



The **American Academy of Pediatrics (AAP)** hosts the AAP National Conference & Exhibition annually in the fall. It is the world's largest pediatric medical education event, historically attended by approximately 12,000 pediatricians, residents, students, and allied health professionals. The AAP offers both print and digital advertising opportunities to reach the highly engaged and focused attendees. Advertising availability is limited, and space is granted on a first-come, first-served basis. All rates reflect costs for exhibitors, non-exhibitors are subject to an additional 20% premium. All advertisers and advertisements are subject to final approval by the AAP.

## Table of Contents

Print Advertising .....	1
Hotel key card sleeves .....	1
Doctor's bag .....	1
Website Advertising .....	2
Conference website .....	2
Retargeting .....	2
Conference schedule .....	3
Email Advertising .....	4
Pre-Conference emails .....	4
Conference Attendee eBlasts .....	4
AAP News Today emails .....	5
On-site Advertising .....	6
Convention Center signage .....	6
Convention Center footprints .....	6
Hand sanitizer stations .....	7
Exhibit Hall footprints .....	7
Exhibit Hall Aisle signs .....	7
Advertising Policies .....	8

## Advertising Disclosures

*Please be sure to include the following disclosures on any ad placed for Product Theaters and/or Symposia.*

Product Theaters: "The presentation for this Product Theater is not designated for CME credit. This presentation is neither sponsored nor endorsed by the American Academy of Pediatrics."

For Symposia: "This symposium is not sponsored, endorsed or accredited by the American Academy of Pediatrics."

Digital advertisements are not to be permitted to link to an AAP online booth listing.

## Contacts

**Advertising sales office**  
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The **Hotel key card sleeves** are a 100% exclusive opportunity available for corporate and/or branded advertising and can be used as a booth driver to increase traffic. Key card sleeves are distributed at the two hotels (Hyatt Regency Orlando and Rosen Centre), reaching approximately 2,500 attendees. Sleeves are double-sided and printed on durable teflon cardstock. AAP will manage all production.

## DISPLAY RATES

Position	4-color
Friday-Tuesday	\$30,000 net

## CLOSING DATES

Space	Material
7/10	8/14

## MECHANICAL SPECIFICATIONS

Template provided upon request. Contact sales representative.



The **Doctor's bag** contains supplied inserts and is made with environmentally-friendly recycled paper products. With on-site distribution of approximately 8,000 bags over two days, the Doctor's Bag provides participants high visibility as energetic personnel distribute the bags to meeting attendees throughout the convention center.

To reserve space, download the Doctor's bag order form [here](#).

Supplied promotional inserts must be approved by AAP regardless of prior approval for other opportunities at the meeting. Product samples approved by the AAP are welcome and highly encouraged.

## RATES\*

Distribution day	Cost
One day	\$6,500 net
Two-day package	\$11,000 net

## CLOSING DATES

Space	Inserts due
8/9	8/23

## MECHANICAL SPECIFICATIONS

Inserts must be printed material only. Standard inserts are limited to a maximum size of 8-1/2 x 11" and max weight of 4 ounces. Due to weight and bulk of magazines, newspapers and other publications, distribution will not be permitted.

## INSERT DELIVERY ADDRESS

Mittera  
Attn: John Hamilton  
Re: American Academy of Pediatrics Doctor Bag  
5656 McDermott Drive  
Berkeley, IL 60163



Receive high visibility with prime, exclusive advertising space on the outside of the Doctor's Bag. The participating advertiser receives a corporate logo printed on the outside of the bag and a free insert placed inside the bag.

## RATES

Distribution day	Cost
One day	\$25,000 net
Two-day package	\$35,000 net

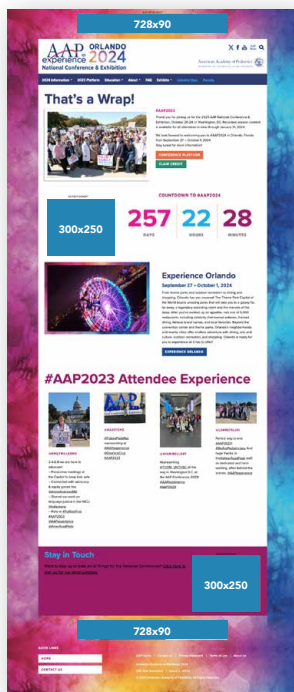
## CLOSING DATES\*

Space	Material due
8/16	8/16

\*Contact sales representative if date extensions are needed.

## MECHANICAL SPECIFICATIONS

Artwork is limited to a max size of 7 x 7". Must be supplied as a high-resolution PDF file with a maximum of 2-colors.



The **AAP National Conference & Exhibition website** ([www.aapexperience.org](http://www.aapexperience.org)) contains all information pertinent to AAP's National Conference including registration, conference highlights, attendee, faculty, and exhibitor information. This is the primary source for all conference information.

The website will remain live until the end of the year. Multiple 5% shares may be combined dependant on availability.

Estimated impressions: 1,100,000 U.S.-only (300,000 ex-U.S.) per year

#### DOMESTIC (U.S.) WEB SITE RATES

Limited to 20 advertisers. Estimated total number of impressions listed below is for campaigns running for a full year.

Contract Length	SOV	Cost
Annual	5%	\$15,000 net
Annual	10%	\$30,000 net

#### INTERNATIONAL (EX-U.S.) WEB SITE RATES

Contact sales representative if interested in an ex-US campaign.

#### MECHANICAL SPECIFICATIONS

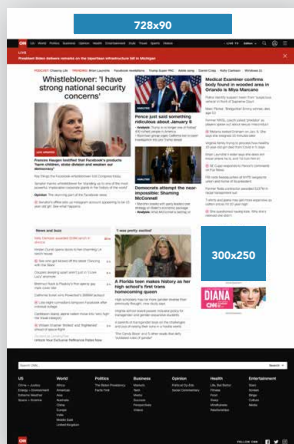
728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
320x50 pixels (mobile-only)	100 KB limit

#### 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.

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.

Ads are not permitted to link to an online AAP booth listing



**AAP National Conference & Exhibition website retargeting** enables advertisers to remind AAP meeting attendees and members of products/services after they leave the AAP National Conference website. Ads will be served to attendees and members who are visiting non-endemic sites. Retargeting is a vital tool that helps you connect with this exclusive audience on other sites that they visit. The average click-through rate (CTR) for retargeted ads is ten times higher than regular display ads.\*

\*Source: I-Com Retargeting Study 2019-2020

#### WEB SITE RATES

Impressions	Cost
50,000	\$10,000 net

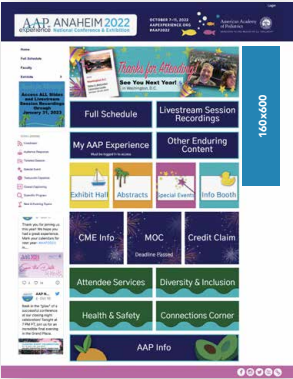
#### MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
160x600 pixels	200 KB limit
320x50 pixels (mobile-only)	100 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.

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 **AAP Conference Schedule/Platform website** will be available for any pediatric professional to review the preliminary schedule beginning in May. This site will then transition to the conference platform for only registered attendees two weeks prior to the conference and be live through December. Ads will display from May through December.

Average impressions: 100,000 U.S.-only (20,000 ex-U.S.) per year

DOMESTIC (U.S.) WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 10% shares. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

Contract Length	SOV	Cost
Annual	10%	\$20,000 net

INTERNATIONAL (EX-U.S.) WEB SITE RATES

Contact sales representative if interested in an ex-US campaign.

MECHANICAL SPECIFICATIONS

160x600 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.

Ads are not permitted to link to an online AAP booth listing.



The **Pre-Conference emails** highlight various aspects of the National Conference, including attendee registration, hotel reservation, and need-to-know information about the event. Eblasts will be sent out monthly to the AAP membership and providers interested in pediatric healthcare.

Total sent: 100,000+ per send (60,000 member-only distribution for May no.1 send)

Open rate: 52.00%

#### EMAIL RATES

Position	Cost per send
First 728x90	\$15,000 net
300x250	\$12,500 net
Second 728x90	\$5,000 net

#### MECHANICAL SPECIFICATIONS

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

#### REQUIRED EMAIL FILES

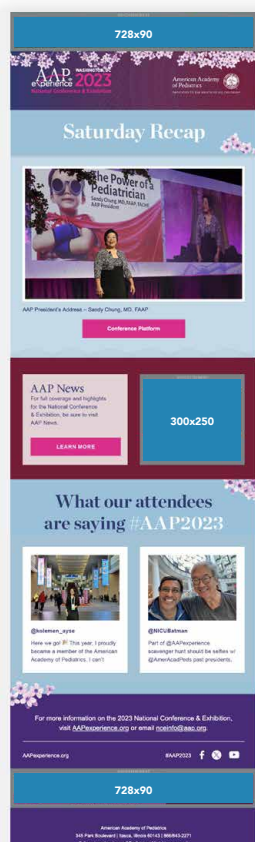
Advertisers must provide a JPG, PNG, or static GIF, and a click-through URL. No third-party tags can be accepted.

Ads are not permitted to link to an online AAP booth listing.

#### CLOSING DATES\*

Edition	Space	Material	Sends
February	TBD	2/1	2/15
March	TBD	3/1	3/15
April	TBD	4/1	4/15
May no. 1	TBD	4/15	5/1
May no. 2	TBD	4/15	5/8
June	TBD	6/1	6/15
July	TBD	7/1	7/15
August	TBD	8/1	8/15
September	TBD	9/1	9/15

\*Email send dates are preliminary and subject to change.



**Conference Attendee eblasts** will be sent twice prior to the National Conference, each day (5 total) during the conference, and three times following the conference to registered attendees. The e-blasts feature important details for attendees before the conference begins, daily activity highlights/recaps and post-meeting reminders.

Total sent: approximately 10,000 per send

Open rate: 60.00%

#### EMAIL RATES

Position	Cost per send
First 728x90	\$18,500 net
300x250	\$16,000 net
Second 728x90	\$8,500 net

#### MECHANICAL SPECIFICATIONS

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

#### REQUIRED EMAIL FILES

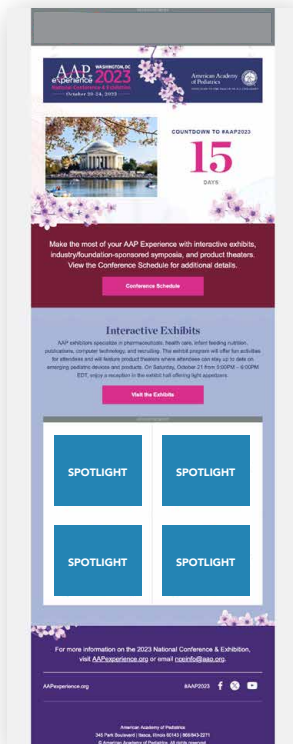
Advertisers must provide a JPG, PNG, or static GIF, and a click-through URL. No third-party tags can be accepted.

Ads are not permitted to link to an online AAP booth listing.

#### CLOSING DATES

Edition	Space	Material	Sends
Pre-conference no. 1	TBD	8/21	9/5
Pre-conference no. 2	TBD	8/28	9/12
Pre-conference no. 3	TBD	8/28	9/17
Friday	TBD	9/5	9/27
Saturday	TBD	9/5	9/28
Sunday	TBD	9/5	9/29
Monday	TBD	9/5	9/30
Tuesday	TBD	9/5	10/1
October	TBD	9/18	10/11
December	TBD	11/27	12/11
January	TBD	1/10	1/24





The **Exhibitor Spotlights** will be included on the first September Conference Attendee eblast and is dedicated to highlighting symposia, product theaters, and exhibits. There are 6 advertising opportunities being offered to highlight a company's product or service. Each ad position includes a logo, URL to exhibitor booth profile or company webpage, and a brief description.

Total sent: approximately 8,000

Open rate: 55.00%

#### EMAIL RATES

Position (limited to 6)	Cost
1 Spotlight	\$17,500 net

#### CLOSING DATES

Space	Material	Sends
TBD	TBD	TBD

#### REQUIRED EMAIL FILES

Advertisers must provide a JPG, PNG, or GIF, a URL, and a 15-word maximum description. No third-party tags can be accepted. URLs are able to link to the advertisers online booth profile.



**AAP News email blasts** are sent to all attendees and AAP members. A total of 4 email blasts are available, including a preview edition sent the Thursday prior to the meeting, as well as on Saturday, Sunday and Monday morning during the conference.

Total sent: 62,000 per send

Open rate: 40.00%

#### EMAIL RATES

Position	Cost per send
First 728x90	\$17,500 net
First 300x250	\$15,000 net
Second 300x250	\$10,000 net
Second 728x90	\$7,500 net

#### CLOSING DATES

Edition	Space	Material	Sends
Preview	TBD	TBD	9/26
Saturday	TBD	TBD	9/28
Sunday	TBD	TBD	9/29
Monday	TBD	TBD	9/30

#### MECHANICAL SPECIFICATIONS

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

#### REQUIRED EMAIL FILES

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

Ads are not permitted to link to an online AAP booth listing.



Boost your brand visibility with **Convention Center Signage**, featuring printed display advertising in the convention center on Skybridge connecting the Hyatt Regency to the West Concourse of the convention center, and the Oversight Pedestrian Bridge connecting the Hyatt Regency to the West Concourse of the convention center.

These eye-catching displays will capture attendees’ attention every day of the conference, drawing them to your booth and showcasing your corporation, brand, event, or service. Each opportunity is available for the entire duration of the conference.

Choose from 2 available options as outlined below.

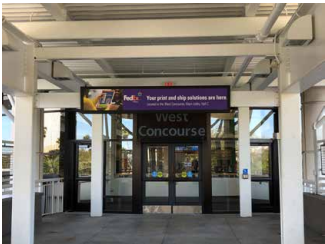
**1** Skybridge signs are located in the Skybridge connecting the Hyatt Regency to the West Concourse of the convention center. There are 28 signage locations available for advertising (pictured right).



DISPLAY RATES

Location	Price
1 sign	\$7,500 net
5 sign package	\$25,000 net
10 sign package	\$40,000 net

**2** Oversight Pedestrian Bridge signs within the Oversight Pedestrian Bridge that connects the Hyatt Regency to the West Concourse of the convention center. There are a total of 10 signage locations available for advertising (pictured right).



CLOSING DATES

Space	Material
7/19	8/2

MECHANICAL SPECIFICATIONS

Dimensions	Live Area
91.63 x 14”	89.63 x 12”

MECHANICAL SPECIFICATIONS

Advertisers must provide a high-resolution PDF with embedded or outlined fonts. No crop marks or additional bleed.



**Convention Center Footprints** allow an advertiser’s message to be delivered as attendees walk to the convention center and exhibit hall via the Skybridge (7 locations) and Oversight Pedestrian Bridge (3 locations) that connect to the Hyatt Regency. AAP will manage all production and placement.

DISPLAY RATES

Quantity	4-color
5 footprints	\$25,000 net
10 footprints exclusive package	\$40,000 net

CLOSING DATES

Space	Material
7/19	8/2

MECHANICAL SPECIFICATIONS

Artwork is limited to a minimum size of 24 x 24” and maximum size of 72 x 72”. Must be supplied as a high-resolution PDF file. Die-cut creatives are accepted.



**Hand Sanitizer Stations** are floor-standing displays and an essential way to minimize and reduce the spread of infection and bacteria. The hand sanitizer stand is durably constructed from brushed aluminum with a weighted base. The sanitizers are strategically located in high-traffic areas throughout the center in the main corridors, and provide optimal visibility for advertisers. Advertisers will receive additional visibility in the form of a 4-color poster placed on an easel adjacent to each sanitizer station.

AAP will manage all production.

#### DISPLAY RATES

Quantity	4-color
1 station	\$7,500 net
5 stations	\$20,000 net
10 stations	\$35,000 net

#### CLOSING DATES

Space	Material
7/19	8/2

#### MECHANICAL SPECIFICATIONS

Contact sales representative.



**Exhibit Hall Footprints** turn the floors of the exhibit hall into valuable marketing space. These highly-visible graphics will be located in high-traffic areas. This exclusive advertising opportunity allows brands to communicate messages in a unique way and drive booth traffic. AAP will manage all production and placement.

#### DISPLAY RATES

Quantity	4-color
5 footprints	\$17,500 net
10 footprints	\$25,000 net

#### CLOSING DATES

Space	Material
7/19	8/2

#### MECHANICAL SPECIFICATIONS

Artwork is limited to a max size of 24 x 24". Must be supplied as a high-resolution PDF file. Die-cut creatives are accepted.



**Exhibit Hall Aisle signs** provide an exclusive advertiser with the opportunity to increase visibility for the duration of the conference. When navigating the hall, attendees utilize these directional signs to find their destinations and find their current location. The exhibit floor can be a busy place, draw more attention to your booth by placing a logo or brand on an exhibit hall aisle sign.

#### DISPLAY RATES

Quantity	4-color
Exclusive package (12 signs)	\$35,000 net

#### CLOSING DATES

Space	Material
7/19	8/2

#### MECHANICAL SPECIFICATIONS

Size	Dimensions
Aisle sign	48 x 24"

Template provided upon request. Contact sales representative.



## Off-site Advertising



**Shuttle Buses** present a unique opportunity to brand conference shuttles for five days. A total of 10-15 buses transport thousands of attendees between conference venues. The shuttle buses are highly visible throughout the city. Receive multiple avenues of exposure including on the buses, outside the convention center, and on digital properties.

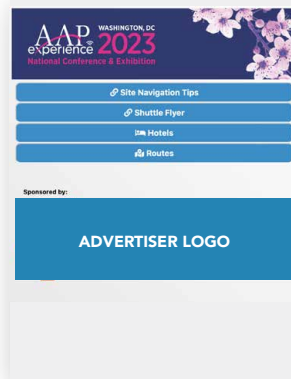
Shuttle buses are in rotation from Friday to Tuesday, including AAP sponsored special events.

A total of **4 deliverables** included in the exclusive package, with optional upgrades, outlined below with optional upgrades.

**1** Exclusive promotional signage at the entrance of each shuttle bus. Custom printed exterior wrap options are available at an additional cost. See below for upgrade details.



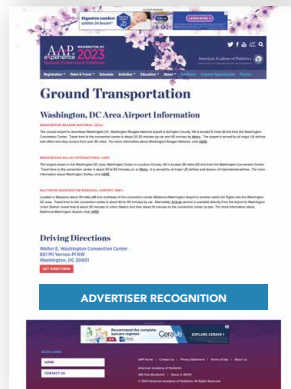
**3** Advertiser logo on shuttle schedule and live-tracking link used by meeting attendees.



**2** Corporate or branded recognition on shuttle bus signage at the main drop-off and pick-up entrance to the conference center.



**4** Advertiser recognition on Attendee Services page of Conference website and on the Conference Platform website.



### DISPLAY RATES

Placement	Price
Exclusive package	\$75,000 net

### CLOSING DATES

Space	Material
7/19	8/2

### MECHANICAL SPECIFICATIONS

Contact sales representative.

### SHUTTLE UPGRADE RATES

Placement	Coverage	Cost (per bus)	
Full wrap	Full height on both sides, rear and front	\$31,250 net	
Half wrap	Below windows on both sides, half of rear	\$21,250 net	
King Kong	Full height on both sides, between wheel wells	\$18,750 net	
Window perfs	Full height and length of windows	\$12,500 net	
Full ribbon	Below windows and above cargo doors, double-sided (2x39')	\$9,500 net	
Rear banner	Full width on rear above window (2x8')	\$5,500 net	
Headrest covers	Headrests of seats inside, double-sided	\$3,500 net	

## Acceptance of Advertising

All advertising is subject to publisher's approval. AAP 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 AAP 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. Statements based on material approved by the FDA for the package insert are acceptable; documentation based on scientific exhibits or personal communications are not acceptable; all promotional claims must have complete citations.

Dates are tentative and subject to change.

## Agency/Advertiser Requirements

**No contract will be held without a signed insertion order.** Orders must include the flight dates and special instructions.

**All contracts are non-cancellable unless** FDA directive to suspend campaign is provided to WTG. Re-rating will apply to cancellations.

AAP reserves the right to approve all ad creatives that will run on any AAP web site. AAP reserves the right to reject any creative that does not follow AAP's specifications.

## Product Theaters

The following disclosures must be included on any ad placed for Product Theaters: **"The presentation for this Product Theater is not designated for CME credit. This presentation is neither sponsored nor endorsed by the American Academy of Pediatrics."**

## Symposia

The following disclosures must be included on any ad placed for Symposia: **"This symposium is not sponsored, endorsed or accredited by the American Academy of Pediatrics."**

## Referencing the National Conference

Advertisers referencing the National Conference may only use one of the following in your advertising:

- AAP National Conference
- AAP National Conference & Exhibition
- American Academy of Pediatrics National Conference & Exhibition
- 2024 AAP National Conference
- 2024 AAP National Conference & Exhibition
- 2024 American Academy of Pediatrics National Conference & Exhibition

## 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 advertisements are not to be permitted to link to an AAP virtual booth profile.

## Revisions to Ads

Updates or revisions to digital ads containing links to a website must be submitted for review if edits are made to the original approval.

## Missed or Incorrect Ads

AAP is not responsible for incidental or consequential damages for errors in displaying an ad or for failure to publish an ad. Should AAP fail to publish an accepted ad for which an insertion order was received, AAP will adjust the advertiser's or agency's account accordingly, and such adjustment shall be the advertiser's sole remedy.



# 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.

