

## Meeting News and Navigation Products

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Attendee Welcome Guide

AUA Daily News

AUA Daily News Online

Photo Gallery Sponsorship



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### Attendee Welcome Guide

Reach attendees from the beginning of their AUA2024 journey!

**Reach:** Meeting attendees.\*

**Distribution:** Onsite at headquarter hotel front desks and also available on AUA Daily News Online.

**Content:** Key details attendees need to know to get their meeting experience off to a great start.

Advertiser receives front cover banner logo recognition and the back cover ad of the printed guide, as well as home page branded exposure on AUA Daily News Online.

*\*If the in-person AUA2024 is canceled, the Attendee Welcome Guide will be emailed to meeting attendees as a PDF via a link in the AUA Know-Before-You-Go email. Advertiser full-page ad will be moved to page two.*

INSERTION ORDER/SPECS

**Deadlines**

Space reservation: March 21, 2024  
Materials due: March 28, 2024

**Rate**

\$20,000

*Exclusive sponsorship opportunity*



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### AUA Daily News

Stay top of mind with attendees every day of the meeting!

**Reach:** 21,000 meeting attendees, AUA members and previous attendees via a link in each day's AUA Daily eNews.\*

**Content includes:** Live coverage of the meeting, including hot-button topics, can't-miss sessions and interactive activities.

**Distribution:**

- Distributed May 3, 4 and 5, 2024, to attendees at the convention center via handout personnel and newsstands.
- Also included as a link to a PDF in each day's AUA Daily eNews sent to nearly 21,000 meeting attendees, AUA members and previous attendees.
- The Daily PDF is also placed on AUA Daily News Online.

Sponsor the Daily Schedule!



Premium Placements



*\*If the in-person AUA2024 must be canceled, the AUA Daily News will be sent to attendees and AUA members as a link to a PDF in the AUA Daily eNews. The Daily PDF will also be posted on the AUA Daily News Online site.*

*\*\*If the in-person AUA2024 is canceled, the Newsstand Sponsorship will be transitioned to an equivalent branding opportunity.*

INSERTION ORDER/SPECS

**Newsstand Sponsorship Deadlines**

Space reservation: March 8, 2024  
Materials due: March 15, 2024

**AUA Daily News Deadlines**

Space reservation: March 18, 2024  
Materials due: March 25, 2024

**Standard Rates**

Full Page	\$17,525
Full Page PI (B/W)	\$13,955
Junior Page	\$15,310
Half Page	\$12,440
Quarter Page	\$6,915
Product & Services Showcase Ad	\$665

**Premium Rates**

Full Page Spread	\$26,140
Front Page Banner with Full Page Ad	\$24,770
Front Page Banner only	\$15,335
Exhibit Hall Map Premium**	\$23,785
Back Cover	\$24,445
Inside Front Cover	\$21,850
Inside Back Cover	\$19,885
Newsstand only**	\$18,685
Newsstand with a Full Page**	\$28,120
Daily Schedule (limit two)	\$18,025

Sponsor the Daily Schedule stitched into the center spread!  
Click to view a sample.



### AUA Daily News Online

View the AUA Daily News Online site

ROS ads and premium placements put your brand message in front of your target audience!

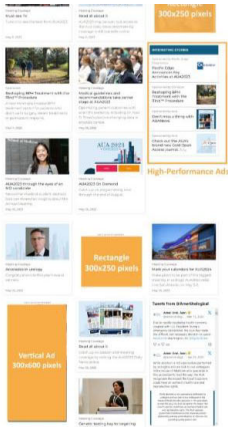
AUA Daily News Online is the hub for AUA Daily News ePreviews, AUA Daily eNews and AUA Daily News eHighlights, as well as sponsored content. As the push

INSERTION ORDER/SPECS

**Deadlines**

Space reservation: Space is limited and available until sold out.

Materials due: For exposure from first launch, we encourage materials be sent by March 14, 2024.



click to enlarge

**Site metrics (2023):\***

- 37,480 pageviews
- 12,032 users

\*Data collected March 16-June 1, 2023.

publications are read, each click on an article brings the reader to AUA Daily News Online.

- Run-Of-Site Ads**
- High-Performance Ads**

**Reach:** 21,000 AUA members, AUA2024 registrants and previous attendees via AUA Daily News ePreviews, AUA Daily eNews and AUA Daily News eHighlights.

**Content:**

- Science presented at the conference.
- Information on the Product Theater, Skills Challenges, Skills Workshops and Symposia.
- Hot-button topics and can't-miss sessions

**Bonus exposure on the official AUA 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." In addition, a link to the Industry Highlights page will be included in each day's AUA Daily eNews.

**Months of exposure!**

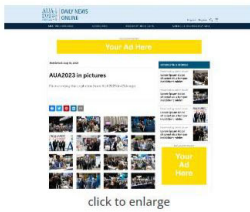
AUA Daily News Online will launch with the first ePreview in late March. You can link your advertorials and resources on this official association-branded site in your own promotions long after the event is over!

*(Ads and content will remain on the site until the first 2025 ePreview is produced. Length of advertiser exposure is dependent on date of purchase. Ads and content can be removed if requested.)*

*AUA Daily News Online is regularly updated which allows for a confirmation of your plans at any time until the limited ad positions are sold out.*

Rates	
ROS All Positions (three available)	\$20,000
ROS Leaderboard (two available)	\$11,765
ROS Rectangle (two available)	\$9,060
ROS Vertical (two available)	\$4,710
High-Performance Ads	\$5,200

**New Guidelines channel: Now part of the ROS ad package!**



click to enlarge

## Photo Gallery Sponsorship

**NEW EXCLUSIVE OPPORTUNITY!**

Sponsor the popular photo gallery on AUA Daily News Online!

The photo gallery is housed in an exclusive channel of its own. The photo gallery will also be promoted by AUA with official social media posts during the meeting on Facebook, Instagram and Twitter.

**Sponsorship includes:**

- A "brought to you by" inclusion in the channel.
- An exclusive leaderboard in the photo gallery channel, and a leaderboard and rectangle ad on the gallery page.
- Five company images, logos or photos that will be interspersed between the official photos.
- Promotion of the photo gallery in AUA Daily News with a QR code, and in the AUA Daily eNews and AUA Daily News eHighlights with a "Check out the photo gallery, brought to you by XXX." type of message.

**INSERTION ORDER/SPECS**

**Deadlines**

Space reservation/materials due: For exposure from first launch, we encourage materials be sent by March 14, 2024.

**Rate**

\$10,000 *Introductory rate for 2024 Exclusive sponsorship opportunity*

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

*AUA2024 is planning for 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.*

