



2022 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+ 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 Daily Download | Banner Ad | \$30,000 per quarter (3-month period)

This daily e-newsletter is a one-stop source for all top informatics- and health IT-related news from premier media outlets (*WSJ, New York Times, Nature, etc.*). Organized for readers into topics such as Top News, Clinical Informatics, Bioinformatics & Data Science, and Social Media Highlights, the Daily Download features an average of 15 articles per issue and is delivered to all AMIA members (5,500+ recipients) each morning, Monday through Friday. Your prominent banner ad will link to your website. Plus, add value to the readers by periodically submitting content (up to 60 words with a hyperlink) to share news, research, surveys, etc. Your content will be included within 3–5 days after it is received. With an average open rate of 38–40%, this is your chance to stay top-of-mind — daily!

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 5,500+ members and has an average open rate of 35%, so you can be sure you're reaching your target audience. Your banner ad will link directly to your website, where you want the readers to go!

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 5,500+ members and has an average open rate of 35%.

Banner Ad | Your prominent banner ad will link to your website.

First Position: \$1,350 for 3 consecutive issues | \$2,400 for 6 consecutive issues

Second Position: \$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 News section and will link to your website.

Three Industry News Messages per e-newsletter are available.

\$250 per Update (only three updates per e-newsletter are available)

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) | *Informatics Academic Programs* (\$2,400 for 2 months)

Working Groups (\$2,000 per selected WG for 2 months) | *AMIA Events Pages* (see individual events below for details and rates)

EVENT-FOCUSED ADVERTISING

AMIA's educational and networking events scheduled throughout 2022 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 2022 Informatics Summit | March 21–24, 2022 | Chicago, IL

This event attracts approximately 600 clinical and translational investigators, bioinformaticians, health data scientists, computational biologists, genomics researchers, public health geneticists, clinical and public health informaticians, and policy professionals focused on the research enterprise. The Informatics Summit is also a premier opportunity for students pursuing a masters and PhD track to present research, network with peers, and volunteer for leadership and scientific review.

Pocket 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 24, 2022

Materials Deadline: February 28, 2022

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 2022 Informatics Summit.

Rate: \$3,750 for 2/1/2022–3/31/2022

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: March 15, 2022

This is an exclusive opportunity.

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 50%, 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 21) \$1,950*
- Day 2 (March 22) \$1,950*
- Day 3 (March 23) \$1,950*
- Day 4 (March 24) \$1,950*

Reservation Deadline: March 11, 2022

Materials Deadline: March 15, 2022

* Bundled Rate, All 4 Days: \$7,000

AMIA 2022 Clinical Information Conference | May 24–26, 2022 | Houston, TX

AMIA's Clinical Informatics Conference (CIC) is making a mark on healthcare. CIC is where more than 600 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.

Pocket 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 22, 2022

Materials Deadline: April 26, 2022

Website: CIC Event

Prominently display your ad on the main event page for CIC and on each of the subpages for the 2022 CIC.

Rate: \$3,750 for 3/1/2022–5/31/2022

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 2, 2022

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 48%, this is the perfect opportunity to reach this audience. Each e-newsletter accommodates one ad.

Placements & Rates:

- Day 1 (May 24) \$1,950*
- Day 2 (May 25) \$1,950*
- Day 3 (May 26) \$1,950*

Reservation Deadline: May 9, 2022

Materials Deadline: May 12, 2022

* Bundled Rate, All 4 Days: \$5,000

AMIA 2022 Annual Symposium | November 5–9, 2022 | Washington, DC

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.

Pocket 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 19, 2022

Materials Deadline: September 22, 2022

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 2022 Annual Symposium.

Rates:

- \$7,000 for 9/1/2022–11/30/2022
- \$5,500 for 6/1/2022–8/31/2022
- \$4,000 for 3/1/2022–5/31/2022
- \$4,000 for 12/1/2022–2/28/2023

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.

In 2021, 96% of the Annual Symposium attendees downloaded and viewed the app, and 72% used the My Planner feature. With utilization so high, your ads **won't be missed!**

Rate: \$8,750*

Materials Deadline: October 14, 2022

* AMIA Corporate Member Rate: \$7,875

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 48–52%, 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 2 (November 6) \$3,000*
- Conference Day 3 (November 7) \$3,000*
- Conference Day 4 (November 8) \$3,000*
- Conference Day 5 (November 9) \$3,000*

Reservation Deadline: October 18, 2022

Materials Deadline: October 21, 2022

* Bundled Rate, All 4 Days: \$10,000

LOOKING FOR MORE?

AMIA offers **strategic corporate 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 membership program is designed to make the most of your available resources and help your company **get noticed**.

All advertising placements are available on a first-come, first-served basis.

Don't miss your chance to reach your target audience.

Advertise with AMIA. Contact us today.

Dina Santucci

Vice President of Business Development

143 Rollins Avenue | #2248 | Rockville, MD 20847

dsantucci@amia.org | 301-657-1291 x 147

Kris Wolcott, CAE, IOM

Director of Industry Relations

143 Rollins Ave | #2248 | Rockville, MD 20847

kwolcott@amia.org | 301-657-1291 x 133