

www.painweek.org



2020

Painweek.

365

live • digital • print

**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.**

# 1

## 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



# 2

## 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**

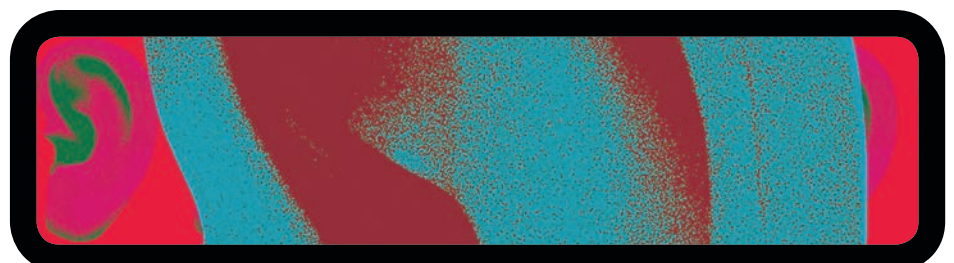
Our weekly/monthly email deployment calendar is composed of the following digital tactics:

- **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





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

● **Mike Shaffer**  
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(973) 233-5572

# 3

## Print

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                      → B&W  
**\$3,900**                      **\$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

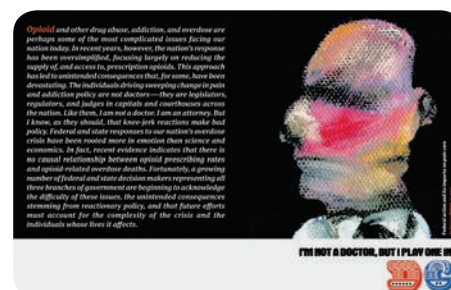
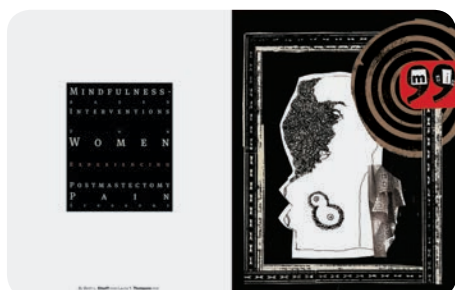
→ Cover Tip/  
Belly Band                      → Polybagged Supplement  
**\$12,500**                      **\$14,500**

### Advertising Deadlines

2020 Issues	Ads Close	Materials Due	Distribution
Q1	1/31	2/21	March
Q2	4/17	5/15	June
Q3	7/10	8/7	September
Q4	10/23	11/13	December

**PAINWEEK JOURNAL**

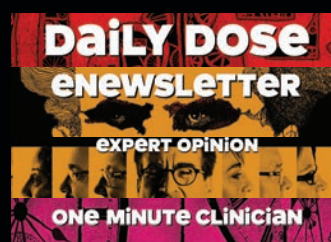
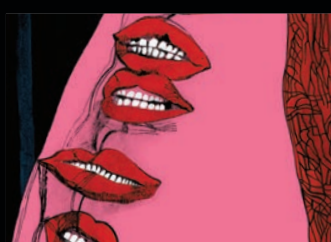
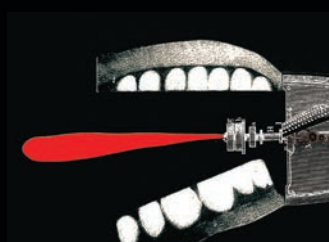
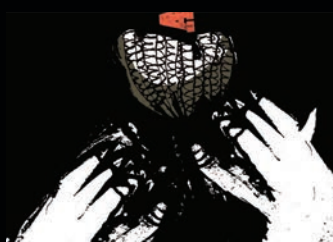
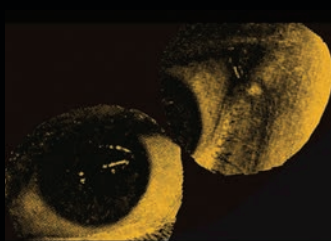
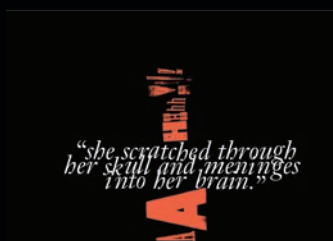
**WHAT'S INSIDE:**  
the emperor's new clothes: multimodal engagement & improving access to care p.20  
i'm not a doctor, but i play one in dc federal action and it's impact on care p.34  
everybody's greasing up, but should you rub it in? a review of topical analgesics  
and available evidence in clinical trials p.42  
la femme migraineuse p.58





**pain**week.

# 365



## All this 365 days a year!

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