

## Hotel Room Marketing

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Doctors Bag Insert

Doctors Bag Premium

Individual Hotel Room Drop



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### Doctors Bag Insert

**Deliver real-time invitations to attendee hotel rooms in San Antonio!**

**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 May 2 to attendee hotel rooms at headquarters hotels, with additional distribution throughout the convention center on the morning of May 3.

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

**Bonus exposure on the official AUA2024 meeting news site!**

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 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 AUA2024 is canceled, all inserts will be mailed to 5,000 U.S. meeting attendees to arrive before the virtual-only meeting. Inserts for AUA2024 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 : March 22, 2024  
 Materials due: March 29, 2024

**Rate**

\$11,360 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 and Individual Hotel Room Drop supporters will have 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 AUA2024 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 AUA2024 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: March 22, 2024  
 Materials due: March 29, 2024

**Rate**

\$14,195 per day



[click to enlarge](#)

### 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 headquarters hotels.\*

**Distribution:** Inserts are delivered to select hotel rooms on May 3, 4, 5 and 6, 2024. 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 will include a schedule of Industry Programs. All Doctors Bag and Individual Hotel Room Drop supporters will have 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.

*Packaged products may not exceed 6 oz. and must be in sealed bags.*

*Advertiser arranges production and shipping details for Individual Hotel Room Drop, and has items delivered to hotels each evening. Brand Media manages distribution only.*

#### INSERTION ORDER/SPECS

**Deadlines**

Space reservation: March 26, 2024  
 Materials due: May 1, 2024

**Rate**

\$35,000

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*\*If the in-person AUA2024 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 AUA2024 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 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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