AUA Daily News eHighlights #2: Late May	April 22, 2024	April 29, 2024

Rates (per issue)	
Leaderboard	\$3,915
Premium Banner	\$2,940 each
Traffic-Driving Content Ads	\$4,120 each







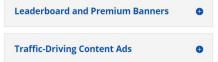
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AUA Daily News ePreviews

Your message receives broad exposure as members and attendees begin to plan their time at AUA2024!

Reach: 21,000 AUA members plus non-member registrants and

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



Average unique open rate in 2023 was 43.37%, compared to the healthcare industry average of 21.72%.*

*According to MailChimp's email benchmark report, 2022.

INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due	
AUA Daily News ePreview #1: Late March AUA Daily News ePreview #2: Early April AUA Daily News ePreview #3: Late April	Feb. 28, 2024	March 6, 2024	
	March 13, 2024	March 20, 2024	
	March 27, 2024	April 3, 2024	

Rates (per issue)	
Leaderboard	\$3,915
Premium Banner	\$2,940 each
Traffic-Driving Content Ads	\$4,120 each

Exclusive Exhibitor Emails

EXCLUSIVE AND LIMITED!

Increase the attendance at your program and traffic at your booth with an exclusive email to meeting attendees!

Reach: Your email message is sent to AUA2024 attendees.

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

Get your program or event on attendee schedules by including a calendar link!

> Average unique open rate in 2023 was 54.4%, compared to the healthcare industry average of 21.72%.*

*According to MailChimp's email benchmark report, 2022.

INSERTION ORDER/SPECS

Deadlines

Space reservation: March 22, 2024 Materials due: March 29, 2024

Rate \$30,000

- 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.



click to enlarge

If the in-person AUA2024 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.



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