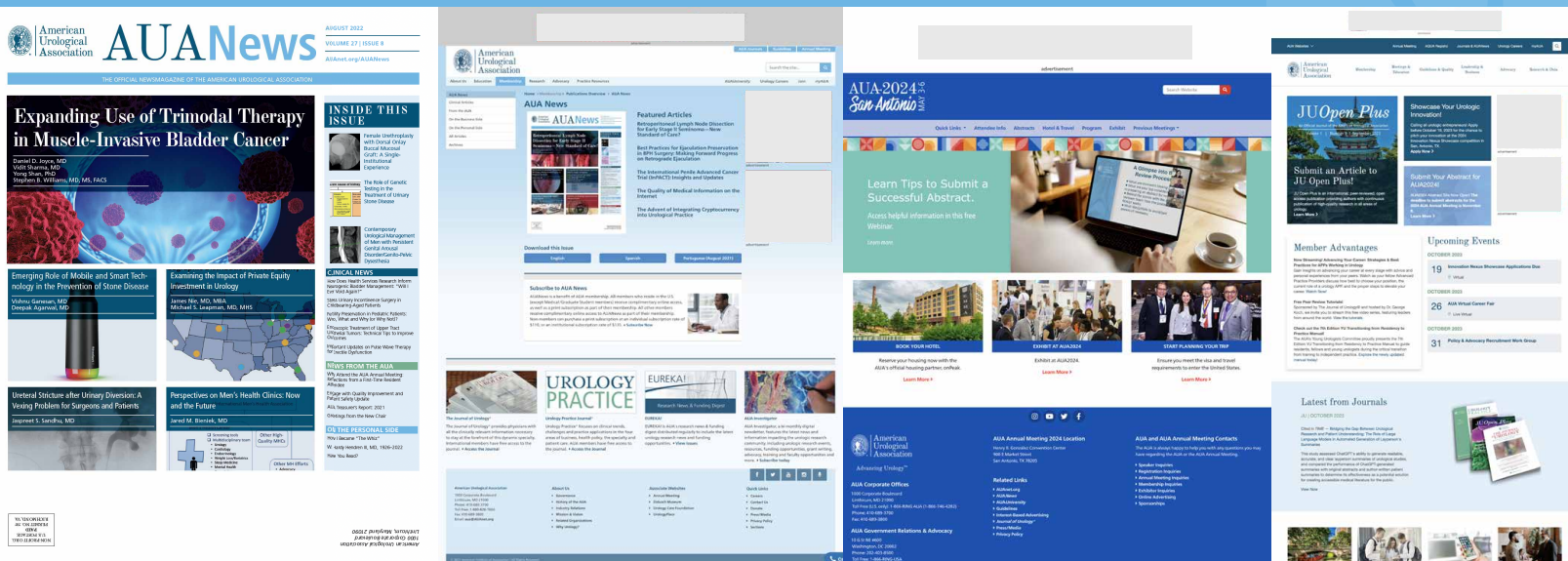




# American Urological Association

## 2024 Media Kit



Founded in 1902, the **American Urological Association (AUA)** is a premier urologic association, providing invaluable support to the urologic community. Our mission is to promote the highest standards of urological clinical care through education, research and the formulation of health care policy.

The AUA has more than 20,000 members worldwide who have been transforming and improving urological care for over 120 years.

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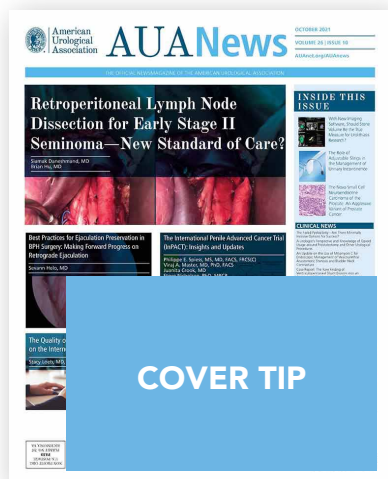
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**AUANews**, the only official newsmagazine of the AUA, written for urologists by urologists, is provided to members as a benefit. It is distributed twice a month: once as a print publication and once as a mid-month, online-only digital newsletter. All content is displayed and searchable on [www.AUANews.net](http://www.AUANews.net), a robust digital ecosystem.

AUANews features current, highly relevant, cutting-edge news of practical value to urologists while also serving as a vehicle for prompt and current communication between the AUA and its members. Urologists who are experts in the field are invited to submit articles on clinical as well as socioeconomic topics. Time from submission to publication is two to three months.

Frequency: Monthly.

Mail class: Periodicals postage.

Circulation (U.S.): 15,665

#### RUN OF BOOK (ROB) B/W RATES

Frequency	Tabloid	1/2 page	Island	1/4 page	1/8 page
1x	\$6,200	\$4,430	\$4,045	\$2,125	\$1,555
3x	\$6,120	\$4,360	\$3,970	\$2,080	\$1,495
6x	\$5,995	\$4,290	\$3,910	\$2,035	\$1,440
12x	\$5,825	\$4,180	\$3,815	\$2,005	\$1,380
24x	\$5,655	\$4,150	\$3,790	—	—
36x	\$5,475	\$4,105	\$3,740	—	—
48x	\$4,480	\$3,930	\$3,585	—	—
60x	\$4,040	\$3,555	\$3,240	—	—

#### RUN OF BOOK (ROB) COLOR RATES

Frequency	Tabloid	1/2 page	Island	1/4 page	1/8 page
1x	\$9,495	\$7,725	\$7,340	\$5,425	\$4,850
3x	\$9,415	\$7,660	\$7,265	\$5,375	\$4,790
6x	\$9,290	\$7,585	\$7,205	\$5,330	\$4,740
12x	\$9,120	\$7,480	\$7,115	\$5,300	\$4,675
24x	\$8,950	\$7,445	\$7,085	—	—
36x	\$8,770	\$7,400	\$7,035	—	—
48x	\$7,775	\$7,225	\$6,880	—	—
60x	\$7,335	\$6,850	\$6,535	—	—

#### INSERT RATES

Frequency	2-pg Tabloid	2-pg Island	4-pg Tabloid	4-pg Island
1x	\$13,065	\$10,105	\$26,130	\$20,210
3x	\$12,970	\$9,980	\$25,940	\$19,960
6x	\$12,700	\$9,860	\$25,400	\$19,720
12x	\$12,170	\$9,600	\$24,340	\$19,200
24x	\$11,500	\$9,500	\$23,000	\$19,000
36x	\$11,265	\$9,410	\$22,530	\$18,820
48x	\$11,020	\$9,015	\$22,040	\$18,030
60x	\$10,825	\$8,120	\$21,650	\$16,240

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

Back-up Rates: 1/2x earned B/W page rate.

#### COVER/PREMIUM POSITION RATES\*

Cover tip (supplied)	\$22,000 gross per issue
Cover 4	Earned rate plus 50%
Cover 2 or 3	Earned rate plus 25%
Center spread	Earned rate plus 25%

#### CLOSING DATES\*

Issue Date	Space	Material	Inserts
January	12/1	12/1	12/21
February	1/1	1/1	1/20
March	2/1	2/1	2/23
April	3/1	3/1	3/32
May	4/1	4/1	4/20
June	5/1	5/1	5/20
July	6/3	6/3	6/21
August	7/1	7/1	7/19
September	8/1	8/1	8/23
October	9/1	9/1	9/21
November	10/3	10/3	10/21
December	11/1	11/1	11/18

\*Cancellations cannot be accepted after space reservation. The AUA Annual Meeting issue is highlighted.

#### EDITORIAL CALENDAR

Issue Date	Space
January	Artificial Intelligence , Prostate,
February	Robotic Surgery, Postate
March	Prostate
April	Prostate
May	Prostate
June	Prostate
July	Prostate
August	Prostate
September	Prostate Cancer Issue
October	Prostate
November	Prostate
December	Prostate

## MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Tabloid	11-1/4 x 14"	10 x 12-1/2"
Tabloid (spread)	22-1/2" x 14"	20" x 12-1/2"
1/2 page (horizontal)	—	10 x 6-1/4"
1/2 page (vertical)	—	4-3/4 x 13"
Island	—	7-1/2 x 9-1/2"
Island (spread)	—	15" x 9-1/2"
1/4 page (column)	—	2-1/4 x 12-1/2"
1/4 page (box)	—	4-3/4 x 6-1/4"
1/8 page	—	4-3/4 x 2-3/4"
Cover tip	10 x 6"	—
Outsert*	10 x 6" or 10 x 12"	—

Publication trims at 10-7/8 x 13-1/2", keep live matter 1/2" from trim.

\*Supply 10 x 12" outserts folded to 10 x 6".

## INSERT/OUTSERT REQUIREMENTS

Size	Dimensions
Tabloid insert	11-1/4 x 14"
Island insert	8-3/8 x 11-1/8"

Trimming: 1/8" off of head only; supply folded with a minimum 3/8" or maximum 7/8" lip.

Stock: 80 lb. minimum, 100 lb. text stock maximum.

Quantity: 15,000 per issue.

## ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Karen Burkhardt at [karen.burkhardt@wt-group.com](mailto:karen.burkhardt@wt-group.com) if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Karen Burkhardt.

## AD MATERIAL DELIVERY ADDRESS

For insert material:  
Hess Print Solutions  
Attn: Fred Nix, AUANews (issue date, quantity)  
3765 Sunnybrook Road  
Brimfield, OH 44240

**St. Rita's Professional Services, LLC**  
has openings for a Urologist in Lima, Ohio

Responsibilities: Diagnose or treat diseases or disorders of genitourinary organs & tract; Participate in community service and attend meetings for departments of the serviced hospitals & urology practices; Examine & treat patients at practice locations & travel to local & regional hospitals & urology practices to examine & treat patients; Supervise medical activities in the applicable hospital & outpatient units to optimize patient care & care efficiency; Resolve Medical Staff problems and conflict; Provide staff physician, resident & intern education; Make daily rounds on patients in the unit; Contact physicians regarding their practice patterns & ideas for improvement. Travel of 10% required to local & regional hospitals & clinic locations within a reasonable commuting distance.

Must have MD Degree or DO (foreign equiv. accepted). Unrestricted Ohio Medical License, appropriate credentials to qualify for privileges at St. Rita's Medical Center, unrestricted DEA registration; & be a graduate of accredited Urology or Urologic related Fellowship Program. Email resume: [ljones@st-rita.com](mailto:ljones@st-rita.com) (No Calls)

**PRINT ADVERTISING**

THE effective WAY TO:  
GROW YOUR WORKFORCE  
INVEST IN YOUR FUTURE WITH FELLOWSHIPS  
FURTHER YOUR EDUCATION WITH CME COURSES  
PROMOTE AN UPCOMING CONFERENCE

**YOUR AD HERE**

The **AUANews Classified and Recruitment advertising** is featured in the the official newsmagazine of the AUA, written for urologists by urologists.

## LINE RATES

1-50 words*	\$260
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\*Each additional word over 50 is \$5.15 per word.

All line rates are NET PRICE. A word is defined as one or more letters bound by spaces. Slashes maybe be used to combine two words as one, however, if more than one slash is used in a single instance, every two words will be counted as one word each.

## LINE AD UPGRADES

Blind	\$40 per issue
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## DISPLAY RATES\*

Size	1x	3x
Full page	\$2,225	\$2,205
1/2 page	\$1,850	\$1,770
1/4 page	\$1,005	\$965
1/8 page	\$720	\$710

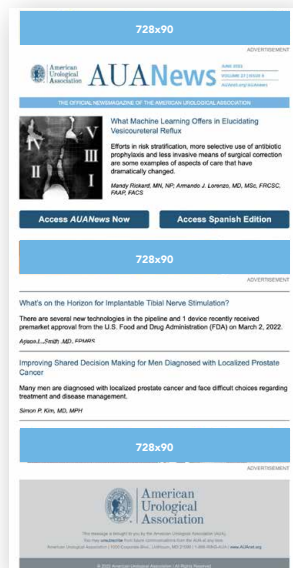
\*All rates are net per issue.

## CLOSING DATES

January	12/1
February	1/1
March	2/1
April	3/1
May	4/1
June	5/1
July	6/3
August	7/1
September	8/1
October	9/1
November	10/3
December	11/1

## MECHANICAL SPECIFICATIONS

Size	Dimensions
Full page	10 x 12"
1/2 page (horizontal)	4-3/4 x 12"
1/2 page (vertical)	10 x 5-7/8"
1/4 page	4-3/4 x 5-7/8"
1/8 page	4-3/4 x 2-3/4"



The **AUA News eTOC emails** are sent monthly to AUA members and AUA News subscribers. Each edition includes table-of-contents (links to live content) alerts, linking back directly to AUA News website.

Emails deploy before the 8th of each month.

Total sent: 12,000 U.S. members per issue

#### EMAIL RATES

Position	Cost
First 728x90	
Second 728x90	\$3,000 net per issue
Third 728x90	

#### MECHANICAL SPECIFICATIONS

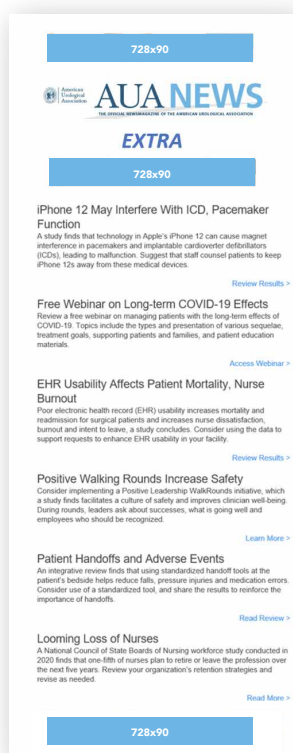
728x90 pixels	50KB limit
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#### REQUIRED EMAIL FILES

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

#### CLOSING DATES

Issue	Materials
January	12/25
February	1/22
March	2/23
April	3/25
May	4/23
June	5/25
July	6/25
August	7/23
September	8/22
October	9/23
November	10/21
December	11/18



**AUA News Extra emails** is a mid-month update of all new content published on the AUA News website ([AUANET.org/auanews](http://AUANET.org/auanews)). All articles are linked directly to the AUA News website appear with the content. Emails are sent mid-month.

Special rates are available for current print advertisers, contact a sales representative for details.

Total sent: 12,000 U.S. members per issue

#### EMAIL RATES

Position	Cost
First 728x90	
Second 728x90	\$3,000 net per issue
Third 728x90	

#### MECHANICAL SPECIFICATIONS

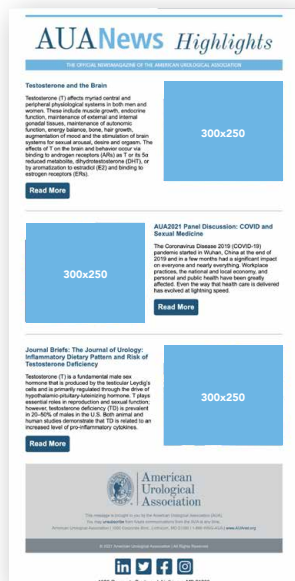
728x90 pixels	50KB limit
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#### REQUIRED EMAIL FILES

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

#### CLOSING DATES

Issue	Materials
January	12/25
February	1/22
March	2/23
April	3/25
May	4/23
June	5/25
July	6/25
August	7/23
September	8/22
October	9/23
November	10/21
December	11/18



**AUANews Highlights emails** provide advertisers the opportunity to choose a topic which AUANews content is then generated for by AUA and sent to AUA members. This is an exclusive opportunity to sponsor AUANews content with a targeted message to AUA members.

Total sent: 12,000 U.S. members per issue

Open rate: 49.60%

#### EMAIL RATES

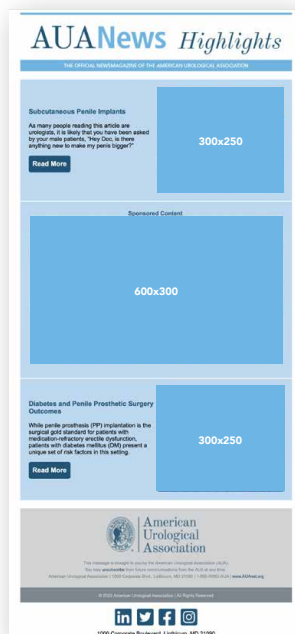
Position	Cost
First 300x250	
Second 300x250	\$5,000 net per issue
Third 300x250	

#### MECHANICAL SPECIFICATIONS

300x250 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.



**AUANews Enhanced Highlights emails** provide advertisers the opportunity to choose a topic which AUANews content is then generated for by AUA and sent to AUA members. This is an exclusive opportunity to sponsor AUANews content with a targeted message to AUA members.

Total sent: 12,000 U.S. members per issue

Open rate: 48.00%

#### EMAIL RATES

Position	Cost
First 300x250	
600x300	\$5,000 net per issue
Second 300x250	

#### MECHANICAL SPECIFICATIONS

300x250 pixels	50KB limit
600x300 pixels	100KB limit

#### REQUIRED EMAIL FILES

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





**AUANet.org** is the official website of the AUA, the premier resource in the field of urology. The AUA sets standards, establishes guidelines, and serves nearly all board certified urologists, as well as HCPs and patients around the world.

Impressions: 100,000 U.S.-only per month

#### WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 25% shares (estimated at 25,000 impressions per month). Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

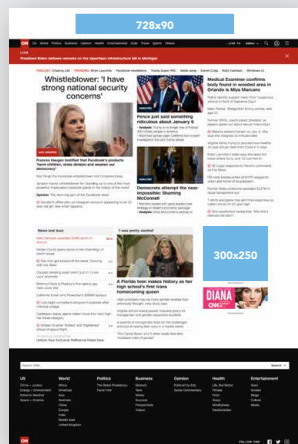
Contract Length	SOV	Cost
Monthly	25%	\$4,500 net/mo
Annual	25%	\$4,250 net/mo

#### MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	100 KB limit
320x50 pixels	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. Youtube or video URLs are accepted. For complete specs, view our [online ad spec sheet](#) or contact the production manager.



**AUA website retargeting** enables advertisers to remind AUA members of products/services after they leave the AUANet website. Ads will be served to AUA members who are visiting non-endemic sites. Retargeting is a vital tool that helps you connect with AUA 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

Impressions	CPM	Cost
50,000	\$160	\$8,000 net
100,000	\$140	\$14,000 net
200,000	\$100	\$20,000 net

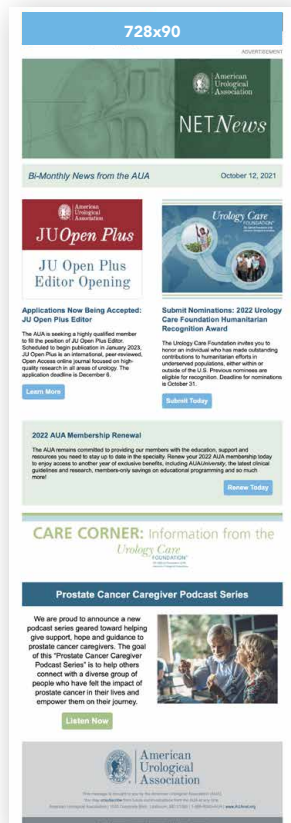
#### REQUIRED FILES

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.

#### MECHANICAL SPECIFICATIONS

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



The **AUA NetNews e-Newsletter** keeps AUA members in step with the latest news from the AUA including information about upcoming courses and events and important upcoming deadlines.

Advertising placements are sold by month which includes two email sends. The email is sent on the 2nd and 4th Tuesday of every month to domestic members.

Total sent: 12,000 per issue

Open rate: 25.00%

#### EMAIL RATES

Position	Cost
728x90 pixels	\$2,500 net per month

#### CLOSING DATES

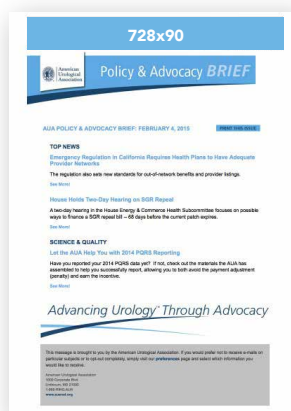
Contracts due two weeks prior to email send date, materials due one week prior to email send date.

#### 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. Youtube or video URLs are accepted. No 3rd-party tags can be accepted.



The **AUA Policy and Advocacy Brief e-Newsletter** is produced by the AUA Public Policy division and contains timely reports on Medicare fee schedule changes, coding changes, malpractice reform, NIH research, practice guidelines, managed care and other "hot topics."

Advertising placements are sold by month which includes two email sends. The email is sent on the 1st Thursday of every month to domestic members.

Total sent: 9,000 per issue

Open rate: 27.00%

#### EMAIL RATES

Position	Cost
728x90 pixels	\$2,500 net per month

#### CLOSING DATES

Contracts due two weeks prior to email send date, materials due one week prior to email send 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. Youtube or video URLs are accepted. No 3rd-party tags can be accepted.



The **AUA Practice Managers’ Network e-News** is a monthly e-newsletter that communicates the latest and most important issues directly affecting today’s Urology practice.

It is sent during the 1st week of every month to practice managers and AUA Practice Management Network subscribers worldwide.

Total sent: 300 per issue

Open rate: 28.00%

EMAIL RATES

Position	Cost
728x90 pixels	\$500 net per issue

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
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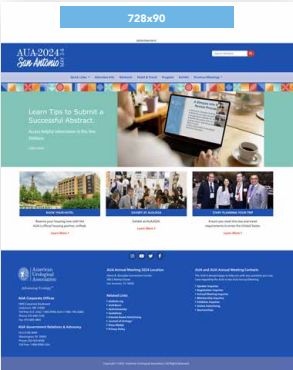
CLOSING DATES

Contracts due two weeks prior to email send date, materials due one week prior to email send date.

REQUIRED EMAIL FILES

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





The **AUA Annual Meeting website (AUANET.org/annualmeeting)** is the official registration site for all attendees of the Annual Meeting of the American Urological Association. This site contains all information pertinent to AUA’s Annual Meeting including registration, meeting program, attendee, travel and exhibitor information. Ads will run from January or the date the ad is received and published online for a calendar year.

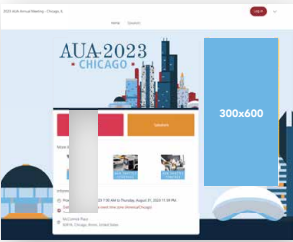
Limited to 5 advertisers. Estimated total number of impressions per advertiser is 69,000 for a worldwide campaign running January to December.

RUN OF SITE (ROS) RATES		
Contract Length	SOV	Cost
Annual	20%	\$15,000 net

MECHANICAL SPECIFICATIONS	
728x90 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. Youtube or video URLs are accepted. For complete specs, view our [online ad spec sheet](#) or contact the production manager.



The **AUA Annual Meeting Program website** provides everything an attendee needs during the annual meeting. From speakers and sessions to hotel accommodations and flight details, it's all conveniently available on this site. Urologists, this is the go-to resource for essential information before registering.

Limited to 5 advertisers. Estimated total number of impressions per advertiser is XX,000 for a worldwide campaign running January to December. The 300x600 banner will adhere to the side of the website during scrolling.

RUN OF SITE (ROS) RATES		
Contract Length	SOV	Cost
Annual	20%	\$10,000 net

MECHANICAL SPECIFICATIONS	
300x600 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. Youtube or video URLs are accepted. For complete specs, view our [online ad spec sheet](#) or contact the production manager.



The **AUA Annual Meeting Registration emails** highlight the benefits of attending, including access to expert speakers, engaging sessions, networking opportunities, and the latest advancements in urology.

Total sent: 30,000 (15,000 AUA members, 15,000 past attendees) per issue

EMAIL RATES

Position	Cost
728x90 pixels	\$5,000 net per send

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
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CLOSING DATES

Position	Materials	Sends
Program Highlights #1	12/5	12/19
Program Highlights #2	12/22	1/5
Program Highlights #3	1/17	1/31
Early Bird #1	1/31	2/14
Early Bird #2	2/6	2/20
Early Bird #3	2/6	2/21

REQUIRED EMAIL FILES

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



The **AUANews print and digital supplement** provides an opportunity to get content to the intended audience quickly. Content may be supplied or could be developed by the AUA at the advertiser's request. Topics may include research data, reviews, or events such as conference proceedings and much more.

The print edition is a physical edition mailed polybagged with the regular monthly issue of AUANews. The supplement can be up to 24 pages in length. Program includes advertisements on covers 2, 3, and 4. In addition, advertisers will receive 4 pages of print ad insertions in a regular AUANews issue.

The digital edition offers multimedia content and extra resources. The supplement will be hosted on the AUANews.net website for 12 months from the date of publication. Advertisers will also receive exposure via digital advertising banners on the supplement homepage as well as promotional emails sent to the AUA membership quarterly.

Print circulation: 15,665 U.S.-based members

Digital circulation: 5,000 impressions

#### SUPPLEMENT RATES

Position	Cost
Print	\$125,000 net
Digital	

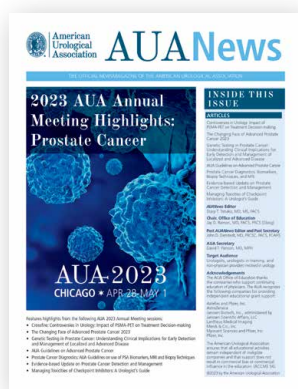
#### PRINT MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Tabloid	11-1/4 x 14"	10 x 12-1/2"
Tabloid (spread)	22-1/2" x 14"	20" x 12-1/2"

Publication trims at 10-7/8 x 13-1/2", keep live matter 1/2" from trim.

#### DIGITAL MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	
320x50 pixels	100 KB limit



**AUANews Conference Reports** provide readers need-to-know information presented at specialized medical conferences catering to urology-focused healthcare providers. A urologic content expert will create a 30-60 minute video to report on key abstracts and data coming out of the specified medical conference. The video will be promoted by AUA and will be hosted on the AUANews website for a full year.

The conference report will be mailed polybagged with the regular monthly issue of AUANews. The report can be up to 24 pages in length. Program includes advertisements on covers 2, 3, and 4. In addition, advertisers will receive 4 pages of print ad insertions in a regular AUANews issue.

The conference report video will include a pre-roll and mid-roll acknowledgement of support, digital banners on the conference reports homepage, and digital advertising banners on a promotional email sent to the AUA membership.

Print circulation: 15,665 U.S.-based members

Website/email circulation: 20,000 impressions

#### EMAIL RATES

Position	Cost
Conference report	\$125,000 net

#### PRINT MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions
Tabloid	11-1/4 x 14"	10 x 12-1/2"

Publication trims at 10-7/8 x 13-1/2", keep live matter 1/2" from trim.

#### DIGITAL MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	
320x50 pixels	100 KB limit



The **AUANews webinars** provide an opportunity to get your message to your target audience. The advertiser is responsible for developing the content, securing speakers/presenters, and all related content development. AUA will provide logistical support, webinar platform, marketing support, outreach to AUA members, registration, longer-term hosting and promotion of the webinars as well as ongoing promotions.

A webinar sponsorship includes a pre-roll and mid-roll acknowledgement of support, digital banners on the webinar homepage, digital advertising banners on a promotional webinar email, and one print advertisement (up to 4 pages) in a regular issue of *AUANews*.

- Webinar circulation: 4,000 views
- Print circulation: 15,665 U.S.-based members
- Website/email circulation: 25,000 impressions

EMAIL RATES

Position	Cost
Webinar	\$50,000 net

PRINT MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions
Tabloid	11-1/4 x 14"	10 x 12-1/2"
Publication trims at 10-7/8 x 13-1/2", keep live matter 1/2" from trim.		

DIGITAL MECHANICAL SPECIFICATIONS

728x90 pixels	
300x250 pixels	200 KB limit
320x50 pixels	100 KB limit



**AUANews podcasts** offer a convenient to share content with listeners who are multitasking and on the go. The episodic format allows for in-depth exploration of topics, building a sense of connection between hosts and listeners, and fostering a dedicated community around the content. Podcasts are sent to members of the AUA when new episodes are released.

A podcast sponsorship includes a pre-roll and mid-roll acknowledgement of support, digital banners on the podcast homepage, digital advertising banners on a promotional podcast email, and one print advertisement (up to 4 pages) in a regular issue of *AUANews*.

- Podcast circulation: 4,000 listens
- Print circulation: 15,665 U.S.-based members
- Website/email circulation: 20,000 impressions

EMAIL RATES

Position	Cost
Podcast	\$50,000 net

PRINT MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions
Tabloid	11-1/4 x 14"	10 x 12-1/2"
Publication trims at 10-7/8 x 13-1/2", keep live matter 1/2" from trim.		

DIGITAL MECHANICAL SPECIFICATIONS

728x90 pixels	
300x250 pixels	200 KB limit
320x50 pixels	100 KB limit



The **AUANews Resource Center** provides the ability to search disease state content using a collection of topics on the website. Each topic contains AUA content aggregated from *The Journal of Urology*, *AUANews*, *Urology Practice*, and other sources specific to urology (i.e. bladder cancer, prostate cancer and erectile dysfunction, just to name a few). The Resource Center provides a convenient way to access filtered content relevant to urology.

In addition to advertising banners on the chosen topic page, advertisers will receive banners on promotional emails sent to the AUA membership.

Impressions: Varies depending on topic.

WEB SITE RATES

All contracts are sold on a roadblock model (100% of impressions) per topic chosen. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

Contract Length	SOV	Cost
6 months	100%	\$95,000 net

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	
320x50 pixels	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. Youtube or video URLs are accepted. For complete specs, view our [online ad spec sheet](#) or contact the production manager.

AUA Member Data

SPECIALTY INTEREST AREA	
General Urology	45%
Oncology	21%
Calculus	11%
Incontinence	8%
Erectile Dysfunction	6%
Pediatrics	5%
Fertility	3%
Renal Transplant	1%

MEMBERSHIP BY SECTION (14,381 DOMESTIC)	
Mid-Atlantic	10%
New York	8%
New England	6%
North Central	17%
North Eastern	6%
Southeastern	20%
South Central	16%
Western	17%

MEMBERSHIP BY CATEGORY	
Active	32%
International (including retirees)	17%
Senior	15%
Resident/Fellow	12%
International Resident-in-Training	7%
Other	11%

MEMBERSHIP BY CONTINENT (22,866 WORLDWIDE)	
North America	75%
Asia	10%
South America	8%
Europe	5%
Africa	1%
Australia	1%

AGE	
36 and under	16%
37-45	10%
46-54	10%
55-64	11%
65 and over	19%

PRACTICE AREA	
Urban	92%
Suburban	7%
Rural	1%

GENDER	
Male	86%
Female	14%

ABU CERTIFIED (U.S.-ONLY AND PRACTICING)	
Certified	9,001



# Advertising Policies

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## Agency/Advertiser Requirements

AUA reserves the right to approve all ad creatives that will run on any AUA website and eTOC. AUA reserves the right to reject any creative that does not follow AUA's specifications. **No AUA advertising inventory will be held without a signed insertion order. Orders must include the flight dates and special instructions.**

Cancellations: Non-cancellable unless FDA directive to suspend campaign is provided to WTG. Re-rating will apply to cancellations.

## 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. AUA 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.

## Earned Rate Discount

Given to advertisers based on advertising frequency within a 12 month period. The earned rate is determined by the number of insertions. A spread amounts to two insertions; full pages and fractional pages count as single insertions; each page of an insert counts as one insertion.

Frequency rates are based on insertion orders submitted. If the submitted rate is not attained within the calendar year, clients will be re-rated to the frequency rate which has been attained. Clients will be required to remit the difference within 30 days of receipt of invoice.

There are no rebates should a greater frequency rate be attained over what has been contracted, credit will only be given on future advertising placed.

## Combination Rate Discount

Advertisers running in JASN, CJASN, and ASN *Kidney News* (same issue month) may take 20% off the rate for each same size ad.

## 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.

