



MEDIA KIT

**ADVERTISING, SPONSORSHIP,
& PARTNERSHIP OPPORTUNITIES**










AMERICAN
ASSOCIATION FOR
ANATOMY

Why work with the American Association for Anatomy (AAA)?

AAA represents a diverse, inclusive, and integrated community of more than 2,000 professionals in the anatomical sciences, healthcare, and allied health.

By working with us, you can reach a targeted customer base that aligns with your business, products, and services.

You'll also affirm your support for AAA's community of scientists, educators, and students and the organization's mission to advance anatomical science through research, education, and professional development.

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Newsletter Advertising

CIRCULATION

Approx. 2,500 members

FREQUENCY

Every other Wednesday
26 yearly issues

The Anatomy Now Weekly e-newsletter is rated as a top member benefit. Each edition is packed with breaking news on activities within our community, public policy updates, research breakthroughs, member profiles, and industry accomplishments.

EXCLUSIVE OPPORTUNITY

Up to two advertisers have the exclusive opportunity to purchase a banner ad in each issue of our e-newsletter.

SPONSOR LOGO

Place your company's logo and URL in front of thousands of anatomical scientists.

AD RATES

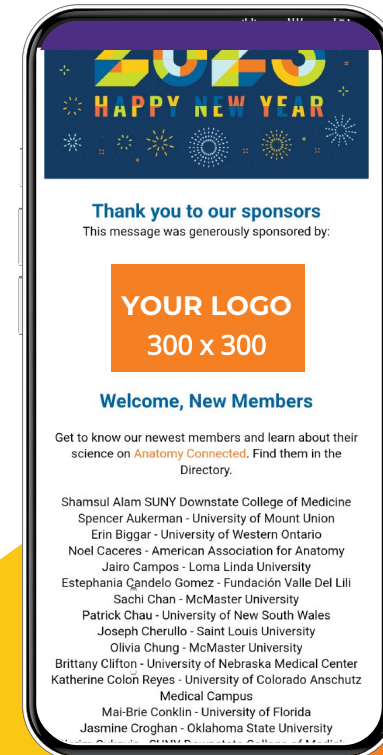
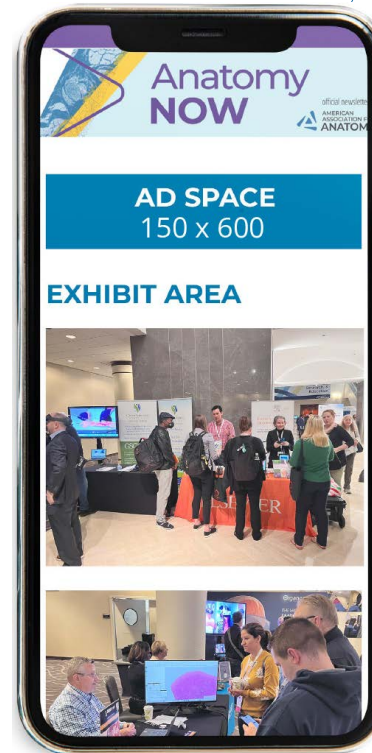
\$1,000 for two issues
\$5,000 for 12 issues

ACCEPTABLE ARTWORK

150 px wide x 600 px tall
72 dpi or higher (144 dpi preferred) PNG preferred, JPG acceptable No GIFs

SPONSOR LOGO RATES

\$2,000 for 12 issues
300 px wide x 300 px tall
(includes logo on the website)





Website Advertising

AAA's website (anatomy.org) is a destination for a wide range of people seeking today's best anatomical resources, advice, and connections, ranking on the top in anatomy, anatomy.org searches.

Averaging... **7,500+** unique visitors + **12,000** views per month

Home Page Banner

Our home page is our single most-viewed page, snapping up nearly 4,000 monthly views. Place your banner ad to build brand awareness, promote products or research, and confirm your enduring support of the anatomy community. Offered exclusively to one advertiser per month. The Banner appears below the member testimonial.

AD RATES

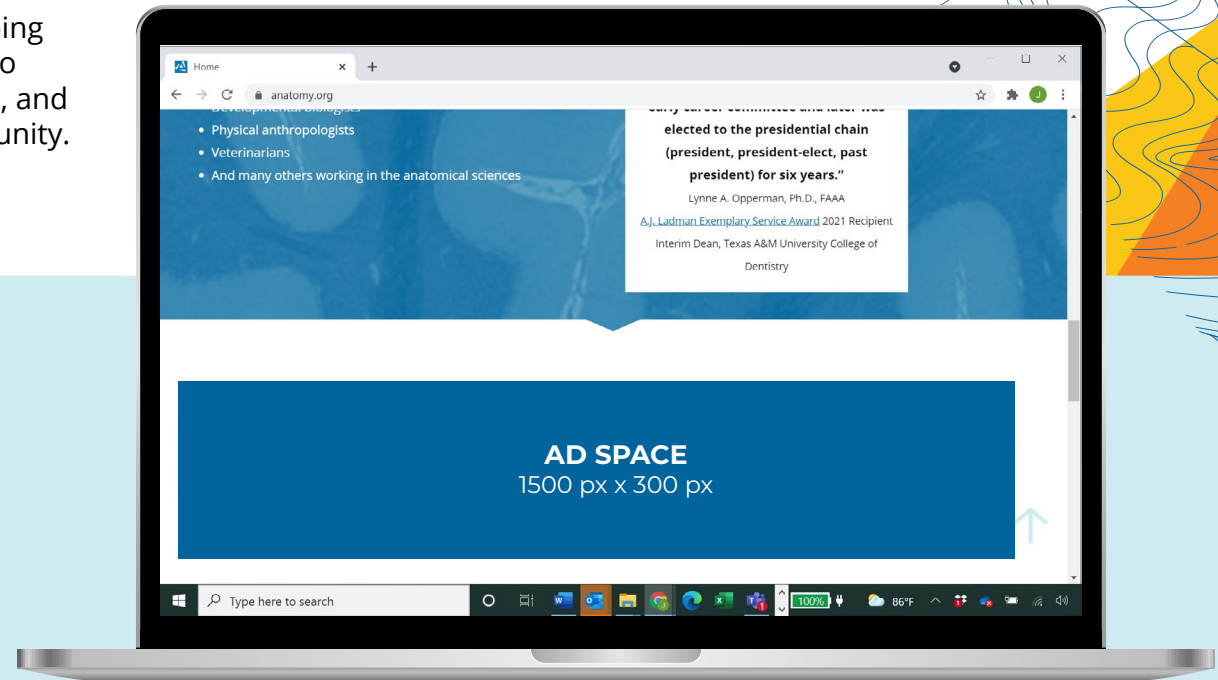
\$1,000 per month \$2,500 per quarter

ARTWORK SPECIFICATIONS

1500 px wide x 300 px tall @ 72 dpi or higher (144 dpi preferred)

PNG preferred, JPG acceptable

URL destination subject to editorial review and approval





Webinars

FREQUENCY

One webinar
per month

REACH

Promoted to all current members and public audiences.
The average webinar registration is 150+ attendees.
The webinar recording will be posted on the AAA website.

AAA's three journals, the Anatomical Record, Developmental Dynamics, and Anatomical Sciences Education, have teamed up to create the "Inspiring Scientific Curiosity and Discovery" webinar series. This webinar series features authors discussing their research and recent publications.

RATES

\$300 per webinar
\$3,000 for all webinars (includes logo on the website)

Sponsorship Includes

Place your company's logo and URL in front of thousands of anatomical scientists.

Single Webinar: Your logo, linked to your company's URL, will be featured on the web pages promoting the upcoming and archived webinars. Provide your logo as a high-resolution JPG, PNG, or EPS file.

All Webinars:

Sponsor all webinars in 12 months and have your logo on the main webinar's landing and archive pages.





Custom Sponsored Webinars

Present new research, share a case study, or address an emerging topic in the anatomical sciences and anatomy education – co-create a webinar for AAA members! Our webinar program includes a variety of presenters and topics. Best of all, our webinars are available to all members free of charge, both live and on-demand. (Webinar recordings are always available to members only via our archives. Upon request, the recording of your sponsored webinar will be available to you for sharing outside the AAA network.)

SPECIFICATIONS & GUIDELINES

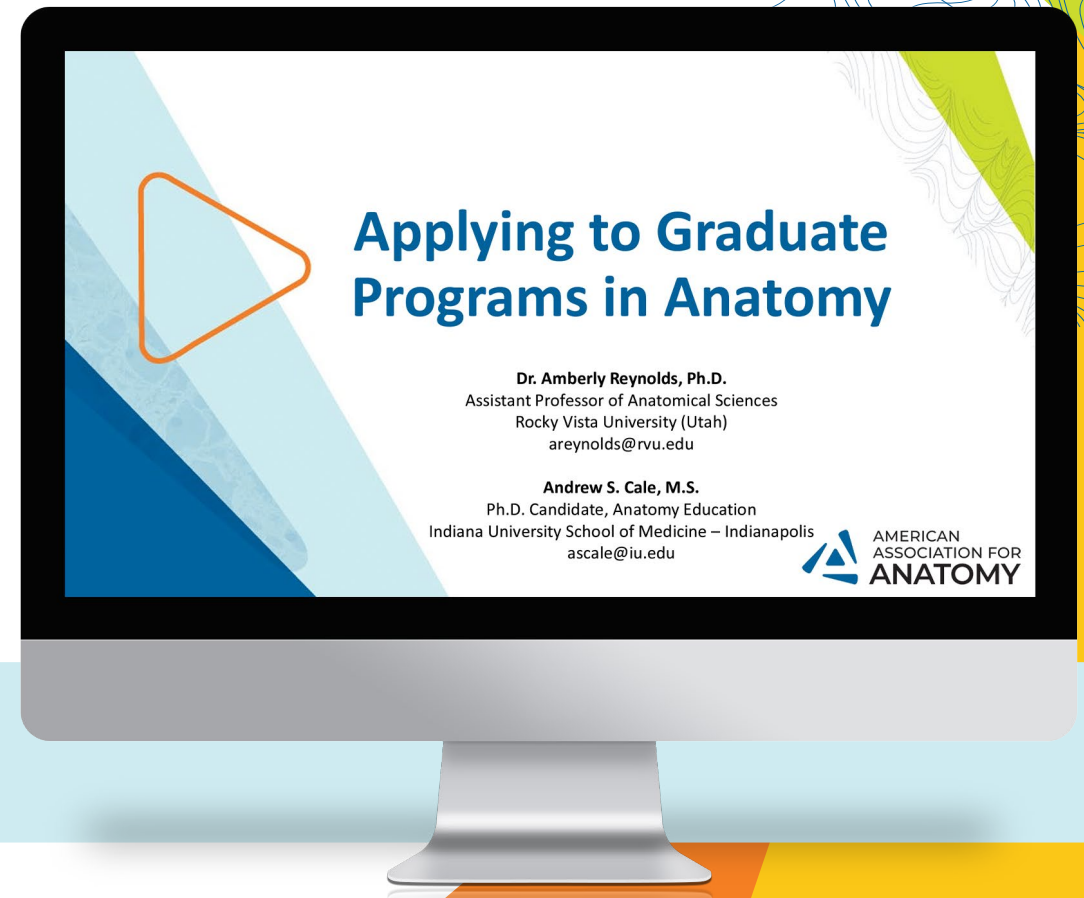
Webinars are typically 60 to 90 minutes long and are hosted by AAA using Zoom.

Work with AAA staff – and preferably an AAA member – to co-create the webinar on a relevant topic. The sponsor may serve as moderator, panelist, or subject matter expert but may not give a sales pitch.

AAA reserves the right to approve the final presentation. The webinar will be promoted through AAA's member-only and public social channels. (You may also market to your network!) The sponsor will be recognized in all promotions. Sponsors may include one question in the post-webinar survey. AAA will facilitate one follow-up email to registered webinar attendees on behalf of the sponsor, subject to approval and availability.

RATES

\$5,000 per webinar





Events Sponsorship

Engage with our customers by showcasing your products where they are most likely to look for resources - at in-person events.



Anatomy Connected

The meeting features keynote and plenary talks, workshops, symposia, posters presentations, professional development, and exhibits spotlighting products and services integral to this professional community. These exhibits play a crucial role in propelling scientific research forward and empowering scientists in their pursuit of new discoveries

Attracts... **1,000+ Scientists**
from all over the world

Regional Meetings

Our Regional Meetings offer opportunities for anatomy programs to provide students, educators, and researchers with national-level programs and benefits, a place to hone their presentations, and network with 200 local colleagues.

Provides... **Local Growth**
for those interested in anatomy



New Sponsorship Opportunities



Virtual Microscopy Database (VMD)

Launched in 2017, the Virtual Microscopy Database (VMD) is a centralized repository where a community of almost 2,000 anatomy and histology scholars and researchers can share a large selection of virtual tissue slides for enhancing education, research, and scholarship.



Virtual Dissection Database (VDD)

Inspired in part by the COVID-19 pandemic and funded by AAA in July 2020, the Virtual Dissection Database (VDD) launched in February 2021 as a digital library of dissection videos and cadaveric images, as well as surface anatomy and clinical resources, to assist in teaching the anatomical sciences. The website has 717 approved users from over 450 institutions in 58 countries.



SciComm Bootcamp

An AAA program to empower about 100 members with skills in effective public communications strategies. Science communication is a fundamental part of doing science, and to do that, we must train our students/faculty the necessary skills to become effective communicators so they may then thrive in the industry of science.



Anatomy Education Podcast

This new podcast, with more than 37,500 downloads already, aims to promote the cutting edge anatomy education that is currently underway around the world. They discuss, share and exchange information and views about anatomy, with interviews, conversations, conference updates and the latest news and opinions from current anatomy research.



Partnerships

Industry Membership

We seek to identify several strategic partners to help us meet our mission to advance anatomical science through research, education and professional development.

Join AAA as an Industry Member and gain access to multiple benefits including:

- Your company logo and a link to your website featured on the Anatomy.org website as an industry Member.
- A 10% discount on all exhibit space, advertising, and sponsorship packages.
- Early access for members with booth placement and sponsorships for Anatomy Connected.
- Membership registration rate to attend.



Contact Us

**For more information or to discuss these opportunities more in depth,
please contact:**

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