*Except for leap year which gives you one additional “bonus” day.

2017

www.painweek.org
The PAINWeek portfolio of branded communications (live, digital, and print) provides a platform of differentiated access points to commercial sponsors interested in reaching highly relevant stakeholders in the pain management marketplace.

**CONTACT INFO**

Sean Fetcho  
sf@painweek.org  
PHONE (410) 982–1193

Stephen Porada  
sp@painweek.org  
PHONE (732) 859–6153

Naiya Craig  
nc@painweek.org  
PHONE (973) 415–5105
We have 116 million Americans suffering from chronic pain, with only several thousand pain specialists. If you do that math, it works out to about 30,000 to 40,000 patients per pain specialist. There’s simply not enough to go around.”

—Sean Mackey MD, PhD, CPE

1. **PAINWEEK PDM SATELLITE PROGRAM**
   A sponsored satellite program at PAINWeek provides you with access to 300 to 400 highly relevant practitioners. These 50-minute meal slots can be accompanied by an approved medical information or branded educational program.

2. **PAINWEEKEND REGIONAL CONFERENCE SERIES**
   Designed as regional versions of the annual PAINWeek National Conference, PAINWEEKend conferences target frontline practitioners who want to optimize their knowledge of the latest techniques for pain management and earn CME/CE credits through an adaptation of the core curriculum. Unlike other broad primary care conferences, these meetings provide a captive audience of 100 to 150 practitioners participating in a branded educational program, sponsored disease awareness program, or product training.

3. **PRODUCT/DEVICE TRAINING PROGRAMS**
   Performed with great success at the PAINWeek National Conferences, these smaller training programs can be presented at the national conference and, on a smaller scale, at the PAINWEEKend regional meetings.

4. **PAINWEEK LEADERSHIP ASSEMBLY**
   PAINWeek is heeding the call and invites industry to do the same. Becoming a member of the Leadership Assembly allows you to help shape the future of the largest US pain conference and the expansive communications platform it has now become.

   PAINWeek is committed to creating and sustaining an ongoing dialogue between 2 of the most important stakeholders in pain management: industry and healthcare providers. Our goal is to facilitate an information alchemy—transforming industry insight and practitioner needs into actionable education.

   Now, more than ever, frontline practitioners need your commitment and vision to help create better options for those who are diagnosing and treating the majority of people with chronic pain. Leadership Assembly membership provides your company with access to what is currently shaping the PAINWeek educational platform: our faculty leadership and attendee feedback. As a member, you will have the opportunity to develop a custom survey to help clarify current practice gaps and challenges among this important group of clinicians.
PAINWEEK.ORG BANNER ADS
Run of site (ROS) banner ads on the painweek.org website, with 15,000 impressions per month and no additional charge if this target is exceeded.

PAINWEEK.ORG PAIN CONDITION RESOURCE CENTER
A stand-alone section of painweek.org that is focused on educational materials around a specific pain condition (migraine headache, low back pain, fibromyalgia, neuropathic pain, etc). This section can be populated with sponsor provided resources, PAINWeek supplied materials, or a combination of both. Practitioner roundtable supplements, video assets, or key clinical data can also be aggregated here.

PAINWEEK SPONSORED EMAILS AND ENNEWSLETTERS
Weekly emails are deployed to our audience of 80,000 outlining the most current information in the world of pain management. These emails provide practitioners with up-to-date headlines in the pain management arena, relevant medical education, expert opinion, video links, and information on upcoming PAINWeek events. PAINWeek emails and eNewsletters provide sponsors with the opportunity to advertise with corporate/branded or disease state banner ads.

PAINWEEK CUSTOM EMAILS
Custom emails will be deployed by PAINWeek on behalf of your brand and/or company. The brand equity of PAINWeek as a trusted source for information delivers maximum exposure of your content to our frontline practitioners. These emails can include corporate promotion or branded/disease state education. List matching and regional targeting can be accommodated with any custom email.

PAINWEEK APP/MOBILE SITE (m.painweek.org)
PAINWeek APP/mobile site sponsorship can include banner ads on each page, and a “premiere” listing of your exhibit space. We can also provide push notifications to users to promote your booth and live programs. The APP can be downloaded from Google Play or the iTunes store.

PAINWEEK RESEARCH INSTITUTE
This collaborative approach, with PAINWeek and brand market research teams, determines the best questions and polling options. These can be pre- and postconference as well as onsite during the national or regional conferences. These surveys are utilized to better understand campaign ROI and necessary information from key targets.

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PWJ—PAINWeek Journal

PWJ is a quarterly publication providing timely and meaningful coverage of the diversity of issues that span pain management, assessment, diagnosis, multimodal treatment, legal, policy, R&D, and regulatory concerns regarding pain medications. Targeted specifically to frontline practitioners, this multidisciplinary journal provides an educational resource throughout the year.

Distribution: 10,000 mailed quarterly + bonus distribution of 5000 at the PAINWeek National Conference and PAINWeekEnd Regional Conference Series.

Front Cover Tips and Polybag Programs: The cover tip provides front cover awareness around a topic or program that is disseminated to over 10,000 targeted clinicians. This can be up to 3 ounces of any client supplied material, disease state info, clinical study, etc. Reserving the PWJ cover tip during the September national conference can drive traffic to your exhibit booth and enhance awareness of your brand.

PWJ—Expert Review (ER)

The PWJ—ER is a sponsored publication addressing key topics in pain management. Designed for an 8–12 page format, it can be mailed as a standalone or polybagged with the quarterly journal deployed to 10,000 frontline practitioners.

PW—UpFRONT™ Direct Mailer

Delivered to 10,000 key practitioners in a PAINWeek branded, UpFRONT 9" x 12" envelope. Inside, the sponsor may include MLR-approved promotional and educational materials: one insert, 8.5" x 11" up to 5 ounces. List matching and regional targeting can be accommodated with any direct mail pieces.

Please note: The front matter remains static; client supplied graphics and text may be placed on the back of the envelope.

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# Digital, Direct Mail & Print

<table>
<thead>
<tr>
<th>Digital</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAINWeek.org ROS Banner Ads</td>
<td>Total cost will vary in relation to requested impressions</td>
</tr>
<tr>
<td>$75/CPM</td>
<td></td>
</tr>
<tr>
<td>PAINWeek Sponsored Emails*</td>
<td>Each of the following featured content are deployed 1×/month (on a rotating basis) except for the Daily Dose.</td>
</tr>
<tr>
<td>1×/month—$3,000</td>
<td>Daily Dose—Features a singular news article that is timely and relevant to frontline practitioners, and is deployed 5×/week (Monday-Friday).</td>
</tr>
<tr>
<td>2×/month—$5,500</td>
<td>Expert Opinion—Video interviews with PW faculty on key topics like risk assessment, rational polypharmacy, differential diagnosis of migraine headache, and more!</td>
</tr>
<tr>
<td>4×/month—$10,000</td>
<td>Key Topics—Expert perspectives on clinical, regulatory, and practice management issues in the news.</td>
</tr>
<tr>
<td></td>
<td>One-Minute Clinician—“Brainfood” that you can put to use right away, every day.</td>
</tr>
<tr>
<td></td>
<td>PWJ Feature Article—Links to articles from our quarterly pain management publication.</td>
</tr>
<tr>
<td></td>
<td>Pundit Profile—What makes our faculty tick—who inspired them, their greatest achievements, and the legacies they hope to leave behind. Find out in these insightful interviews with PAINWeek faculty.</td>
</tr>
<tr>
<td>PAINWeek Custom Email</td>
<td>Client supplied content; @ $0.59/name for deployment to the first 25M frontline practitioners. Discounted rates apply for &gt; 25M.</td>
</tr>
<tr>
<td></td>
<td>Note: a maximum of 2 emails per month deployed.</td>
</tr>
<tr>
<td>PAINWeek Recruitment Email</td>
<td>For approved satellite events during the live national conference</td>
</tr>
<tr>
<td>$3,000</td>
<td></td>
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<table>
<thead>
<tr>
<th>Direct Mail</th>
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</tr>
</thead>
<tbody>
<tr>
<td>PAINWeek UpFRONT™</td>
<td>9” × 12” envelope (up to 5 ounces in weight);</td>
</tr>
<tr>
<td>Direct Mailing</td>
<td>8.5” × 11” printed matter (ad/announcement) insert and back of envelope</td>
</tr>
<tr>
<td>$25,000</td>
<td></td>
</tr>
</tbody>
</table>

Note: Sponsored eNewsletters, custom emails, and direct mail activities may be deployed to PAINWeek proprietary list of 70M frontline practitioners. Cost will vary for client-requested list matches or additions to PAINWeek list.

## Contact Info

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## Website Banner Specs

<table>
<thead>
<tr>
<th>Non-animated image ads — homepage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>File type</strong></td>
</tr>
<tr>
<td><strong>File size</strong></td>
</tr>
<tr>
<td><strong>Image size</strong></td>
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</tbody>
</table>

<table>
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<tr>
<th>Non-animated image ads — subpage</th>
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<table>
<thead>
<tr>
<th>Animated image ads — homepage*</th>
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</thead>
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<tr>
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<td><strong>File size</strong></td>
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<tr>
<td><strong>Image size</strong></td>
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<tr>
<td><strong>Animation length and speed</strong></td>
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<tr>
<td><strong>Animation length and speed</strong></td>
</tr>
</tbody>
</table>

*Animated ads require static fall back images for iOS devices.
**APP/MOBILE SITE SPECs**

- **Home screen images and links**

<table>
<thead>
<tr>
<th>File type</th>
<th>JPG</th>
<th>PNG</th>
<th>GIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>File size</td>
<td>80 KB or smaller</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image size</td>
<td>Small Block 300 × 250</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vertical Rectangle 600 × 250</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Horizontal Rectangle 300 × 500</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Full Block 600 × 500</td>
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</tbody>
</table>

- **Sponsor banner ads**

<table>
<thead>
<tr>
<th>File type</th>
<th>JPG</th>
<th>PNG</th>
<th>GIF</th>
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<td>80 KB or smaller</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image size</td>
<td>600 × 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No third-party tags or animation accepted</td>
<td></td>
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</tr>
</tbody>
</table>

*Due date for APP/Mobile Site materials: August 1, 2017*

For additional information on banner ad and mobile site specifications, please contact:

Patrick Kelly—pk@painweek.org—(973) 415–5109

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**PAINWeek** is a conference that has a rare blend of so many different aspects of pain management and practitioners—primary care physicians, specialists, nurse practitioners, nonphysicians, you name it—associated with managing patient care. It is a tremendous, exciting, dynamic conference that emphasizes patient care and science simultaneously in a manner that’s unique compared to other conferences.”

—Charles Argoff MD, CPE

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  - nc@painweek.org
  - PHONE (973) 415–5105
**PAINWeek HTML “eBLAST” GUIDELINES**

**LIST SEGREGATION**
At this time, we do not allow for specific targeting by name, profession, geography, etc.

**HTML ZIP FILE**
Sponsor will provide to PAINWeek ready-to-deploy HTML as a zip file. A sample HTML zip file can be found at: [www.painweek.org/htmlsample.html](http://www.painweek.org/htmlsample.html)

No exports from Word, Illustrator, etc, will be accepted.

Please note: All URLs must be prechecked by sponsor; no code should remain in header of files; only use styling that most email clients will display; assets must be in line with the content of document; it is preferred that sponsor provides own opt-out language and mechanism.

**SUBJECT LINES**
Approved and edited subject lines must be provided at the time of submission. Subject lines with symbols &^#@<>:{}, emoticons, or URLs, will not be accepted.

**SENDER EMAIL**
The sender email is info@painweek.org.

**DISPLAY NAME**
The "From_ field will be displayed as:

PAINWeek fbo __ sponsor name __ <info=info@painweek.org@mail41.atl51.rsgsv.net>; on behalf of; PAINWeek fbo __ sponsor name __ <info=info@painweek.org>

Please provide PAINWeek with the correct sponsor name.

FBO stands for “for benefit of”.

**FOOTER**
The following will appear as the footer on all emails:

This email was sent to rd@painweek.org
Why did I get this? unsubscribe from this list update subscription preferences
PAINWeek · 6 Erie Street · Montclair, New Jersey 07042 · USA

**CODING ERRORS**
PAINWeek will not knowingly send out an HTML email with bad coding. If we discover bad coding in your files we will inform you and ask you to resubmit. This may delay your scheduled deployment date.

**PAINWEEK APPROVAL**
All content must be preapproved. There can be no implication that any product, service, therapy, etc, is endorsed by PAINWeek. PAINWeek reserves the right to refuse to deploy an email we feel is offensive or not relevant to our subscribers.

**FINAL HTML FILES**
We will not accept files that have not been approved by sponsor/client. If files are changed or resubmitted, additional charges will apply.

**TESTING**
The main sponsor/agency contact will receive notification of when a test email has been deployed. If no response is provided back within 24 hours, we will assume the file is approved “as is” and will be sent out per the agreed schedule. No additional reminders or requests for reviews from PAINWeek will be provided. Please remember to check spam/junk and clutter folders.

**ADDITIONAL SEEDS FOR TESTING**
If additional emails are required for testing, please provide all emails at time of initial testing with a maximum of 5 emails. Please do not have these additional team members contact us regarding any changes or issues. To avoid confusion, please only have the main point person contact us regarding any changes, issues, or approvals. If multiple agencies are involved please agree on a consensus prior to providing PAINWeek with direction.

**OTHER CORPORATE SAMPLES**
We are not at liberty to provide you with samples of other sponsor’s emails, past or present.

**BOOKING DEADLINE**
The scheduled deployment of your HTML email is subject to availability. We will inform you if there are any blackout dates close to your intended date.

**MATERIALS DEADLINE**
You must submit the “package” 10 business days prior to scheduled deployment. Late submissions will push back your scheduled deployment date. The package is defined as:

- Subject line(s)
- HTML zip file. A sample HTML zip file can be found at: [www.painweek.org/htmlsample](http://www.painweek.org/htmlsample)
- Seed list
- Scheduled deployment date and approximate time
- Sponsor display name

**CHECKLIST**
Please take the time to review this checklist prior to your submission to PAINWeek.

- Subject line(s) has been edited and proofed
- HTML and images have been zipped in a zip file
- HTML zip file has been checked for coding errors
- A seed list of those getting the test email has been provided to PAINWeek
- A preferred deployment date and time (hour) has been provided to PAINWeek
- A correct sponsor display name, which will appear in the “From_ field (FBO [company name]), has been provided
- If multiple agencies are responsible for this project, a main contact has been identified, and s/he will serve as the only point of contact with PAINWeek
“Meetings come to an end, but learning never stops. PWJ keeps you going all year long.”

— Michael R. Clark MD, MPH, MBA
PWJ—PAINWeek Journal

Issue Frequency: 4 issues—Q1, Q2, Q3, Q4 2017
Circulation: 10,000
(plus 5000 bonus distribution at PAINWeek National Conference and PAINWeekEnd Regional Conferences)

Circulation by Specialty:
- Family Practitioner 33.69%
- Internal Medicine 21.55%
- Pain Management Specialist 8.11%
- Physical Medicine/Rehab Specialist 4.82%
- Anesthesiologist 4.48%
- Hematology & Oncology 2.02%
- General Practitioner 1.73%
- Pharmacist 1.58%
- Emergency Medicine Specialist 1.46%
- Neurologist 1.17%
- Psychiatrist 1.14%
- Rheumatologist 1.08%
- Other Specialties 17.16%

Other specialties are < 1% per specialty

1 ▲ 2017 Print Rates

| Page 4-color | $3,900 | Page B&W | $2,185 |

2 ▲ Color Charges

| 4 Color | 1 Page | $1,360 |
| 2 Color Matched | 1 Page | $678 |
| 2 Color Standard | 1 Page | $573 |
| 5 Color | 1 Page | $1,544 |

3 ▲ Cover Tip—Polybag Charges

| Cover Tip/Belly-Band | $12,500 |
| Cover Tip/Belly-Band (if ads run in book) | $9,500 |
| Polybagged Supplement* (stand alone) | $14,500 |
| Polybagged Supplement* (if ad runs in issue) | $12,000 |

Consult publisher for supplements, polybag outserts, and other print options.

4 ▲ Premium Position Rates

- 4th Cover 50%  2nd Cover 35%  Opposite TOC 25%  Agency discount of 15% applies

5 ▲ Advertising & Materials Deadline

| Ad Close | Materials Due |
| Q1 2017 | 1.27.17 | 2.24.17 |
| Q2 2017 | 4.21.17 | 5.19.17 |
| Q3 2017 | 7.7.17 | 7.21.17 |
| Q4 2017 | 10.27.17 | 11.17.17 |

6 ▲ Ad Sizes

| Ad Description | Trim Size |
| 2 page spread | 16.75” x 10.875” |
| Full page | 8.375” x 10.875” |

“Supplements must be no larger than 8½” x 10¾”.
PWJ does NOT accept inserts.
Bleeds must extend ¼” beyond the trim line.
Live matter must be a minimum of ¼” from final trim size (8½” x 10¾”).

SUBMISSION INFO
Please submit all ad materials to: journalfiles.painweek.org

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