Table of Contents

About the AANS

About the AANS ......................................................................................................................................................................................... 3

2021 Annual Scientific Meeting Opportunities

Quick Planner .............................................................................................................................................................................................. 4
Meeting Website ........................................................................................................................................................................................ 5
Meeting Digest E-newsletter .................................................................................................................................................................. 6
Sponsored Email to Attendees ............................................................................................................................................................... 7
AANS App Popup Notification ............................................................................................................................................................ 8
AANS App Banner Ad ................................................................................................................................................................................. 9
Hotel Room Door Drop and Giveaway Bags ................................................................................................................................. 10
Hotel Room Door Drop and Giveaway Bag Inserts ......................................................................................................................11

Online, Email and Mail Opportunities

AANS Neurosurgeon ................................................................................................................................................................................. 12
AANS Neurosurgeon Email ..................................................................................................................................................................... 13
Newsline .................................................................................................................................................................................................... 14
AANS E-news ............................................................................................................................................................................................ 15
Journal of Neurosurgery ........................................................................................................................................................................ 16
Mailing List Rentals .................................................................................................................................................................................. 17

Exhibit Space, Advertising and Promotional Opportunities

Linda Griffin
773.588.4692
lgriffin@aans.org

Online, Email and App Advertisements

Alice Kelsey
847.378.0517
akelsey@aans.org

Mailing List Rental

Jena Lucas
847.378.0526
jlucas@aans.org
Founded in 1931 as the Harvey Cushing Society, the American Association of Neurological Surgeons (AANS) is a scientific and educational association with more than 13,000 members worldwide. The AANS is dedicated to advancing the specialty of neurological surgery in order to provide the highest quality of neurosurgical care to the public. Fellows of the AANS are board-certified by the American Board of Neurological Surgery (ABNS), The Royal College of Physicians and Surgeons of Canada or the Mexican Council of Neurological Surgery, A.C.

Neurosurgery is the medical specialty concerned with the prevention, diagnosis, treatment and rehabilitation of disorders that affect the spinal column, spinal cord, brain, nervous system and peripheral nerves.
Meeting Quick Planner

The 2021 AANS Annual Scientific Meeting Quick Planner will be given to each medical attendee during registration at the 89th AANS Annual Scientific Meeting. The Quick Planner contains a detailed itinerary, educational track information, speaker listings, maps and social event listings for the entire meeting. The easy-to-use, handheld size means that attendees will reference the guide several times each day and actively use it to plan their itinerary.

Distribution: 4,000

CLOSING DATES
Material Due Release Date
June 14, 2021 Aug. 21-25, 2021

COVER/PREFERRED POSITION RATES
Back cover $15,000
Inside front cover $7,500
Inside back cover $7,500
Facing exhibit map $7,500
Internal pages* $5,000

* Contact Linda Griffin at 773.588.4692 for details.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (bleed)</td>
<td>4-1/4” x 9-1/4”</td>
</tr>
<tr>
<td>Full Page (non-bleed)</td>
<td>3-3/4” x 8-3/4”</td>
</tr>
</tbody>
</table>

Publication trims at 4” x 9”.

Please ensure text and essential graphic elements are a minimum of 1/4” from trim edge.
Meeting Website

The 2021 AANS Annual Scientific Meeting website includes the latest updates on registration, housing, programming and more. Supported with dozens of promotions up until the start of the meeting (Aug. 21, 2021), it supplies attendees with all they need to know about the programs and events taking place. All contracts are sold on a share-of-voice (SOV) model, split into 20% shares. Contract length is through Oct. 2021, so advertisers get the added value of the 2022 site in Sept. and Oct.

Pageviews: 386,460
Statistics from July 2019 - June 2020

<table>
<thead>
<tr>
<th>CONTRACT LENGTH</th>
<th>SOV</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual</td>
<td>20%</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

SPECIFICATIONS
Leaderboard 728 x 90 pixels
Box 300 x 250 pixels

REQUIRED FILES
Advertisers must provide a JPG/GIF with click-through URL, DCM HTML5 file or third-party tag. Expandable ads are accepted for the 728 x 90 position.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand. 200 kb limit.
Meeting Digest E-newsletter

The AANS will distribute several HTML-based 2021 AANS Annual Scientific Meeting E-newsletters to highlight and promote the scientific programming, social events and various other activities taking place. In addition to video messages and updates on new educational opportunities being offered, these newsletters supply a unique, exclusive opportunity for advertisers to reach their target audience.

**Average Distribution:** 23,065  
**Average Open Rate:** 29.96%  
**Average CTR:** 4.65%

<table>
<thead>
<tr>
<th>POSITION</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$1,500</td>
</tr>
<tr>
<td>728 x 90 pixels</td>
<td></td>
</tr>
<tr>
<td>50KB limit</td>
<td></td>
</tr>
</tbody>
</table>

**2021 CLOSING DATES**

<table>
<thead>
<tr>
<th>Material Due</th>
<th>Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 31</td>
<td>April 7</td>
</tr>
<tr>
<td>April 26</td>
<td>May 3</td>
</tr>
<tr>
<td>June 21</td>
<td>June 28</td>
</tr>
<tr>
<td>July 16</td>
<td>July 23</td>
</tr>
<tr>
<td>July 22</td>
<td>July 29</td>
</tr>
</tbody>
</table>

**REQUIRED FILES**

The advertiser must provide a static image (JPG/PNG) with click-through URL. Ad size must be 100KB or less. No animated creatives or rich media can be accepted.
Sponsored Email to Attendees

Send Your Message Directly to Attendees
Exhibitors at the 2021 AANS Annual Scientific Meeting can send a sponsored email to meeting attendees.

RATES
Saturday $10,000
Sunday $10,000
Monday $10,000
Tuesday $10,000
Wednesday $10,000

Availability is Limited, First-come First-served

CREATIVE DUE
Aug. 11, 2021

SPECIFICATIONS
The advertiser must provide the following:

- **Headline**
  100 characters max, including spaces

- **Body Copy**
  500 words max, rich text. Hyperlinks, italic, bold and styling are acceptable.

- **Image**
  300 x 250 JPG/PNG/GIF, 100KB max

- **Opt-out link**
  Clickable link to opt out of communications, if available.

- **Physical Address**
  Include your company’s name and physical address.

- **Suppression List**
  If your organization has a suppression list available, please share.

REPORTING
The advertiser will receive a detailed report of email performance within two weeks of deployment, containing:

- **Number of emails delivered**
- **Open rate**
- **Click-through rate**
- **Heat map of clicks** (if multiple links are present)

Ad copy, images and messaging are subject to editorial approval by the AANS. Emails are distributed by the AANS. The AANS does not share attendee email addresses for any reason.

These email elements are not customizable:

- **From Name:** AANS
- **Preheader Text:** This message was sent by the AANS on behalf of an exhibiting company at #AANS2021. Visit the Exhibit Hall and show your support to companies who help make this meeting possible.
In-app Notification

The First Thing Attendees See When Checking Their Schedule

The first time an attendee accesses the app each day, they are shown your bold announcement — which can link to a website, booth location or more.

RATES

<table>
<thead>
<tr>
<th>Day</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday</td>
<td>$6,000</td>
</tr>
<tr>
<td>Sunday</td>
<td>$6,500</td>
</tr>
<tr>
<td>Monday</td>
<td>$6,500</td>
</tr>
<tr>
<td>Tuesday</td>
<td>$6,000</td>
</tr>
<tr>
<td>Wednesday</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

Limited Positions Available

CREATIVE DUE

Aug. 10, 2021

SPECIFICATIONS

The advertiser must provide the following:

- **Headline** 25 characters, including spaces
- **Body Copy** 250 characters max, including spaces OR ad image (300 x 250 JPG/PNG/GIF, 100KB max)
- **Optional** Click-through URL

REPORTING

The advertiser will receive a report including:

- Unique visitors that day who see the ad pop up
- Number of clicks (if URL provided)

Ad copy and messaging are subject to editorial approval by the AANS.
App Banner Ad

Show Up Where Attendees are Looking
During the 2019 AANS Annual Scientific Meeting, attendees opened the app more than 14,000 times. Make sure you are showing up in the first place attendees check to find speakers, abstracts, meeting information and exhibitor listings.

RATES
$5,000; limited positions available.

CLOSING DATES
Material Due Release Date
Aug. 10, 2021 Aug. 19, 2021

SPECIFICATIONS
The advertiser must provide the following:
- **Banner Ad** 468 x 60
  JPG/GIF/PNG
  75KB max
- **Optional** Click-through URL

REPORTING
The advertiser will receive a report including:
- Unique visitors, sessions and pageviews during the meeting
- Number of clicks (if URL provided)

Ad copy and messaging are subject to editorial approval by the AANS. Due to ACCME credentialing requirements, ads will not display on pages containing educational programming information.
Hotel Room Door Drop and Giveaway Bags

Increase your company’s visibility with this premium advertising opportunity. Place your logo, name, website URL and/or booth number on the door drop bag and/or giveaway bag. The bags are delivered directly to the rooms of medical attendees Sunday night and Monday night, prior to the Exhibit Hall opening. Giveaway bags are distributed to medical attendees on-site, during exhibit hours. Your message will be on one side, while the other side will contain a promotion for the 2022 AANS Annual Scientific Meeting.

**RATES**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-day package hotel room door drop bags</td>
<td>4,000</td>
<td>$14,000</td>
</tr>
</tbody>
</table>

*Payment due upon approval of prototype*

**CLOSING DATES**

<table>
<thead>
<tr>
<th>Artwork Due</th>
<th>Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 21, 2021</td>
<td>Aug. 22-23, 2021</td>
</tr>
</tbody>
</table>

*Final material for reserved ads will not be accepted after the material due date and will still be invoiced. No cancellations on signed contracts and confirmation forms after the space closing date.*

**MECHANICAL SPECIFICATIONS**

Maximum size: 7” x 7”

*Ad must be solid colors only with a white background, no gradients (two-color maximum).*
**Hotel Room Door Drop and Giveaway Bag Inserts**

The hotel room door drop and giveaway bag inserts allow advertisers to place ad materials, promotional info about their booth or products in bags given to attendees. The hotel room door drop inserts are delivered in hotel room door drop bags on Sunday night or Monday night, prior to the Exhibit Hall opening.

Food/candy items will not be accepted, and all materials must be approved in advance by the AANS. The hotel room door drop bags are delivered to the hotel rooms of attendees who book their housing through the AANS Housing Bureau.

**RATES**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Monday</td>
<td>2,000</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

**CLOSING DATES**

<table>
<thead>
<tr>
<th>Creative Approval</th>
<th>Material Due</th>
<th>Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 21, 2021</td>
<td>July 5, 2021</td>
<td>Aug. 21-25, 2021</td>
</tr>
</tbody>
</table>

Final materials for reserved ads will not be accepted after the material due date and will still be invoiced. No cancellations on signed contracts and confirmation forms are accepted after the space closing date.

**SPECIFICATIONS**

- Maximum size: 10” x 13”
- Maximum weight: 8 oz.

**AD MATERIAL DELIVERY ADDRESS**

American Association of Neurological Surgeons, Attn: Jena Lucas (Door Drop)
5550 Meadowbrook Industrial Ct., Rolling Meadows, IL 60008 • 888.566.2267 or 847.378.0500.
Ensure the company name is on outside of boxes.
AANS Neurosurgeon

AANS Neurosurgeon is an online publication that presents timely, relatable and thought-provoking content to a growing readership. Interesting features, informative columns, AANS-specific articles, news and more are included that address the art and science of neurosurgery. With a new theme introduced quarterly, articles written by well-known and up-and-coming names in the field address issues related to legislation, the neurosurgical workforce, practice management and more. The article release schedule is designed to bring readers fresh content each month, giving advertisers ongoing exposure.

Advertising opportunities on www.aansneurosurgeon.org include leaderboard and box ads.

SPECIFICATIONS
Leaderboard  728 x 90 pixels
Box  300 x 250 pixels

AUDIENCE
16,363 Pageviews/Month
10,229 Unique Visitors/Month
Statistics from July 2019-June 2020

Exclusive issue sponsorship: $3,500
AANS Neurosurgeon Email

AANS Neurosurgeon emails are sent quarterly and feature highlights and an article listing of the latest pieces written by neurosurgeon fellows, residents, students and advanced practitioners.

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th></th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
</tr>
</tbody>
</table>

**AUDIENCE**

Average Distribution: 16,359
Average Open Rate: 33.93%
Average CTR: 12.54%
Statistics from Jan.-Dec. 2020
Newsline

Newsline features headlines regarding recently released, noteworthy research in the field of neurosurgery, new articles from AANS Neurosurgeon and news items germane to the neurosurgical community. Twice monthly, Newsline is distributed to AANS membership, providing advertisers the opportunity to reach neurosurgeons and neurosurgical practitioners in conjunction with timely, relevant news and information.

AUDIENCE
Average Distribution: 16,243
Average Open Rate: 32.56%
Average CTR: 9.70%
Statistics from Jan.-Dec. 2020

Published Twice Monthly

SPECIFICATIONS
Leaderboard 728 x 90 pixels
Mid-page ad 728 x 90 pixels

RATES
$1,600/month (two issues)
$1,300/month (two issues)

Ad materials are due by the 15th of the previous month for inclusion in Newsline. Advertisers are to provide an image as well as a URL.
AANS E-news

Distributed electronically to AANS members, AANS E-news provides the latest information on courses, programs, upcoming meetings and educational offerings, as well as products, services and benefits available only to AANS membership each month.

AUDIENCE
Average Distribution: 10,137
Average Open Rate: 34.85%
Average CTR: 10.20%
Statistics from Jan.-Dec. 2020

SPECIFICATIONS
Leaderboard 728 x 90 pixels $1,200
Mid-page Ad 728 x 90 pixels $900
Exclusive issue sponsorship, both positions $2,000

Ad materials are due by the first of the month for inclusion in AANS E-news.

Advertisers are to provide a static image with a click-through URL (JPG/GIF files only; no rich media is accepted).
Journal of Neurosurgery

Publish an ad in AANS official scientific journals: *Journal of Neurosurgery (JNS)*, *Journal of Neurosurgery: Spine* and *Journal of Neurosurgery: Pediatrics*. These journals deliver the latest clinical research monthly to more neurosurgeons around the world than any other neurosurgical publication.

With 38% of readers completing three-quarters of the JNS each month and 73% of readers reading ads, you can be certain your message is getting through.

Looking for more information on specific placements, technical specifications or rates?

Contact
Greg Pessagno
443.512.8899 ext 109
greg.pessagno@wt-group.com
for more information.
Mailing List Rental

Mailing lists from the AANS can be an integral part of your marketing strategy. Lists are targeted by audience, geographic area, demographic information, membership category or meeting attendance.

The Neurosurgical Database includes U.S. address records for:

- Neurosurgeons
- Residents/Fellows
- Medical Students
- Advanced Practitioners

SELECT BY SUBSPECIALTY INTEREST OR MEETING ATTENDANCE

- Cerebrovascular
- Endovascular
- Epilepsy
- Pain
- Pediatric
- Peripheral Nerves
- Skull Base
- Spine
- Stereotactic and Functional
- Trauma
- Tumor
- Attendees registered for the AANS Annual Scientific Meeting and/or the Annual Meeting of the AANS/CNS Section on Pediatric Neurological Surgery

HOW TO RENT AN AANS LIST

1. Select a list on the enclosed form or contact jlucas@aans.org to create a custom list.*
2. Supply mailing samples for approval.
3. Make payment. Mailing lists will only be released upon receipt of payment.

* Please allow up to three business days.

POLICY

The AANS offers mailing lists to interested parties for distribution of educational materials or commercial products/services to neurosurgeons. Email addresses, telephone numbers and fax numbers will not be provided. Lists must be used for approved mailing purposes only and samples must be approved in advance of receiving lists.

ABOUT THE AANS

The AANS is a scientific and educational association devoted to the development of neurological surgery. Fellows of the AANS are certified by the American Board of Neurological Surgery (ABNS), the Royal College of Physicians and Surgeons of Canada and/or the Mexican Council of Neurological Surgery, A.C.
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