

Engagement Packages

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Goal: Branding

Goal: Lead Generation

Goal: Traffic Building

Leaderboard: 600x100 pixels

Urologists must start the conversation about genitourinary syndrome of menopause
Genitourinary syndrome of menopause (GSM) affects up to 87% of postmenopausal women.

Reaching success in urologic oncology clinical trials
Clinical trials provide evidence for determining and improving on the standards of care across urologic oncology.

Making the connection to move urology forward
AUA's New Resident Leadership Retreat has launched a long-term program to support and encourage a new network of emerging leaders from urologic subspecialties across the country.

click to enlarge

Goal: Branding

- **One AUA Daily News ePreview Leaderboard**
 - Your message is sent to 21,000 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.

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

INSERTION ORDER/SPECS

Rate
\$24,420
Three packages available

Deadlines vary. See individual product deadlines.

ICE CRYOABLATION TECHNOLOGY

Optimizing the treatment of kidney cancer: Importance of Urology and Interventional Radiology collaboration

A collaboration of Urology and Interventional Radiology leads to high patient satisfaction for the treatment of kidney cancer.

A study of multidisciplinary small renal mass clinic (SRMC) consisting of Uro and IR, evaluated impact on treatment decision-making and patient's patient satisfaction.

► Satisfaction for all patient responses ranged from 85.4-87.8

► Patient's comments included: "I was glad to have a urologist and an interventional radiologist on the same team."

► One comment on the multidisciplinary team: "patients need to have someone put primary/secondary responsible care responsibility on one or the other."

Learn more about kidney cryoablation

Partial nephrectomy is the gold standard
Cryoablation yields comparable outcomes
(3-year technical data)

click to enlarge

Goal: Lead Generation

- **Exclusive Exhibitor Email**
 - Your lead-generating email message is sent to AUA2024 attendees.
- **One High-Performance Ad on AUA Daily News Online***
 - Feature your content in a native ad spot located in a prominent position on the home page.

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

*Your materials can go live in late March 2024 and remain on the site until the first 2025 ePreview is prepared/sent.

INSERTION ORDER/SPECS

Rate
\$28,160
Three packages available

Deadlines vary. See individual product deadlines.

Leaderboard: 600x100 pixels

Urologists must start the conversation about genitourinary syndrome of menopause
Genitourinary syndrome of menopause (GSM) affects up to 87% of postmenopausal women.

Goal: Traffic Building

- **One AUA Daily News ePreview Premium Banner**
 - Announce your program or booth message early.
- **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.
- **AUA Daily News eHighlights Premium Banner**

INSERTION ORDER/SPECS

Rate
\$24,875
Three packages available

Deadlines vary. See individual product deadlines.

Logo

BlueWind Medical:
Transformative Therapy for
Overactive Bladder

Traffic-
Driving Content
Ad Image

Visit #4215 to hear about a transformative
NDR solution for OAB. On Sunday,
BlueWind Medical will have live tracking
data demonstrating how its
neuromodulation system is helping
people who live with OAB.

Reaching success in urologic
oncology clinical trials

Clinical trials provide evidence for determining and
improving on the standards of care across
urologic oncology.

Premium Banner: 600x100 pixels

Making the connection to move
urology forward

AUA's 1st Global Residents Leadership Retreat
has launched a long-term program to support and
encourage a social network of emerging leaders
from various disciplines around the world.

click to enlarge

o Continue visibility for your message or your program on demand.

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

AUA2024 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 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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