



2024 Media Kit



The **American Association of Neurological Surgeons (AANS)** offers a variety of print and online advertising programs to help companies target the AANS membership in a direct, meaningful way. These exceptional vehicles provide you with diverse options to reach the AANS' members year-round, as well as distinctive programs that allow you to directly focus your message to attendees of the AANS Annual Scientific Meeting.

Founded in 1931 as the Harvey Cushing Society, the AANS is a scientific and educational association with more than 12,000 members worldwide. The AANS is dedicated to advancing the specialty of neurological surgery in order to provide the highest quality of neurosurgical care to the public. Fellows of the AANS are board-certified by the American Board of Neurological Surgery, the Royal College of Physicians and Surgeons of Canada, or the Mexican Council of Neurological Surgery, A.C.

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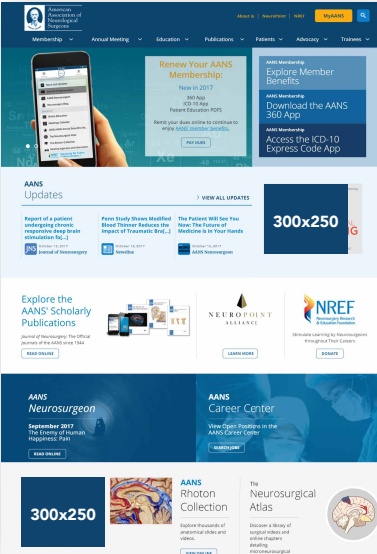
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The **AANS website**, aans.org, features a wide range of unique content, including patient information; the latest course information, meeting updates and program news; the Find a Board-certified Neurosurgeon database tool; a Career Center; and much more.

Estimated total number of impressions per 20% SOV is **40,000** for a **U.S.-targeted campaign** using all ad positions over the course of a full month. Impressions are estimates based on historical data. Geotargeting ad impressions by state or country available for additional cost. Contracts are noncancellable. Contact your sales representative for details.

Page views: 100,000 per month
Unique visitors: 40,000 per month

DOMESTIC (U.S.) WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 20% shares. Contracts are non-cancellable.

Contract Length	SOV	Cost
Monthly	20%	\$1,500 net per month

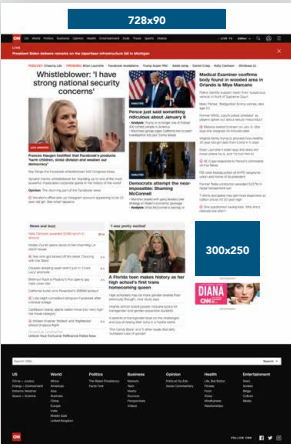
MECHANICAL SPECIFICATIONS

300x250 pixels	200 KB limit
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REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted.

Animated creatives are limited to a maximum of three loops per 45 seconds.



AANS Website Retargeting enables advertisers to remind AANS members of products/ services after they leave AANS's websites. Ads will be served to AANS members who are visiting non-endemic sites. Retargeting is a vital tool that helps you connect with AANS members on other sites that they visit. The average CTR for retargeted ads is ten times higher than regular display ads.*

*Source: I-Com Retargeting Study 2019-2020

WEB SITE RATES

Retargeting	\$100 CPM
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REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF/PNG with click-through URL, or third-party tag. Expandable ads not accepted.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed.

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
160x600 pixels	200 KB limit
180x150 pixels	200 KB limit
320x50 pixels (mobile-only)	200 KB limit
300x50 pixels (mobile-only)	200 KB limit



AANS Social Media advertising allows you the opportunity to reach the AANS audience on Facebook, LinkedIn, and X (formerly known as Twitter). Tap into the AANS active social network and engage with our active followers.

Custom packages available. Please inquire for details.

WEB SITE RATES

Contact sales representative.

MECHANICAL SPECIFICATIONS

Facebook	1200x1200 pixels, <20 words, 1 URL
X (Twitter)	1080x1080 pixels, <280 characters
LinkedIn	1080x1080 pixels, <140 characters

REQUIRED FILES

Advertisers must provide JPG image files and ad copy in a Word document. Character counts include hashtags. Limited to 3 hashtags per post. All material subject to AANS approval.



AANS E-News is distributed electronically to AANS members and provides the latest information on courses, programs, upcoming meetings and educational offerings, as well as products, services and benefits available only to AANS membership each month.

Total sent: 8,948 per issue

Open rate: 40.00%

Averages based on statistics reported by AANS (Jan 2023 to Dec 2023).

EMAIL RATES

Position	Cost
Top 728x90	\$1,500 net per issue
Middle 728x90	\$1,200 net per issue
Bottom 728x90	\$900 net per issue

CLOSING DATES*

Emails are sent monthly; typically during the last week of the month. **Contracts and materials due on the 1st of the month.**

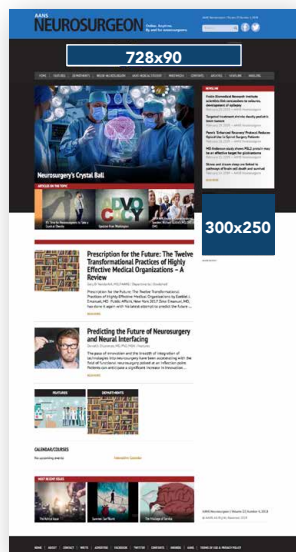
*Cancellations will not be accepted after the due date.

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
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REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **AANS Neurosurgeon website**, aansneurosurgeon.org, is an online publication that presents timely, relatable and thought-provoking content to a growing readership. Interesting features, informative columns, AANS-specific articles, news and more are included that address the art and science of neurosurgery. With a new theme introduced quarterly, articles written by well-known and up-and-coming names in the field address issues related to legislation, the neurosurgical workforce, practice management and more. The article release schedule is designed to bring readers fresh content each month, giving advertisers ongoing exposure.

Page views: 8,000 per month worldwide

Unique visitors: 5,000 per month worldwide

Averages based on statistics reported by Google Analytics (Jul 2022 to Jun 2023).

DOMESTIC (U.S.) WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 20% shares. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

Contract length	SOV	Cost
Monthly	20%	\$500 net

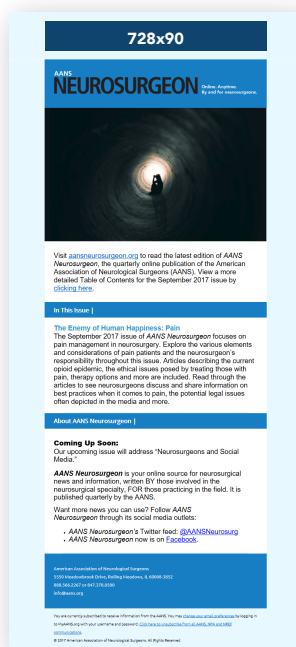
MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag.

Animated creatives are limited to a maximum of three loops per 45 seconds.



A distribution channel for each new issue of AANS Neurosurgeon, the **AANS Neurosurgeon eTOCs** are electronic tables of contents emailed directly to the inboxes of neurosurgeons, fellows, residents, medical students, nurse practitioners and other advanced practice providers.

AANS Neurosurgeon topics for 2024 include: "Work/Life Balance and Wellness" in March, "What Matters?" in June, and to-be-decided for September and December.

Total sent: 15,338 per issue

Open rate: 35.20%

Averages based on statistics reported by AANS (Sep 2020 to Jun 2021).

EMAIL RATES

Position	Cost
728x90	\$1,500 net per issue

CLOSING DATES*

Edition	Space	Sends
March	2/15	3/17
June	5/15	6/16
September	8/15	9/15
December	11/15	12/15

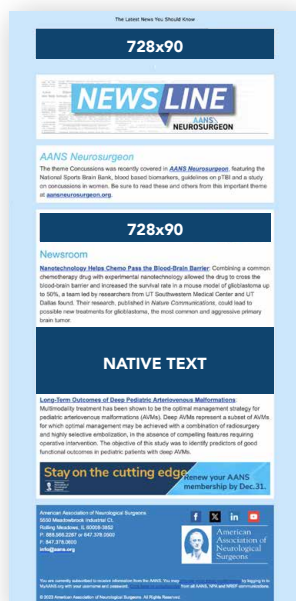
*Cancellations will not be accepted after the space closing date.

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
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REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



AANS Neurosurgeon Newsline E-Newsletter features articles from *AANS Neurosurgeon* regarding newly released research on noteworthy advancements in the field of neurosurgery, as well as other news items that are pertinent to the neurosurgical community. The latest articles are included in each email, providing original content written by neurosurgeons for neurosurgeons. The semi-monthly Newsline e-newsletter is distributed to the *AANS Neurosurgeon* audience, providing advertisers the opportunity to reach neurosurgeons and neurosurgical practitioners in conjunction with timely, relevant news and information.

Total sent: 15,113 per issue (two issues per month)

Open rate: 35.03%

Averages based on statistics reported by AANS (Aug 2018 to Jul 2019).

EMAIL RATES

Position	Cost
Top 728x90	\$1,800 net per month
Middle 728x90	\$1,500 net per month
Bottom 728x90	\$1,200 net per month
Native text	\$1,500 net per month

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
Native text	Headline 15 words, Body 48 words

CLOSING DATES*

Emails are sent twice monthly; typically during the first week and third week. **Contracts and materials due on the 15th of the preceding month.**

*Cancellations will not be accepted after the space closing date.

REQUIRED EMAIL FILES

Advertisers using the banner position must provide a JPG or static GIF, and a click-through URL. Advertisers using the native text option may provide a high-res logo if desired. No 3rd-party tags can be accepted.



AANS Neurosurgeon Featured Topic email alerts allow advertisers to select the topic for which the AANS will provide hand-picked content. Each email is limited to one advertiser. This is an exclusive opportunity to sponsor the content with a targeted message to subscribers.

Should 300x250 creatives not be available, a version of the Featured Topic email that uses 728x90 ads can be sent.

Total sent (approximate): 8,200 per email

EMAIL RATES

Placement	Cost
Featured Topic	\$3,500 net/issue

EMAIL GROUPS

Segment	Distribution
Spine	3,095
Trauma	728
CV	698
Pediatrics	584
Tumor	1,863

MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
300x250 pixels	50 KB limit

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

IMAGE
COMING
SOON

AANS Neurosurgeon Sponsored email alerts allow the advertiser the unique opportunity to develop a custom message directly to the inbox of the AANS email subscribers. With creative control, this email provides advertisers the ability to position your messaging in front of our world-class audience. All content is subject to AANS approval.

Total sent (approximate): 8,200 per issue

EMAIL RATES

Placement	Cost
Sponsored email	\$5,000 net/issue

REQUIRED EMAIL FILES

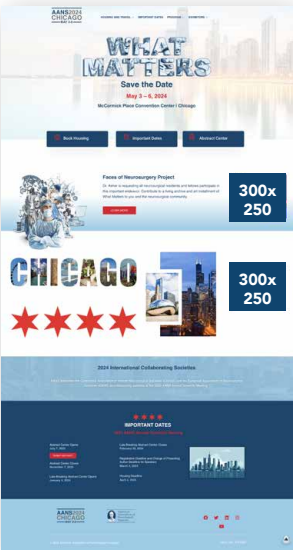
Advertisers must provide full HTML. Content is subject to AANS approval.

EMAIL GROUPS

Segment	Distribution
Spine	3,095
Trauma	728
CV	698
Pediatrics	584
Tumor	1,863

AANS2024 CHICAGO

MAY 3-6



The **AANS Annual Scientific Meeting Website** is dedicated to the AANS Scientific Meeting, and includes the latest updates on registration, housing, new programming and more. Supported with dozens of promotions up until the start of the meeting, it supplies attendees with all they need to know about the programs and events taking place around the meeting.

Limited to five advertisers. Estimated total number of impressions is 70,000 for a U.S.-only campaign running for twelve months, beginning January 2024.

Page views: 458,994 per year
Averages based on statistics reported by Google Analytics (Jul 2021 to Jun 2022).

DOMESTIC (U.S.) WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 20% shares. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

Contract length	SOV	Cost
Annual	20%	\$4,000 net

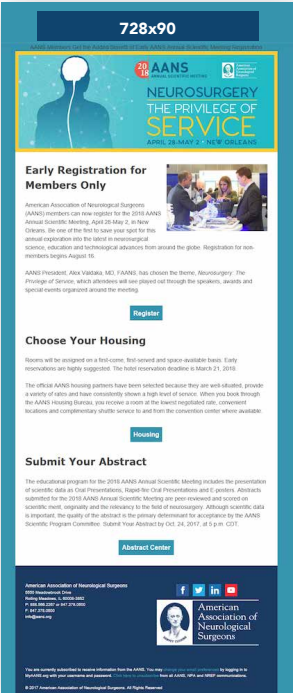
MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted for the 728x90 and 970x90 positions.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.



The AANS will distribute several **AANS Annual Scientific Meeting Digest E-newsletters** to highlight and promote the scientific programming, social events and various other activities taking place. In addition to video messages and updates on new educational opportunities being offered, these newsletters supply a unique, exclusive, above-the-fold opportunity for advertisers to reach their target audience. Newsletters are distributed in the middle of each month unless otherwise noted.

Total sent: 23,065 per issue
Open rate: 29.96%

EMAIL RATES

Position	Cost
728x90	\$2,000 net per email

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
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REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

CLOSING DATES

Edition	Space	Sends
December	TBD	TBD
January	TBD	TBD
February 1 Sold	TBD	TBD
March #1 Sold	TBD	TBD
March #2 Sold	TBD	TBD
April #1 Sold	TBD	TBD
April #2	TBD	TBD

Acceptance of Advertising

All advertising is subject to publisher's approval. The AANS reserves the right to accept, reject, or cancel any advertisement at any time if it is deemed not to be in keeping with the publication's standards and to evaluate ad copy to ensure that it does not contain misleading statements or information contrary to AANS policy. All advertisements must clearly identify the advertiser and the product or service being offered and must be clearly identifiable to the reader as advertisements. Drug advertisements must include the full generic name of each active ingredient, and all must be listed for nutritional products. An analysis of contents must be included in advertisements for infant formula.

Claims that include statistical statements or clinical studies must be based on studies by qualified individuals and documented by specific references. Articles accepted for publication but not yet published may also be used, but the name and date of issue of the journal involved must be furnished. Documentation based on scientific exhibits or personal communications are not acceptable; all promotional claims must have complete citations.

All inserts are subject to approval by the editor. Copy must be supplied to the WTG production department prior to printing inserts. Allow three weeks for approval.

Material Specifications

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. WTG, the publisher and printer are not responsible for the reproduction of advertisements not provided to the correct specifications.

Digital Advertising

Digital ad units are considered sponsorship advertising. The analytics presented in this document are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. AANS and WTG will not credit the advertiser based on data shortfalls from the analytics preferred.

Digital Campaign Reporting

WTG does not complete third-party reporting templates or spreadsheets, and does not upload reporting data into digital portals or sFTP's.

WTG uses Google Ad Manager (GAM) to serve advertisements on website properties on which ad space is offered. A representative of WTG will provide reports for website campaigns upon request or via an automatically-generated email sent by GAM. WTG works with the AAP to place advertisements on email properties on which ad space is offered. A representative of WTG will provide reports as they are in-turn provided to WTG by [society]. Formats for these reports will vary as many different servers are used across the society's email portfolio. Reports for advertisements will be provided, at the earliest, two weeks following the month in which impressions were delivered.

Agency Commission (15%)

Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are noncommissionable.



The Walchli Tauber Group, Inc.

The Walchli Tauber Group, Inc. is a successful publisher's representation firm that specializes in collaborating with medical, nursing, and scientific societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician and nurse recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse offerings provide a unique benefit to all of our partners.

Partnerships

Our publishing partners include some of the most influential medical and nursing societies and publishers in the world.



Meetings

WTG handles a full portfolio of advertising for the most prestigious medical and nursing conferences, meetings, and symposia.

