2025 Advertising Rate Card

WHAT IS AMIA?

The American Medical Informatics Association (AMIA) is a community committed to the vision of a world where informatics transforms health care and is the professional home for the informaticians of today and the driver for the future of informatics. Its 5,500-plus members in more than 65 countries are subject matter experts in the science and practice of informatics as it relates to clinical care, research, education, and policy. Individual members include clinical and health informatics professionals (physicians, nurses, dentists, pharmacists, and other clinicians); translational and clinical informatics scientists, researchers, and educators; biomedical and health science librarians; advanced students pursuing a career in informatics; developers, computer, artificial intelligence, and data scientists; government officials and policymakers; consultants and industry professionals. AMIA also serves organizational members, including health systems, industry partners, and academic institutions. AMIA supports its members and the field through education, training, accreditation, certification, and advocacy and provides extensive opportunities for networking and collaboration.

DID YOU KNOW?

It takes multiple exposures to a single marketing message for a consumer to be motivated to act. Make sure *your* message is the one AMIA's members see time and time again. AMIA's advertising opportunities are designed to put your company or organization front and center with the best and brightest in informatics, and AMIA can help you craft a strategic advertising plan that will make the most of your available resources. All advertising opportunities are available on a first-come, first-served basis.

YEAR-ROUND ADVERTISING

AMIA offers multiple advertising opportunities throughout the year to help you build your brand, tell your story, showcase your products and services, recruit new employees or students, and impress upon AMIA's membership your commitment to them, to their professional development, and to the field of informatics.

AMIA eNews

This biweekly e-newsletter is the source of all AMIA-related information and features member news and highlights, educational offerings, and AMIA updates. This member benefit is delivered every other Thursday to all members.

Banner Ad │ Your prominent banner ad will link to your website (or another page of your choice).
First Position: $475 per issue │ $1,350 for 3 issues │ $2,400 for 6 issues
Second Position: $425 per issue │ $1,200 for 3 issues │ $2,100 for 6 issues

Industry News Message │ Your message (up to 60 words) will appear in the Industry Update section and will link to your website.
Three Industry News Messages per e-newsletter are available.
$250 per Industry News Message

AMIA Washington Download │ Banner Ad │ $1,350 for 3 issues │ $2,400 for 6 issues

This biweekly e-newsletter highlights all informatics and health IT-related public policy current events. AMIA public policy activities as well as opportunities for involvement with the AMIA Public Policy Committee are also featured. Delivered every other Tuesday, this e-newsletter is delivered to all members and has an average open rate of 31.4%, so you can be sure you're reaching your target audience. Your banner ad will link directly to where you want the readers to go — your website (or another page of your choice).

AMIA Member Blast Email │ one per month available │ $5,750 each

Send your customized, dedicated message to AMIA's membership via e-mail. Your company provides the content, and AMIA builds the e-mail blast using its standard blast email template. AMIA's logo and branding will catch the attendees' attention and add credibility to your message. As a blast email advertiser, you'll have the opportunity to provide one image, one logo, a headline, copy that does not exceed 225 words, one URL address for a hyperlink, and the subject line for the e-mail. Your blast e-mail will be sent to all members who do not opt out of receiving messages from AMIA. Emails that promote job opportunities are not permitted.

AMIA Website

The hub for the informatics community, AMIA's website offers advertising options on the most visited pages. Your ad, prominently positioned at or near the top of the page(s), will capture the viewers' attention and link to your website. Choose from the following pages:

Why Informatics plus *Informatics: Research and Practice* ($3,600 for 2 months) │ *Working Groups* ($2,000 per selected WG for 2 months)
Informatics Academic Programs with sponsored program tile ($3,000 for 2 months) │ *AMIA Events Pages* (see individual events below)

EVENT-FOCUSED ADVERTISING

AMIA's educational and networking events scheduled throughout 2025 provide you with event-related advertising opportunities that ensure AMIA's members will see your message time and time again. From our onsite program guides to our event-specific daily e-newsletters and mobile apps, your company can stay top-of-mind among the most influential individuals in informatics.

AMIA 2025 Informatics Summit │ March 10–13, 2025 │ Pittsburgh, PA

Dedicated to translational bioinformatics, precision medicine, clinical research informatics, data science, and artificial intelligence (AI) — this event attracts approximately 750 clinical and translational investigators, bioinformaticians, health data scientists, computational biologists, genomics researchers, public health geneticists, clinical and public health informaticians, and policy professionals. The Informatics Summit is also a premier opportunity for students pursuing a master's or PhD to present research, network with peers, and volunteer for leadership and scientific review.

Program Guide
Distributed to all Informatics Summit attendees, this printed program provides quick access to vital information and helps attendees make the most of their time at the event. Make sure *your* company's ad is in the palms of the attendees' hands.

Placements & Rates:
- Back Cover $3,000
- Inside Back Cover $2,250
- Inside Full Page $1,750

Reservation Deadline: January 13, 2025
Materials Deadline: January 27, 2025

Website: Informatics Summit Event
Prominently display your ad on the main event page for the Informatics Summit and on almost all subpages for the 2025 Informatics Summit.
Rates: $4,000 for 1/2/2025–3/31/2025
Other timeframes are also available.

Mobile App (exclusive opportunity)
This useful tool provides conference attendees with valuable details and timely updates, helps them plan and manage their time during the event, and provides the chance to network with fellow attendees. Your highly visible banner ad on the event's main navigation page will help drive traffic to your website, as the ad will link directly there. Your push notification to be scheduled during the conference will also draw attention to your organization.

Rate: $4,000
Materials Deadline: February 19, 2025

Pre-Conference Blast Email
Reach attendees via a dedicated message before the conference even begins. Three dedicated blast emails are available.
Rate: $2,250 Reserve by: February 12, 2025

Daily E-newsletters
Distributed to attendees each morning during the event, the Daily E-newsletter features the upcoming highlights of the day, important details and updates, and a recap of the previous day. With an average open rate of 41.2–44% (based on 2024, 2023), this is the perfect opportunity to reach this audience. Your highly visible banner ad will help drive traffic to your website, as the ad will link directly there. Each e-newsletter is an exclusive opportunity and only accommodates one ad.

Placements & Rates:
- Day 1 (March 10) $1,750*
- Day 2 (March 11) $1,750*
- Day 3 (March 12) $1,750*
- Day 4 (March 13) $1,750*

Reservation Deadline: February 19, 2025
Materials Deadline: February 26, 2025
* Bundled Rate, All 4 Days: $6,000

AMIA 2025 Clinical Information Conference │ May 20–22, 2025 │ Anaheim, CA

AMIA's Clinical Informatics Conference (CIC) is making a mark on healthcare. CIC is where nearly 800 clinician informaticists of all disciplines — C-suite executives, physicians, nurses, physician assistants, technicians, HIT developers, data analysts, and more — share their innovations in bringing the technology advances out of the lab and into the patient room. Our collective goal is to leverage technology in new ways to advance healthcare delivery, access, and outcomes.

Program Guide
Distributed to all CIC attendees, this printed program provides quick access to vital information and helps attendees make the most of their time at the event. Make sure *your* company's ad is in the palms of the attendees' hands.

Placements & Rates:
- Back Cover $3,000
- Inside Back Cover $2,500
- Inside Full Page $1,750

Reservation Deadline: March 25, 2025
Materials Deadline: April 8, 2025

Website: CIC Event
Prominently display your ad on the main event page for CIC and on almost all subpages for the 2025 CIC.
Rate: $4,000 for 3/1/2025–5/31/2025
Other timeframes are also available.

Mobile App (exclusive opportunity)
This useful tool provides conference attendees with valuable details and timely updates, helps them plan and manage their time during the event, and provides the chance to network with fellow attendees. Your highly visible banner ad on the event's main navigation page will help drive traffic to your website, as the ad will link directly there. Your push notification to be scheduled during the conference will also draw attention to your organization.

Rate: $4,000
Materials Deadline: May 5, 2025

Pre-Conference Blast Email
Reach attendees via a dedicated message before the conference even begins. Three dedicated blast emails are available.
Rate: $2,250 Reserve by: April 8, 2025

Daily E-newsletters
Distributed to attendees each morning during CIC, the Daily E-newsletter features the upcoming highlights of the day, important details and updates, and a recap with photos of the previous day. Your highly visible banner ad will help drive traffic to your website, as the ad will link directly there. With an average open rate of 34.2–51% (based on 2024, 2023), this is the perfect opportunity to reach this audience. Each e-newsletter is an exclusive opportunity and only accommodates one ad.

Placements & Rates:
- Day 1 (May 20) $1,950*
- Day 2 (May 21) $1,950*
- Day 3 (May 22) $1,950*

Reservation Deadline: April 29, 2025
Materials Deadline: May 6, 2025
* Bundled Rate, All 3 Days: $5,000

Attracting approximately 2,500 attendees, AMIA's Annual Symposium is the world's premier meeting for the research and practice of biomedical and health informatics. AMIA's whole community of professionals, students, academic institutions, corporate members, and government and non-profit partners gather to participate in more than 600 presentations, panels, posters, plenaries, keynotes, exhibitions, roundtables, showcases, special events, and networking opportunities.

Program Guide

Distributed to all Annual Symposium attendees, this printed program provides quick access to vital information and helps attendees make the most of their time at the event. Make sure *your* company's ad is in the palms of the attendees' hands.

Placements & Rates:
- Back Cover $5,000
- Inside Back Cover $4,500
- Inside Full Page $3,750

Reservation Deadline: September 22, 2025
Materials Deadline: October 3, 2025

Website: Annual Symposium Event

Prominently display your ad on the main event page for the Annual Symposium and on almost all subpages for the 2025 Annual Symposium.

Rates:
- $7,000 for 9/1/2025–11/30/2025
- $5,500 for 6/1/2025–8/31/2025
- $4,000 for 3/1/2025–5/31/2025
- $4,000 for 12/1/2025–2/29/2026

Pre-Conference Blast Email

Send your customized, dedicated message to attendees via e-mail. Your company provides the content, and AMIA builds the email blast using its Annual Symposium blast email template. Five dedicated blast emails are available.

Rate: $3,000   Reserve by: October 3, 2025

Mobile App (exclusive opportunity)

This useful tool provides conference attendees with valuable details and timely updates, helps them plan and manage their time during the event, and provides the chance to network with fellow attendees. Your highly visible banner ad on the event's main navigation page will help drive traffic to your website, as the ad will link directly there. Your push notification to be scheduled during the conference will also draw attention to your organization.

Rate: $5,000
Materials Deadline: October 20, 2025

Post-Event Wrap Up E-Newsletter

Distributed to all AMIA members after the Annual Symposium on Tuesday, November 25th, the e-newsletter recaps the conference, includes special highlights, and provides vital information to attendees on how to claim their education credits and access the content online. In 2024, the open rate was 42.9%. Your highly visible banner ad will help drive traffic to your website, as the ad will link directly there. This is an exclusive opportunity; the e-newsletter accommodates only one ad.

Rate: $3,000
Reservation Deadline: October 20, 2025
Materials Deadline: October 27, 2025

Daily E-newsletters

Distributed to attendees each morning during the Annual Symposium, the Daily E-newsletter features the upcoming highlights of the day, important details and updates, and a recap with photos of the previous day. Your highly visible banner ad will help drive traffic to your website, as the ad will link directly there. Each e-newsletter accommodates one ad.

With an average open rate of 30.4%, this is the perfect opportunity to reach this audience. Plus, this e-newsletter is also sent to AMIA's members who didn't register for the event, so your advertising dollars go even farther.

Placements & Rates:
- Conference Day 1 (November 15) $3,000*
- Conference Day 2 (November 16) $3,000*
- Conference Day 3 (November 17) $3,000*
- Conference Day 4 (November 18) $3,000*
- Conference Day 5 (November 19) $3,000*

Reservation Deadline: October 20, 2025
Materials Deadline: October 27, 2025
* Bundled Rate, Any 3 Days: $8,000
* Bundled Rate, All 5 Days: $13,000

INDUSTRY PARTNER WEBINARS │ $4,500 per webinar (AMIA corporate partners receive discounts)

Position your company as a thought leader, provide a valuable educational opportunity, and reach the informatics community — all from the comfort of your office (or home). For your one-hour webinar, you would determine the topic(s), identify the speaker(s), and develop the content. AMIA promotes the webinar to the association's members through our bi-weekly e-newsletter (AMIA eNews), on social media, and via a dedicated email blast. The webinar is free for all participants and open to anyone, so we encourage you to also promote the webinar through your own marketing channels.

AMIA offers one Industry Partner Webinar per month in February, April, June, July, August, September, and December. The specific dates are mutually determined by AMIA and the sponsors. Industry Partner Webinars are available on a first-come, first-served basis.

The webinar's title, description, and speaker information must be submitted at least seven weeks before the scheduled webinar date.

Repetition is key.

It takes multiple exposures to a single marketing message for a consumer to be motivated to act.

Build your strategy to reach your target audience through multiple exposures.

ADVERTISE WITH AMIA. Reserve your space now.
All advertising placements are available on a first-come, first-served basis.
Don't miss your chance to reach your target audience.

LOOKING FOR MORE?
AMIA offers **strategic corporate partnership and membership packages** that will not only help focus your company's marketing, but will allow your company to contribute to something bigger... Partnering means reinforcing your company's position as an industry leader by engaging in AMIA to support its mission and goals, enhancing industry initiatives and educational opportunities, and improving member benefits. Partnering means advancing the field of informatics. This corporate partnership and membership program is designed to make the most of your available resources and help your company **get noticed**.

CONTACT AMIA

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