



MEDIA KIT

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 2,500 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 Visibility

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

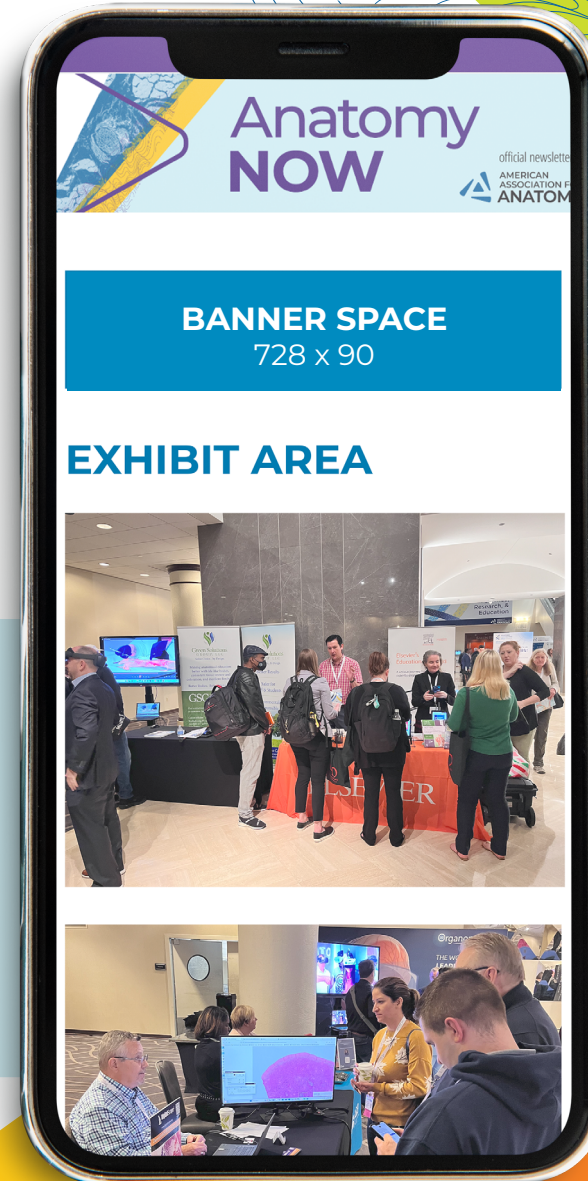
Up to two sponsors have the exclusive opportunity to purchase a banner in each issue of our e-newsletter.

BANNER RATES

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

ACCEPTABLE ARTWORK

728 px wide x 90 px tall
72 dpi or higher (144 dpi preferred)
PNG preferred, JPG acceptable
No GIFs





Newsletter • Sponsored Content

Sponsored Content

One sponsor can place content – an article, presentation, etc. – in the weekly e-newsletter.

CONTENT GUIDELINES

Written articles are generally limited to 1,200 words.

Content may be original or repurposed (e.g., from a company blog or case study). Still, it must be appropriate for dissemination to AAA members rather than strictly being a sales pitch.

Content is subject to sponsorship guidelines and editorial review. Content may contain hyperlinks and include one image. Additional images/graphics may be included at AAA's discretion.

Sponsor Logo

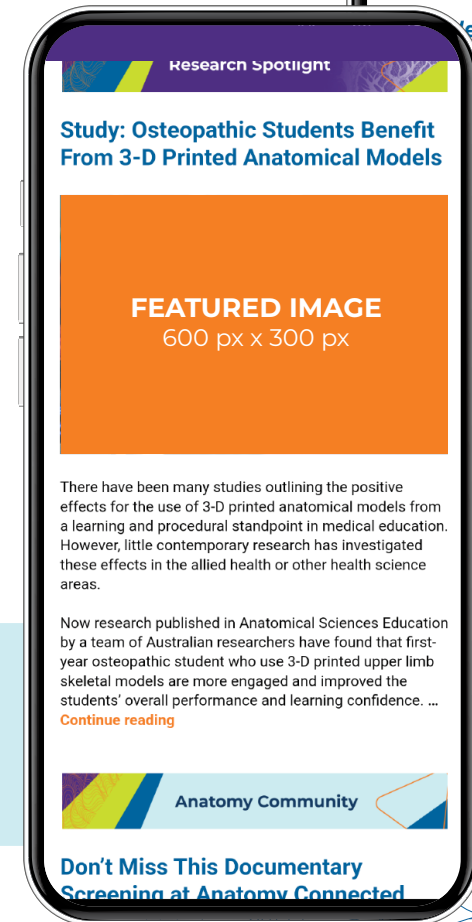
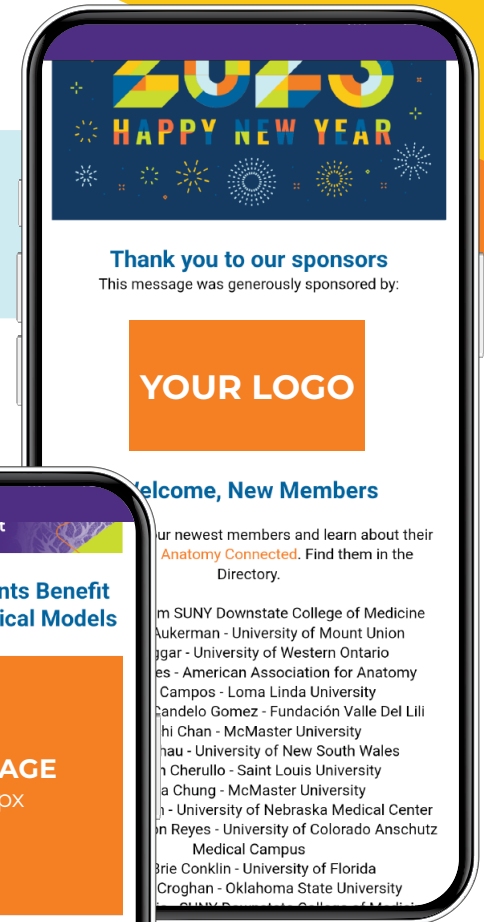
Place your company's logo and URL in front of thousands of anatomical scientists.

SPONSOR LOGO RATES

\$2,000 for 12 issues
(includes logo on the website)

SPONSORED CONTENT RATES

\$1,500 for one article/placement
\$4,000 for three articles/placements



Welcome, New Members

our newest members and learn about their **Anatomy Connected**. Find them in the Directory.

m SUNY Downstate College of Medicine
 Aukerman - University of Mount Union
 ggar - University of Western Ontario
 es - American Association for Anatomy
 Campos - Loma Linda University
 andelo Gomez - Fundación Valle Del Lili
 hi Chan - McMaster University
 hau - University of New South Wales
 h Cherullo - Saint Louis University
 a Chung - McMaster University
 h - University of Nebraska Medical Center
 n Reyes - University of Colorado Anschutz
 Medical Campus
 rie Conklin - University of Florida
 Croghan - Oklahoma State University
 SUNY Downstate College of Medicine

Research Spotlight

Study: Osteopathic Students Benefit From 3-D Printed Anatomical Models

FEATURED IMAGE
600 px x 300 px

There have been many studies outlining the positive effects for the use of 3-D printed anatomical models from a learning and procedural standpoint in medical education. However, little contemporary research has investigated these effects in the allied health or other health science areas.

Now research published in Anatomical Sciences Education by a team of Australian researchers have found that first-year osteopathic student who use 3-D printed upper limb skeletal models are more engaged and improved the students' overall performance and learning confidence. ...
[Continue reading](#)

Anatomy Community

Don't Miss This Documentary
Screening at Anatomy Connected



Website Visibility

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... **11,000+** unique visitors + **27,300** views per month

Home Page Banner

Our home page is our single most-viewed page, snapping up nearly 4,500 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 sponsor per month. The Banner appears below the member testimonial.

BANNER RATES

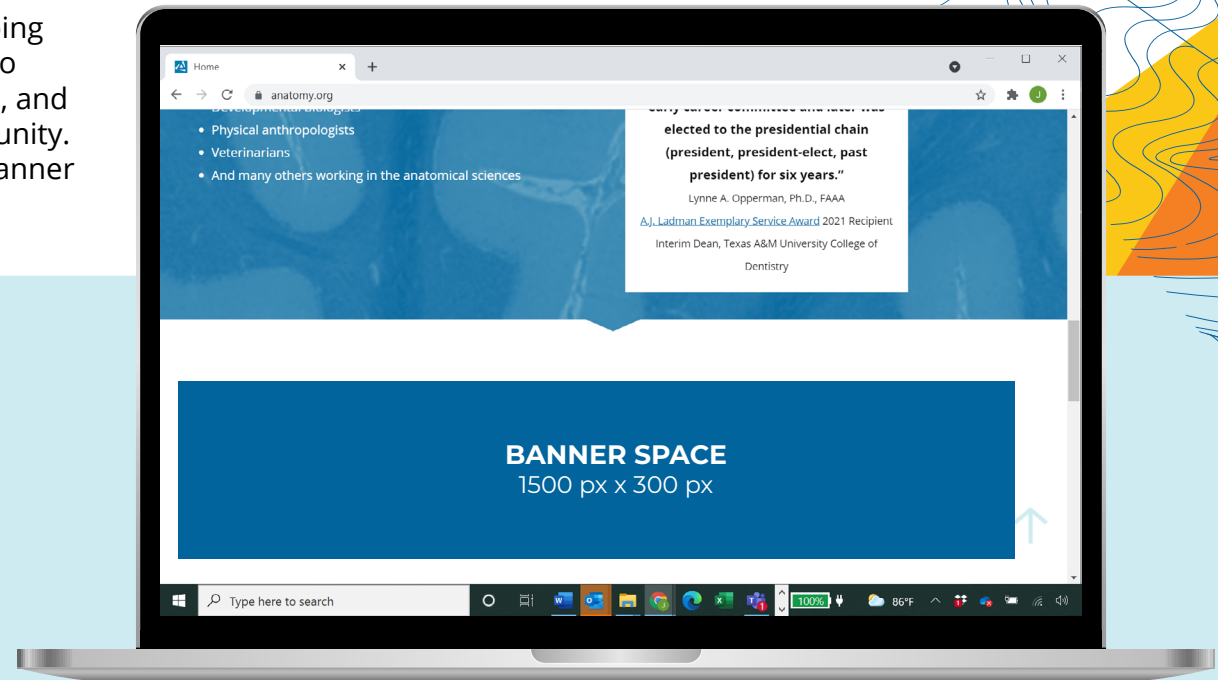
\$1,000 per month \$2,500 per quarter

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

\$500 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

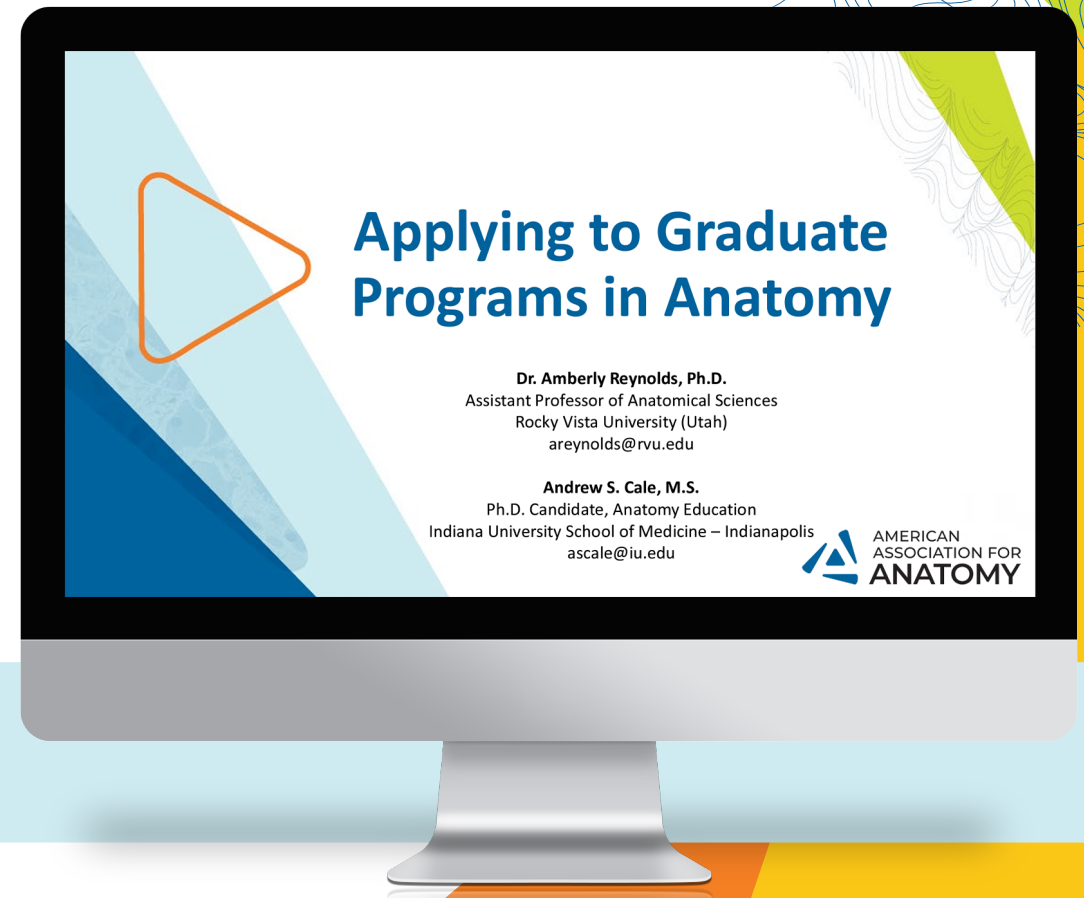
Webinars are typically 60 to 90 minutes long and are hosted by AAA using Zoom.

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

\$2,500 per webinar





Event 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... **1,200+ 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



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.

Apply Today!



Contact Us

If you are interested in being a year-round sponsor, please fill out the below form and return to aaaexhibits@discoversb.com.

[Long-Term Contract](#)

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

American Association for Anatomy
info@anatomy.org