



# 2021

## MEDIA KIT

**ADVERTISING, SPONSORSHIP,  
& PARTNERSHIP OPPORTUNITIES**



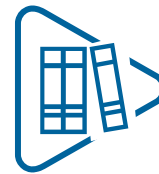
AMERICAN  
ASSOCIATION FOR  
**ANATOMY**



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

AAA represents a diverse, inclusive, and integrated community of more than 2,000 professionals who work in the anatomical sciences, healthcare, and allied health. By working with us, you can reach an important customer base to promote your business, products, and services.

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



### ADVERTISING

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### SPONSORSHIPS

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### PARTNERSHIPS

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## ADVERTISING

### Newsletter Advertising

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

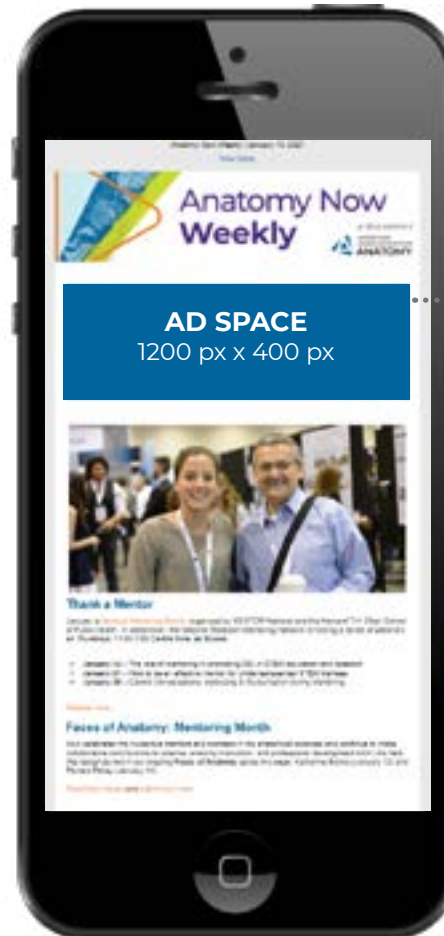
One advertiser has the exclusive opportunity to purchase a banner ad in each issue of our e-newsletter.

#### CIRCULATION

Approx. 2,300 members as of February 2021

#### FREQUENCY

The Anatomy Now Weekly e-newsletter publishes every other Wednesday, with 24 issues per year.

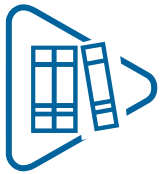


#### AD RATES

\$1,000 per single issue  
\$3,000 for 4 consecutive issues

#### ACCEPTABLE ARTWORK

1200 px wide x 400 px tall  
72 dpi or higher (144 dpi preferred)  
PNG preferred, JPG acceptable  
No GIFs



## ADVERTISING

# Website Advertising

Averaging more than 7,500 unique visitors and more than 12,000 views per month, AAA's website ([anatomy.org](http://anatomy.org)) is a destination for a wide range of people seeking today's best anatomical resources, advice, and connections. Among competing websites in anatomy, anatomy.org ranks highest, according to Alexa's global data.

## Home Page Banner

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

### AD RATES

\$1,000 per month

\$2,500 per quarter

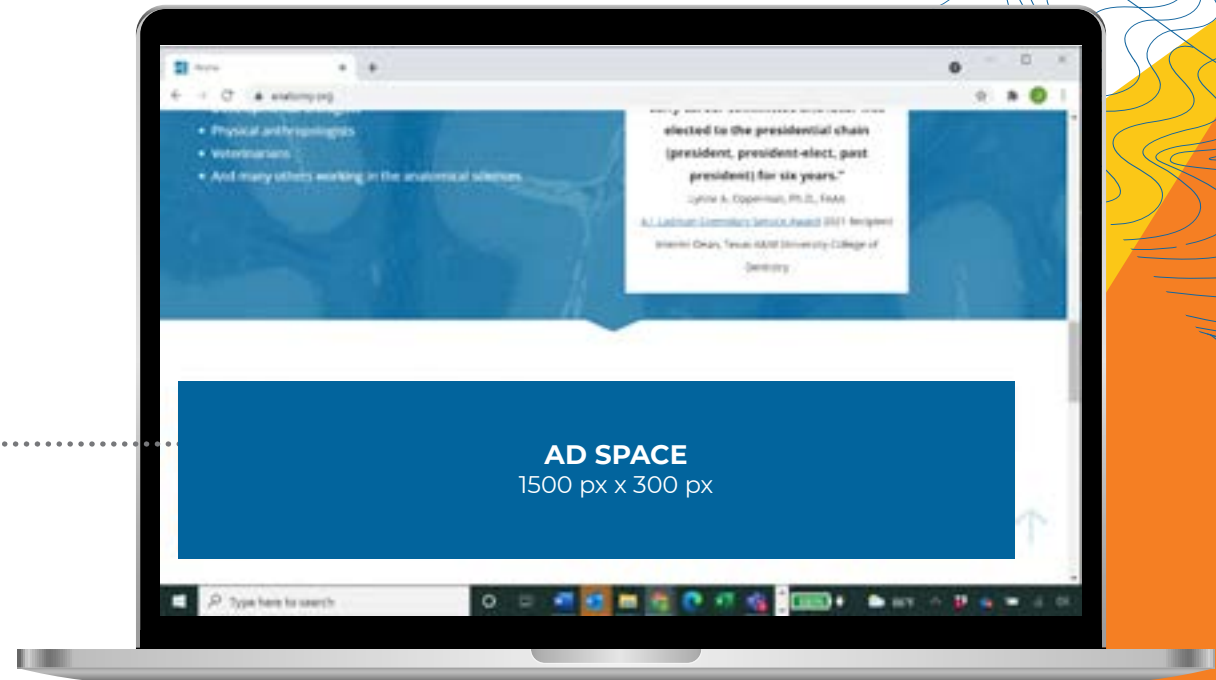
### ARTWORK SPECIFICATIONS

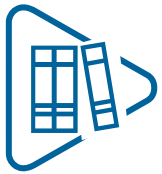
1500 px wide x 300 px tall @ 72 dpi or higher  
(144 dpi preferred)

PNG preferred, JPG acceptable

URL destination

Subject to editorial review and approval





## ADVERTISING

# Other Advertising Opportunities

## Career Center Advertising

Become a featured employer to stand out, attract talent, and augment your Anatomy Career Center job listings. Let job seekers know more about your organization and why they would want to join your team.

Anatomy Career Center advertising is sold and managed by a third party, but supports the Association and the wider anatomy community.

See products and pricing at [jobs.anatomy.org/employer/pricing](https://jobs.anatomy.org/employer/pricing) here.

For contact information, see page 8.

## Graduate Programs in Anatomy

Our commitment to anatomical education includes bringing key resources to the fingertips of future anatomists. All graduate programs in anatomy are automatically listed for free. Now, you can enhance your listing's visibility, attracting students to your graduate program by upgrading to a display ad. Non-exclusive opportunity limited to eligible graduate programs.

### AD RATE

\$500 per year

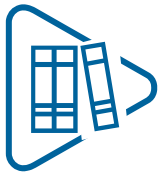
### ARTWORK SPECIFICATIONS

600 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



## ADVERTISING

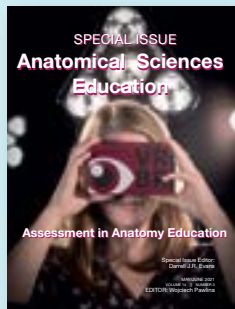
### Journal Advertising

AAA's peer-reviewed journals connect professionals to the latest research into the structural foundation of health and disease to advance anatomical science. The journals are among the most-used member benefits and rank highly among related journals. To peruse the journals, visit our digital [Publications Hub](#).

Advertising in any of our scholarly journals is coordinated by Wiley, our publisher.

Learn more about the journals: [The Anatomical Record](#), [Anatomical Sciences Education](#), [Developmental Dynamics](#).

#### 2020 JOURNAL IMPACT FACTORS



ANATOMICAL SCIENCES  
EDUCATION

**5.958**

up from  
**3.759** in 2019



THE ANATOMICAL  
RECORD

**2.064**

up from  
**1.634** in 2019



DEVELOPMENTAL  
DYNAMICS

**3.780**

up from  
**3.275** in 2019



## SPONSORSHIPS

### Sponsored Newsletter Content

Anatomy Now Weekly reach the inboxes of nearly every member. 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

One sponsor has the exclusive opportunity to place content – an article, presentation, video, etc. – in the weekly e-newsletter.

#### CIRCULATION

Approx. 2,300 members as of February 2021

#### FREQUENCY

The Anatomy Now Weekly e-newsletter publishes every Wednesday, with 48 issues planned for 2021. The newsletter will not publish during major events (like Experimental Biology) or on major holidays.

#### 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), but must be appropriate for dissemination to AAA members and must not strictly be a sales pitch.

Content is subject to sponsorship guidelines and editorial review.

Content may contain hyperlinks and include one image, 600 px wide x 300 px tall. Additional images/graphics may be included at the Association's discretion.

...the Association's newsletter, Anatomy Now Weekly, is a member benefit that provides a valuable resource for our members. We are seeking a sponsor for the newsletter who can provide content that is relevant and interesting to our members. The sponsor will have the opportunity to place content in the newsletter, which will be distributed to all members. The sponsor will also have the opportunity to place content in the newsletter, which will be distributed to all members. The sponsor will also have the opportunity to place content in the newsletter, which will be distributed to all members.

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Related content: [Join the webinar discussing research & current events with a live Q&A with guest speakers.](#)



**FEATURED IMAGE**  
600 px x 300 px

#### Talking Teaching: How to make online assessments resistant to cheating

sponsored article  
 by [Name]

Every month our team of instructional designers meets to "talk teaching" sessions in which we discuss interesting articles, methods, and strategies in the current classroom.

The topic we selected for students are using the online learning service (Canvas) and what we do as educators to ensure students can succeed in it.

#### How are students cheating?

Canvas provides an online learning service where students can create questions and a Canvas staff member will create them in as few as 30 minutes. They also offer question banks, tests, and online quizzes of "multiple answers" and have resources to help students study. However, due to the flexibility of Canvas, some students are cheating on their assignments and getting away with it.

The use of Canvas has become a problem for students who are cheating on their assignments and getting away with it. This is a problem for many students who are cheating on their assignments and getting away with it. This is a problem for many students who are cheating on their assignments and getting away with it.

#### What can instructors do to reduce cheating?

One method would be to use a different platform to create questions in Canvas or use assessments. Canvas has a variety of options for creating questions in Canvas and Canvas will create questions that are unique to each student. This is a good option for instructors who are looking for a way to reduce cheating on their assignments.

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For more details on how you can reduce online cheating, visit our blog at [anatomical.org](#).  
[Read more on this topic.](#)



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



## SPONSORSHIPS

### Sponsored Webinar

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.)

### REACH

Promoted to all current members (approx. 2,300 as of February 2021) and public audiences, as agreed upon by AAA and sponsor.

Average webinar attendance is 200+ attendees, but varies based on topic.

The webinar recording will be posted on the AAA website.

### RATE

\$3,000 per webinar

### SPECIFICATIONS & GUIDELINES

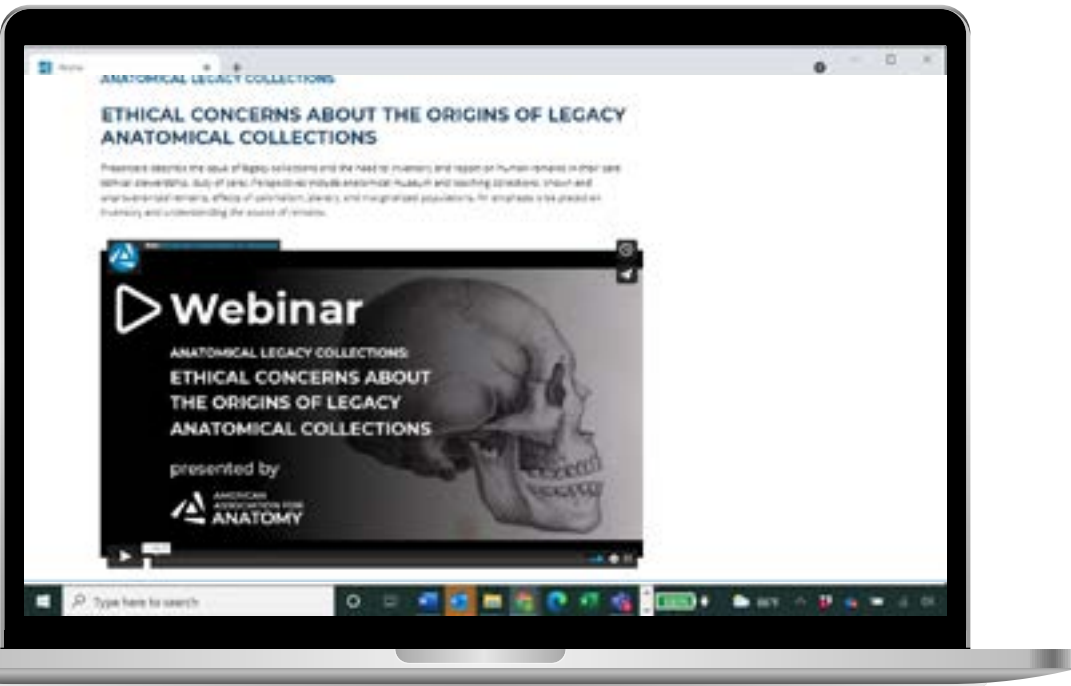
Webinars are typically 60 to 90 minutes in length and are hosted by AAA using Zoom.

Work with AAA staff – and preferably an AAA member – to co-create the webinar on a relevant topic. 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.

Webinar will be promoted through AAA's member-only and public-social channels. (You may also market to your network!) Sponsor will be recognized in all promotions.

Sponsor may include one question in the post-webinar survey.

AAA will facilitate one follow-up email to registered webinar attendees on behalf of sponsor, subject to approval and availability.







## SPONSORSHIPS

### Sponsored Social Media Posts

Amplify your sponsored content or other approved messaging using AAA's vibrant and growing social media channels! Sponsored social media posts expand your content reach, create repetition, and provide opportunities for members and the public to engage with your posts.

#### REACH\*

**Facebook:** 9,270 followers

**LinkedIn:** 616 followers

**Twitter:** 4,050 followers

*\*As of July 2021*

#### RATES

\$1,500 for up to 5 standalone posts on AAA's social media channel(s) of your choice

Discounted rate available when combined with sponsored content or activities. Contact us to discuss more options!

#### SPECIFICATIONS & GUIDELINES

Content (images, text, hyperlinks, hashtags) must be relevant to AAA's mission and audience. All content is subject to AAA approval.

Timing of individual posts (no more than one post per channel per day) to be agreed upon by sponsor and AAA.

Fully executed by AAA staff. Sponsor is invited to share and like using their channels!



## PARTNERSHIPS

### Partnerships

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

Let's have a conversation about how we can join together to meet your business objectives, focusing on the future of our field.

**Contact us to start the conversation!**



## CONTACT US

### CAREER CENTER INQUIRIES

#### **De’Vonta Robinson**

Community Brands

**[De’Vonta.robinson@communitybrands.com](mailto:De’Vonta.robinson@communitybrands.com)**

See products and pricing at  
[jobs.anatomy.org/employer/pricing](https://jobs.anatomy.org/employer/pricing)

### ALL OTHER INQUIRIES

#### **Joanna Kotloski**

American Association for Anatomy

Director, Marketing and Communications

**[jkotloski@anatomy.org](mailto:jkotloski@anatomy.org)**

### JOURNAL ADVERTISING

[The Anatomical Record](#)

[Developmental Dynamics](#)

[Anatomical Sciences Education](#)