

PAINWEEK®

Behavioral Neurology Pain Management eNewsletter rates

Advertising

(special introductory rates)

Description	Pixel Dimensions	Maximum 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

1. Leader Board—728 x 90
2. Right Side Skyscraper—120 x 600
3. Vertical Banner—120 x 240
4. Standard Banner—468 x 60
5. Right Side Button—120 x 90

Sizes shown above are for illustration purposes only.



Statistics

Published twice monthly and distributed to approximately 4750 frontline clinicians with an active interest in pain management.

Welcome to the PAINWeek eNewsletter!

Each issue of the PAINWeek eNewsletter offers timely information, news summaries, and KOL interviews on key topics of interest in pain management. The eNewsletter also provides complete coverage of the PAINWeek portfolio of pain education programs, including:

①

PAINWeek
The National Conference.
Sept 5-8, 2012
Las Vegas, NV
The nation's largest professional pain conference for frontline clinicians

②

PAINWeekEnds
Regional pain education for healthcare providers

③

Life Beyond Pain
Topics in pain management for people with pain, and those who care for them

demo-
graphics

11
1500
attendees

Professional Status of
Conference Attendees

Physicians (MD/DO)

56%

Nurse Practitioners (NP)

12%

Pharmacists

13%

Nursing Professionals

7%

Physician Assistants (PA)

4%

Behavioral Health
(Psychologists)

4%

Research

4%

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

One Article	\$350
Two Articles	\$600

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 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

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

Editorial Focus

The **PAINWeek eNewsletter** spotlights a variety of topics in pain management throughout the year. Your participation can be matched to these if desired; please contact us for specific timing:

- Neurology and Rheumatology
- Oncology
- Ophthalmic and Orofacial Pain
- Regional Pain Syndromes
- Geriatric and Pediatric Pain
- Pharmacology and Chemical Dependency
- Risk Evaluation and Mitigation Strategies
- Physical Medicine and Rehabilitation
- Complementary and Alternative Therapies
- Palliative Care

Restrictions

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

How to supply artwork/content

Content should be e-mailed to ri@aventineco.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@aventineco.com