2014 Advertising Rates

Why Advertise with AMIA?
AMIA leads the way in transforming health care through trusted science, education, and the practice of informatics. AMIA connects a broad community of nearly 4,000 professionals and students interested in informatics. AMIA is the bridge for knowledge and collaboration across a continuum, from basic and applied research to the consumer and public health arenas and actively supports the work of two dozen working groups across five domains:

- Translational Bioinformatics
- Clinical Research Informatics
- Clinical Informatics
- Consumer Health Informatics
- Public Health Informatics

2013 Monthly Average Analytics: www.amia.org

- Total Visits: 527,892
- Absolute unique visits: 320,700
- Page views: 1,562,087
- Returning Visitor: 41.74% of total

2013 Top Pages (unique page views)

1. Homepage 183,872
2. /amia2013 78,222
3. /programs/working-groups/nursing-informatics 68,116
4. /education/10x10-courses 36,335
5. /career-center/find-job 32,073

For information about advertising opportunities or rates, please contact Mary Beaver, Marketing and Communications Specialist, mary@amia.org, 301-657-5909.
Member Communications: AMIA e-News

Frequency: bi-weekly (every other Thursday)
Circulation ~4,000

AMIA 2014 Call for Participation – Deadline March 13
AMIA is accepting submissions for the 2014 Annual Symposium, November 15-19 in Washington, D.C. Interactive Panels are a new addition for AMIA 2014. The new format designed by the Scientific Program Committee creates an interactive element between the organizer and an active audience. Interactive Panels should include a topic that is either controversial or is deemed to elicit varying opinions and questions suitable for lively discussions. To learn more about this new format and other aspects of AMIA 2014, see the Call for Participation. The deadline for submissions is March 13, 11:59 p.m. EDT.

Joint Summits 2014 Early Bird Deadline TODAY
Register for the Summit on Translational Bioinformatics and/or the Summit on Clinical Research Informatics by TODAY, February 26 for the lowest rates!

Already registered? Tweet “See you at the Joint Summits! #TBICRI4 @AMIAinforming” Don’t have Twitter? Follow #TBICRI4 on Twub

Specs: (Jpeg or gif, no flash)
- 72 dpi
- 500(w) x 110(h) pixels (full banner)
- file format: jpg, png, gif (no flash or SWF file)
- Requires active hyperlink

Rates:
$900 for three consecutive issues
$1,350 for five consecutive issues

AMIA Member News
Send member news for consideration in AMIA e-News to Mary Beaver, Marketing and Communications Specialist, mary@ama.org. We want to know about your...
Web Advertising

Frequency: 2 month insertions

Specs: (Jpeg or gif, no flash)
- AD1 – Small Banner (188w x 120h), 72 dpi
- AD2 – Big Banner (480w x 117h), 72 dpi
- AD3 – Small Banner (235w x 120h), 72 dpi

Rate: Banner ad placement (2-month expire) for $1900
Jobs.amia.org
Specs: 250 x250 pixels

If you have any questions regarding jobs.amia.org job packages or upgrades, please contact Job Target. AMIA’s sales specialist is Patrick Yario, (860) 440-0635 x375, p.yario@jobtarget.com.

<table>
<thead>
<tr>
<th>Banner Ad Options</th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>30 Day Home Page Ad</strong></td>
<td>$995</td>
<td>$1,095</td>
</tr>
<tr>
<td>Rotate your ad on the job board landing page for 30 days to receive maximum exposure.</td>
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</tr>
<tr>
<td><strong>30 Day Brand Advertising Placement</strong></td>
<td>$895</td>
<td>$99</td>
</tr>
<tr>
<td>Rotate your banner ad on the 10 most popular pages visited by job seekers inside the job board for 30 days to receive maximum exposure.</td>
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<tr>
<td><strong>90 Day Home Page Ad</strong></td>
<td>$2,500</td>
<td>$2,800</td>
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<tr>
<td>Rotate your ad on the job board landing page for 90 days to receive maximum exposure.</td>
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<tr>
<td><strong>90 Day Brand Advertising Placement</strong></td>
<td>$2,200</td>
<td>$2,500</td>
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<tr>
<td>Rotate your banner ad on the 10 most popular pages visited by job seekers inside the job board for 90 days to receive maximum exposure.</td>
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<tr>
<td><strong>6 Month Home Page Ad</strong></td>
<td>$3,900</td>
<td>$5,200</td>
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<td>Rotate your ad on the job board landing page for 6 months to receive maximum exposure.</td>
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<tr>
<td><strong>6 Month Brand Advertising Placement</strong></td>
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