2024 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 consecutive issues │ $2,400 for 6 consecutive issues
Second Position: $425 per issue │ $1,200 for 3 consecutive issues │ $2,100 for 6 consecutive 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 consecutive issues │ $2,400 for 6 consecutive 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 Monday, 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; copy that does not exceed 225 words including any titles, headings, or references; 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.

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 2024 provide you with event-related advertising opportunities that ensure AMIA's members will see your message time and time again. From our onsite pocket 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 2024 Informatics Summit │ March 18–21, 2024 │ Boston, MA

Dedicated to translational bioinformatics, precision medicine, clinical research informatics, data science, and artificial intelligence (AI) — this event attracts approximately 700 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: February 2, 2024
Materials Deadline: February 9, 2024

Website: Informatics Summit Event
Prominently display your ad on the main event page for the Informatics Summit and on each of the subpages for the 2024 Informatics Summit.
Rates: $4,000 for 1/2/2024–3/31/2024

Mobile App
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 splash page will attract attention, and your banner ad on the home page (main navigation page) will help drive traffic to your website, as the ad will link directly there. The splash page will rotate with AMIA's Informatics Summit splash page, and the banner ad will rotate with AMIA's Informatics Summit banner.

Rate: $4,500
Materials Deadline: February 21, 2024
This is an exclusive opportunity.

Pre-Conference Blast Email
Three dedicated blast emails are available.
Rate: $2,250   Reserve by: February 12, 2024

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 44%, 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 accommodates one ad.

Placements & Rates:
- Day 1 (March 18) $1,750*
- Day 2 (March 19) $1,750*
- Day 3 (March 20) $1,750*
- Day 4 (March 21) $1,750*

Reservation Deadline: February 22, 2024
Materials Deadline: March 1, 2024
* Bundled Rate, All 4 Days: $6,000

AMIA 2024 Clinical Information Conference │ May 21–23, 2024 │ Minneapolis, MN

AMIA's Clinical Informatics Conference (CIC) is making a mark on healthcare. CIC is where more than 700 clinician informaticists of all disciplines — physicians, nurses, physician assistants, technicians, HIT developers, data analysts, C-suite executives, 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: April 9, 2024
Materials Deadline: April 16, 2024

Website: CIC Event
Prominently display your ad on the main event page for CIC and on each of the subpages for the 2024 CIC.

Rate: $4,000 for 3/1/2024–5/31/2024
Other timeframes are also available.

Mobile App
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 splash page will attract attention, and your banner ad on the home page (main navigation page) will help drive traffic to your website, as the ad will link directly there. The splash page will rotate with AMIA's CIC splash page, and the banner ad will rotate with AMIA's CIC banner. This is an exclusive opportunity.

Rate: $4,500
Materials Deadline: May 3, 2024

Pre-Conference Blast Email
Three dedicated blast emails are available.
Rate: $2,250   Reserve by: April 10, 2024

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 51%, this is the perfect opportunity to reach this audience. Each e-newsletter accommodates one ad.

Placements & Rates:
- Day 1 (May 21) $1,950*
- Day 2 (May 22) $1,950*
- Day 3 (May 23) $1,950*

Reservation Deadline: May 8, 2024
Materials Deadline: May 13, 2024
* 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 27, 2024
Materials Deadline: October 2, 2024

Website: Annual Symposium Event
Prominently display your ad on the main event page for the Annual Symposium and on each of the subpages for the 2024 Annual Symposium.

Rates:
- $7,000 for 9/1/2024–11/30/2024
- $5,500 for 6/1/2024–8/31/2024
- $4,000 for 3/1/2024–5/31/2024
- $4,000 for 12/1/2023–2/29/2024

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 2, 2024

Mobile App
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 splash page will attract attention, and your banner ad on the home page (main navigation page) will help drive traffic to your website, as the ad will link directly there. The splash page will rotate with AMIA's Annual Symposium splash page, and the banner ad will rotate with AMIA's Annual Symposium banner. This is an exclusive opportunity.

Rate: $8,750*
Materials Deadline: October 21, 2024

Post-Event Wrap Up E-Newsletter
Distributed to all AMIA members after the Annual Symposium on Monday, November 18th, the e-newsletter recaps the conference and includes special highlights. 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 21, 2024
Materials Deadline: October 24, 2024

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 27%, 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 10) $3,000*
- Conference Day 2 (November 11) $3,000*
- Conference Day 3 (November 12) $3,000*
- Conference Day 4 (November 13) $3,000*

Reservation Deadline: October 21, 2024
Materials Deadline: October 24, 2024
* Bundled Rate, All 4 Days: $10,000

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**.

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