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MALLEUS

PURE-TONE

SCREENING

AMERICAN ACADEMY OF AUDIOLOGY

SOUND

CERUMEN

CONDUCTIVITY

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Advertising Packages and Rates

Advertising has no effect on priority points.

SPACE RESERVATION DEADLINE JANUARY 2011 | ART DUE FEBRUARY 2011

www.audiologynow.org

The official convention Web site for AudiologyNOW! 2011, featuring online registration and information on sessions, learning labs, the expo hall, events, housing, and more. Attendees regularly visit this Web site from November through the end of AudiologyNOW!.

Only 7 ad spaces available.

- Ad buttons are 222 x 330.
- Ad impressions pull randomly from 7 ads running.
- Average total ad impressions per month 18,233.
- Ads sold on a first come first serve basis.

SOLD Nov 1 2010 April 9, 2011 \$1,050 net

ProgramNOW!

The official program for AudiologyNOW!®, this piece is one of the most widely used tools by attendees. This program features schedules and descriptions of all the learning labs taking place at AudiologyNOW!, times and descriptions of events, opening and closing of Audiology Solutions and more.

ProgramNOW! is the official program of AudiologyNOW! and is distributed to every attendee at registration.

Full-Page	\$4,000
Half-Page	\$3,000
Quarter-Page	\$2,100

Full color included

Premium placement options on next page.

Daily Newspaper

The daily newspaper is distributed on site at AudiologyNOW! in multiple locations.

This 8-page newspaper will be published daily at AudiologyNOW!, with all the advertising space being pre-sold. There is limited space in each of the three issues, so reserve your space early.

Ad Space will be sold on a first-come first-served basis. Each day has the following space available:

- One full-page inside back cover
- Two half-pages
- Two quarter-pages.

Full Page (back cover)	\$1,320
Half-Page	\$770
Quarter-Page	\$440

Cost per ad, per issue

Questions?

Contact Christy Hanson
at 800-222-2336 ext 1062
or chanson@audiology.org

ProgramNOW! Premium Placement Options

Covers, tabs, and more available for ProgramNOW!

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Premium Placement

All ProgramNOW! premium placement costs are in addition to cost of ad. Premium placement available only with purchase of full-page ad. All premium placement positions are first right of refusal.

First right of refusal deadline for ProgramNOW! is **July 7, 2010**.

SOLD All Covers, Inside Front, Inside Back, and Back First Right of Refusal—Phonak	\$21,500
SOLD Inside Front Cover	\$7,500
SOLD Inside Back Cover	\$7,000
SOLD Back Cover	\$8,000
Across From Table of Contents	\$4,500
Reserved Pages <i>Example: First page in Audiology Solutions Section</i>	\$700 in addition to ad cost

BEST DEAL

Tabs (five opportunities available)

Tabs include full-color ad placement on front and back of ProgramNOW! tab. Tabs printed on heavier stock.

First right of refusal deadline for ProgramNOW! is **July 7, 2010**.

Schedule-at-a-Glance Tab	\$5,000
Friday and Saturday Tabs <i>Includes tabs for both days (Four ad pages)</i>	\$8,000
Wednesday and Thursday Tabs <i>Includes tabs for both days (Four ad pages)</i>	\$8,000
Educational Programs Tab	\$5,000
Audiology Solutions Tab	\$6,000