

AIMIS iNEWS TODAY

REACH

9,600

WOMEN'S HEALTH PROFESSIONALS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the AMIS News Today website interface. At the top, there is a navigation bar with 'Home About Members Press Contact Shopping' and a date 'Nov. 19, 2010'. Below the navigation is a 'Welcome to the world of endoscopy' banner with the STORZ logo. The main content area features several articles: 'Most hysterectomies should be performed vaginally or laparoscopically, society says' (labeled A), 'FDA panel supports anal cancer vaccine' (labeled C), and 'Doctor's offices doing more surgeries' (labeled F). On the right side, there is a vertical 'Ethicon Endo-Surgery' advertisement (labeled B) and an 'AMS Women's Health Solutions' advertisement (labeled F). At the bottom, there is a 'PRODUCT SHOWCASE' section (labeled C/1) featuring 'Active Risk Management' (Premier Physicians), 'MANTIS Percutaneous Pedicle Screw System', and 'EndoWrist Instruments'. A 'genzyme' advertisement is also visible. The footer contains contact information for AMIS News Today and a 'Recent issues' link.

SEE PRICING NEXT >>>

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

AD RATES & SPECS

Prices are for participation in 13 emails to 9,600 women's health professionals (one 90 day cycle)



Leaderboard
\$4000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3500/\$3000

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
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veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Product Showcase
\$3000

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

CONTACT US

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THE AIMIS iNEWS TODAY, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO WOMEN'S HEALTH PROFESSIONALS NATIONWIDE.

The AIMIS iNews Today tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of insurance professionals, physicians, administrators and executives advancing minimally invasive surgery in women's health, the AIMIS iNews Today keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the women's health industry.

AIMIS iNEWS TODAY
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN AIMIS iNEWS TODAY:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in AIMIS iNews Today solidifies your place among weekly information provided to AIMIS members.



TARGETED DISTRIBUTION

Advertising in AIMIS iNews Today allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to AIMIS iNews Today have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, AIMIS iNews Today ensures your ad will be seen every week by our 9,600 subscribers.



AFFORDABLE

Advertising in AIMIS iNews Today is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of AIMIS iNews Today has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in AIMIS iNews Today.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.