365
live • digital • print

2020
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 sector throughout the year.

### Live

Over 5,000 healthcare providers are reached yearly at the PAINWeek (PW) national and PAINWeekEnd (PWE) regional conferences. As access to key practitioner targets becomes more challenging, presenting a Product, Disease, Medical Information (PDM) programs offers a significant ROI.

**PW National Conference**  
Breakfast and Lunch PDMs  
$65,000  
Average attendance: 325–400

**PWE Regional Conferences**  
Breakfast and Lunch PDMs  
$40,000  
Average attendance: 125–150

Exhibit tables provided to all PDM sponsors

### Digital

Digital promotion is among the most effective tactics to speak to your target audience. Weekly emails are deployed to our universe of 80,000 practitioners outlining the most current information regarding pain management. These emails provide clinicians with timely and relevant topics that provide sponsors with a vehicle for corporate, branded, or disease state banner ads. As a trusted source of information, PAINWeek provides maximum exposure to the clinicians you want to reach!

**Website ROS Banner Ads**  
$75/CPM

Total costs vary in relation to requested impressions

**E-newsletter banner ads**  
- 1x/month $3,000  
- 2x/month $5,500  
- 4x/month $10,000

Our weekly/monthly email deployment calendar is composed of the following digital tactics:

- **Daily Dose** features a singular news article and is deployed 5x/week
- **Weekly Dose** includes all of the week’s news items aggregated into one email deployed on Saturdays
- **Podcasts** deployed weekly, features selected presentations from the national conference
- **Expert Opinion** deployed weekly, showcases video interviews with our conference faculty on clinical and medical/legal key topics
- **One-Minute Clinician** deployed weekly, is a quick take on clinical conundrums and clinical pearls

### Custom/Recruitment Emails

Client supplied HTML content that is deployed on behalf of national and regional conference sponsors  
$1,500 set-up fee + $.59/name

List matching and geotargeting are available
The PAINWeek Journal is published quarterly and mailed to 10,000 healthcare providers actively managing acute and chronic pain. Bonus distribution includes 5,000+ at PAINWeekEnd regional conferences.

**Advertising Rates**

- 4-color: $3,900
- B&W: $1,500*

*The first B&W page is $1,500; safety and PI pages that may follow are @ $500 per page up to 10 pages.

**Cover Tip/Polybag Charges**

- Cover Tip/Belly Band: $12,500
- Polybagged Supplement: $14,500

**Advertising Deadlines**

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For additional information on how to maximize your PAINWeek experience, please contact:

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