

**PAINWEEK<sup>®</sup>**  
The national conference on pain for frontline practitioners

eNewsletter

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**June 19, 2010**  
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**Welcome to the PAINWeek eNewsletter!**

With each issue, we'll update you on the latest enhancements to PAINWeek<sup>®</sup> 2010—including new course offerings and industry-sponsored events and activities. You'll also get summaries of top news in pain management, and you'll meet the accomplished faculty who will deliver the conference curriculum: over 100 hours of CME/CE credits. Feel free to forward this newsletter to your colleagues. We look forward to seeing you at PAINWeek 2010!

**What 2009 Attendees Had to Say...**  
[View all videos from conference...](#)

**Call for Abstracts**

**Special introductory rates**

## Advertising

Description	Pixel Dimensions	Max. file size static/animated GIF	Cost
Standard Banner	468 x 60	40KB	\$300
Leader Board (top of page)	728 x 90	40KB	\$500
Leader Board (bottom of page)	728 x 90	40KB	\$400
Left Side Button	120 x 90	40KB	\$200
Vertical Banner	120 x 240	40KB	\$500
Left Side Skyscraper	120 x 600	40KB	\$750

**Leader Board**  
728 x 90

**Standard Banner**  
468 x 60

**Left Side Button**  
120 x 90

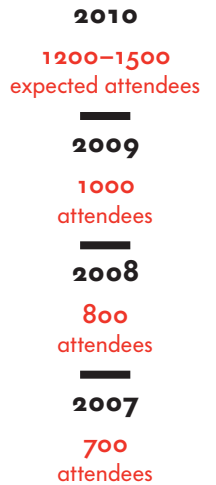
**Vertical Banner**  
120 x 240

**Left Side Skyscraper**  
120 x 600

## Statistics

E-mail eNewsletter sent to more than 3,000 registered users. Issues every 2 weeks including news of medical developments and upcoming events/ learning opportunities at PAINWeek 2010 in Las Vegas, September 8–11.

## Demographics



## Professional Status of Conference Attendees

### Physicians (MD/DO)

56%

### Pharmacists

11%

### Nurse Practitioners (NP)

11%

### Nursing Professionals

10%

### Behavioral Health (Psychologists)

7%

### Physician Assistants (PA)

5%

## Sponsored Content

- Sponsor provides final edited content including title
- Maximum of 200 words displayed on eNewsletter; for longer articles sponsor can provide an external link for readers to click to read additional text
- Articles may also include a graphic 90 pixels wide (one graphic per article), eg, logo, photograph, artwork
- Sponsored content can also include:
  - ➔ New Drug Alert
  - ➔ Exhibitor Spotlight
  - ➔ Product Snapshot

<b>One Article</b>	<b>\$350</b>
<b>Two Articles</b>	<b>\$600</b>

## Single Sponsored Issues

- Exclusive sponsorship; no other sponsors or ads
- Sponsor may provide up to 4 articles and 2 banner ads per issue
  - ➔ Sponsor provides final edited content including title
  - ➔ Maximum of 200 words displayed on eNewsletter; for longer articles a link can be provided for readers to click to read more additional text
  - ➔ Articles may also include a graphic 90 pixels wide (one graphic per article), eg, logo, photograph, artwork
- Single sponsored issues may also include acknowledgment with sponsor logo

<b>One Issue</b>	<b>\$3,000</b>	
<b>Two Issues</b>	<b>\$5,000</b>	Savings of <b>17%</b>
<b>Three Issues</b>	<b>\$7,000</b>	Savings of <b>22%</b>
<b>Four Issues</b>	<b>\$9,000</b>	Savings of <b>25%</b>
<b>Five Issues</b>	<b>\$11,000</b>	Savings of <b>27%</b>

### Editorial Calendar (July to August 2010)

Topics	Space Reservation	Materials	Publication
Regional Pain Syndromes	June 28	June 30	July 3
Narcoterrorism	July 12	July 14	July 17
Rheumatology	July 26	July 28	July 31
Geriatrics	August 9	August 11	August 14
Physical Medicine & Rehabilitation	August 23	August 25	August 28

For single sponsored eNewsletters, sponsors may also select different publication dates than listed above.

### Restrictions

At this time, ads cannot support animation, flash, or sound.

### How to supply artwork/content

Content should be e-mailed to [ri@mededucators.com](mailto:ri@mededucators.com)

URL links must be submitted with artwork/content.

### Payment

All ads must be paid in full by space reservation deadline. No refunds or cancellations will be provided. Make checks payable to PAINWeek. All major credit cards are accepted.

### Questions?

Contact Redza Ibrahim at (973) 415-5110, or [ri@mededucators.com](mailto:ri@mededucators.com)