

Painweek®

PW | **365**



Live • Digital • Print



365 Days a Year  **2019**

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

www.painweek.org

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INTEGRATED PARTNERSHIP

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 stake holders in the pain management marketplace.

1 PAINWEEK PDM SATELLITE PROGRAMS

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 125 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 is not only for specialists.
It is essential for primary care!"**

—Douglas L. Gourlay MD, MSC, FRCPC, DFASAM

For additional information on sponsorships, please contact:

Sean Fetcho ● sf@painweek.org ● phone (410) 982-1193

Steve Porada ● sp@painweek.org ● phone (732) 859-6153

1 **PAINWEEK.ORG BANNER ADS**

Run of site (ROS) banner ads on the painweek.org website, with an average of 75,000–100,000 impressions per month and no additional charge if this target is exceeded.

2 **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.

3 **PAINWEEK SPONSORED EMAILS AND ENEWSLETTERS**

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.

4 **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 geotargeting can be accommodated with any custom email.

5 **PAINWEEK APP/MOBILE SITE** (m.painweek.org)

PAINWeek APP/mobile site sponsorship can include banner ads on each page, and a “premier” 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.

6 **PAINWEEK RESEARCH INSTITUTE**

This collaborative approach, with PAINWeek and brand market research teams, determines the best survey 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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1

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.

2

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 stand-alone or polybagged with the quarterly journal deployed to 10,000 frontline practitioners.

3

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.

PWJ—Expert Review



PW—UpFRONT™



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DIGITAL, DIRECT MAIL & PRINT

Digital	Description
PAINWeek.org ROS Banner Ads \$75/CPM	Total cost will vary in relation to requested impressions
PAINWeek Sponsored Emails 1x/month—\$3,000 2x/month—\$5,500 4x/month—\$10,000	<p>Each of the following featured content are deployed 1x/month (on a rotating basis) except for the Daily Dose.</p> <p>Daily Dose—Features a singular news article that is timely and relevant to frontline practitioners, and is deployed 5x/week (Monday-Friday).</p> <p>Expert Opinion—Video interviews with PW faculty on key topics like risk assessment, rational polypharmacy, differential diagnosis of migraine headache, and more!</p> <p>Key Topics—Expert perspectives on clinical, regulatory, and practice management issues in the news.</p> <p>One-Minute Clinician—"Brainfood" that you can put to use right away, every day.</p> <p>PWJ Feature Article—Links to articles from our quarterly pain management publication.</p> <p>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.</p>
PAINWeek Custom Email	<p>Client supplied content; @ \$0.59/name for deployment to the first 25M frontline practitioners. Discounted rates apply for > 25M.</p> <p>Note: A maximum of 2 emails per month deployed.</p>
PAINWeek Recruitment Email \$3,500	<p>For approved satellite events during the live national conference. List matching and geotargeting are available</p>
Direct Mail	
PAINWeek UpFRONT™ Direct Mailer \$25,000	9" x 12" envelope (up to 5 ounces in weight); 8.5" x 11" printed matter (ad/announcement) insert and back of envelope.

Note: Sponsored eNewsletters, custom emails, and direct mail activities may be deployed to PAINWeek proprietary list of 80m frontline practitioners. Cost will vary for client-requested list matches or additions to PAINWeek list.

"PainWeek is by far the best and most diverse educational and networking opportunity in the field"

—R. Norman Harden MD



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PWJ—PainWeek JOURNAL

Issue Frequency: 4 issues—Q1, Q2, Q3, Q4 2019

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

PWJ



PW with cover tip



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1

● 2019 Print Rates

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

● Color Charges

● Cover Tip—Polybag Charges

4 Color	1 Page	\$1,360	Cover Tip/Belly-Band	\$12,500
2 Color Matched	1 Page	\$678	Cover Tip/Belly-Band (if ad runs in book)	\$9,500
2 Color Standard	1 Page	\$573	Polybagged Supplement* (stand alone)	\$14,500
5 Color	1 Page	\$1,544	Polybagged Supplement* (if ad runs in issue)	\$12,000

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

3

● Premium Position Rates

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

4

● Advertising & Materials Deadline

	Ad Close	Materials Due
Q1 2019	1.31.19	2.22.19
Q2 2019	4.19.19	5.17.19
Q3 2019	7.5.19	7.19.19
Q4 2019	10.25.19	11.15.19

5

● Ad Sizes

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

Read THIS!

*Supplements must be no larger than 8³/₈" x 10⁷/₈".

Bleeds must extend 1/4" beyond the trim line.

Live matter must be a minimum of 3/8" from final trim size (8³/₈" x 10⁷/₈").

"When you attend PAINWeek, you learn from and sit alongside the best!"


—Tanya J. Uritsky PHARMD, BCPS

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PainWeek
PAINWEEK JOURNAL



WHAT'S INSIDE:
interdisciplinary management of pelvic pain bridging the gap between primary care and specialty referral • gathering atoms are perioperative outside procedural • developing a pain lexicon under the current hospice care survey • catch 22 paradox • resolution

2017 PAINWEEK CONFERENCE PREVIEW

CLINICAL CONUNDRUM

CATCH 22:
A situation in which there are only two possibilities and you cannot do either because each depends on having done the other: first, a problematic situation for which the only solution is denied by a circumstance inherent in the problem or by a rule. As physicians, we are all accustomed to dealing with difficulties with patient diagnosis and treatment secondary to a Catch-22—an unaccountable reason that makes no sense, but nevertheless prevents us from doing what we need to do.

PARADOX=RESOLUTION

By Gary W. Jay MD, FRACP, FACCI



**ABUSE
DETERRENT
FORMULATIONS**

By Sanford M. Silverman MD

RESTLESS

LEGS

SYNDROME

By Victor Rosenfeld MD

By Michael R. Chertok MD, MPH, FAHA

the mirror has 2 faces

A

perioperative
gathering

opioids

storm:
problematic?


By Michael Bonnette MD/Pharm, MD/Pharm, MD/Pharm, MD/Pharm

PWJ
PAINWEEK JOURNAL



WHAT'S INSIDE:
the mirror has 2 faces • The challenges of assessing pain in a busy emergency department • Why pain matters • Pain, drugs, and ethics—a delicate balance • 32

**kissing
the
wrong
frog:**
By David Coyle MD
exploring common factors in pain management

**OPIOID-
INDUCED
HYPER-
ALGESIA**

"Since tolerance is characterized by decreasing efficacy of a drug, it can be overcome by increasing the dose...OIH cannot be overcome by increasing dosage, however, because OIH is a form of pain sensitization induced by the drug..."


by SANFORD M. SILVERMAN MD

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"an unpleasant sensation that induces the desire to scratch."

**NEURO
PATHIC
ITCH!**

by Charles E. Argoff MD, CPE



the scorpion,

the frog,

by Stephen J. Ziegler PhD, JD

and the viability of balanced policies

**"Meetings come to an end,
but learning never stops.
PWJ keeps you going all year long."**

—Michael R. Clark MD, MPH, MBA



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