

# AANS SOCIAL MEDIA TOOLKIT

2026 AANS Advertising Rates		
Online Advertising		
AANS.org Website	20% SOV	\$1,800 per month
AANS Neurosurgeon Website	25% SOV	\$1,250 per month
NPA Website	25% SOV	\$800 per month
NREF Website	25% SOV	\$1,000 per month
AANS Meeting Website	100% SOV	\$8,000 for 3 month
Retargeting	Minimum: 20,000 impressions per month	\$150 CPM
Email Advertising		
AANS eNews	Top Leaderboard	\$2,000 per month
	Middle Leaderboard	\$1,800 per month
	Bottom Leaderboard	\$1,500 per month
AANS Neurosurgeon Newsline	Top Leaderboard	\$2,200 per month
	Middle Leaderboard	\$2,000 per month
	Bottom Leaderboard	\$1,800 per month
	Native Text Ad	\$1,750 per month
NREF Newsletter (quarterly)	Top Leaderboard	\$1,800 per month
	Middle Leaderboard	\$1,600 per month
	Bottom Leaderboard	\$1,400 per month
AANS 2026 Daily Email (During Meeting)	Top Leaderboard	\$3,500 per email
AANS 2026 Premeeting Email	Top Leaderboard	\$2,500 per email
Neurosurgery Awareness Month Email	Top Leaderboard	\$2,500 per email
Featured Topic Email	Exclusive Placement	\$3,000 per email
Custom Sponsored Email	Exclusive Placement	\$4,500 per email
Social Media *NEW*		
Annual Meeting Package	1 Post on All AANS Social Platforms Spread Over 2 Weeks Prior to / Week of Meeting	\$12,500
Enterprise Takeover	1 Pinned Post on All Platforms (including AANS, NPA, NREF, JNS and Neurosurgeon) (5 days)	\$15,000
Neurosurgery Awareness Month	August Only - 1 Pinned Post on All AANS Socials (5 days) (limited to 3 advertisers)	\$7,500
Single Platform Post	1 Pinned Post (3 days)	\$1,800
Multi-Platform	1 Pinned Post on all AANS Platforms (5 days)	\$3,500
Digital		
AANS 2026 Digital Signage (Hotel)	Video Wall is 13 ft. wide x 9.8 ft. tall.	30 seconds: \$12,500
AANS 2026 Digital Signage (Convention)	Video Wall is 13 ft. wide x 9.8 ft. tall.	15 seconds: \$10,000 30 seconds: \$15,000
Other / New Programs		
AANS Calendar Listing	Event Listing on AANS Calendar	\$500 per listing
Mail List Access	Advertiser Provided One-Time Mailer to AANS Mail List	\$0.30 per address + \$75 processing (minimum order \$500)
Patient Education Campaigns	AANS.org patient pages (Back and Neck, Brain Conditions, Movement Disorders, Pain, Pediatric, Spine Conditions, Stroke, Tumors)	\$5,000 per month
AANS Neurosurgeon Issue Sponsorship	Sponsor a quarterly themed issue	\$7,500 - \$10,000
Custom Partnerships	Webinar Sponsorships, Podcast Sponsorship, Custom Product Landing Pages, Philanthropic Milestone Campaigns, JNS White Papers, etc.	\$10,000 minimum investment