



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 2,000 professionals in the anatomical sciences, healthcare, and allied health who research everything from humans to fossils to fish.

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.

	NEWSLETTER	2
.....		
	WEBSITE	4
.....		
	WEBINARS	6
.....		
	EVENTS	8
.....		
	PARTNERSHIPS	9
.....		
	CONTACT US	10



Newsletter Visibility

CIRCULATION

Approx. 2,000 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

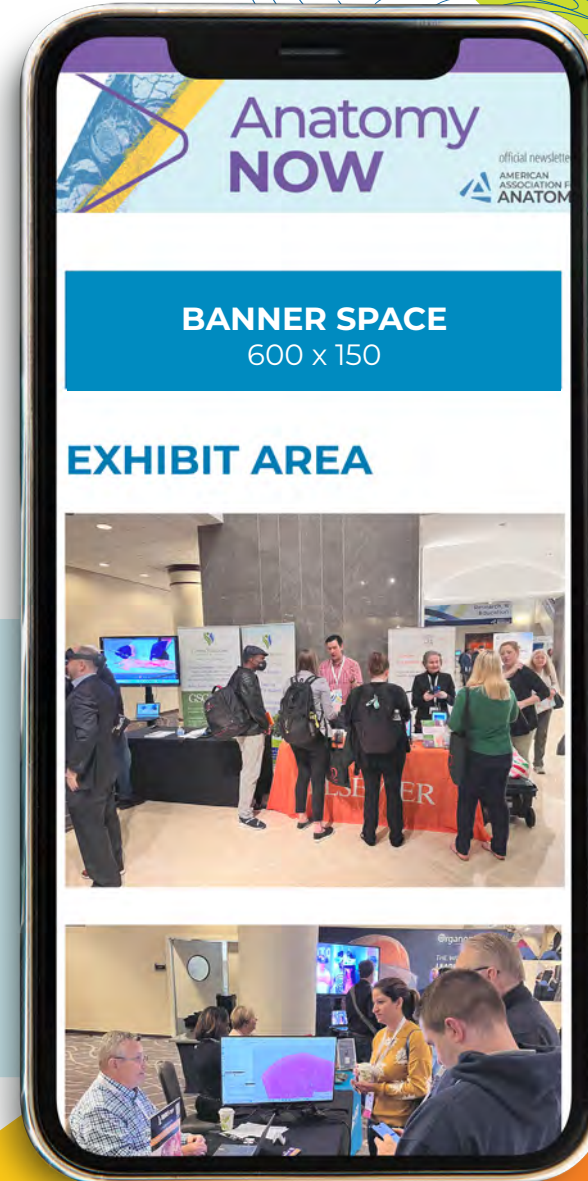
Up to two sponsors have the exclusive opportunity to purchase a banner in each issue of our e-newsletter.

BANNER RATES

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

ACCEPTABLE ARTWORK

600 px wide x 150 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

Content may be original or repurposed (e.g., from a company blog or case study). You can either provide content to AAA staff to craft an article that will be published on AAA’s website with sponsored attributions (the link will be provided for sponsor use as well) or the article can be produced and published on the sponsor’s site. Regardless, it must be appropriate for dissemination to AAA members rather than strictly being a sales pitch.

Our newsletter includes your logo, a link to the posted blog or article, a brief summary, and the title.

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

SPONSORED CONTENT RATES

\$1,500 for one article/placement

\$4,000 for three articles/placements





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.

Monthly Averages **10,000+** active users + **35,000+** views per month

Home Page Banner (Exclusive)

Our home page is our single most-viewed page, averaging roughly 6,800 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 or quarter. The Banner appears below the upcoming events section.

BANNER RATES

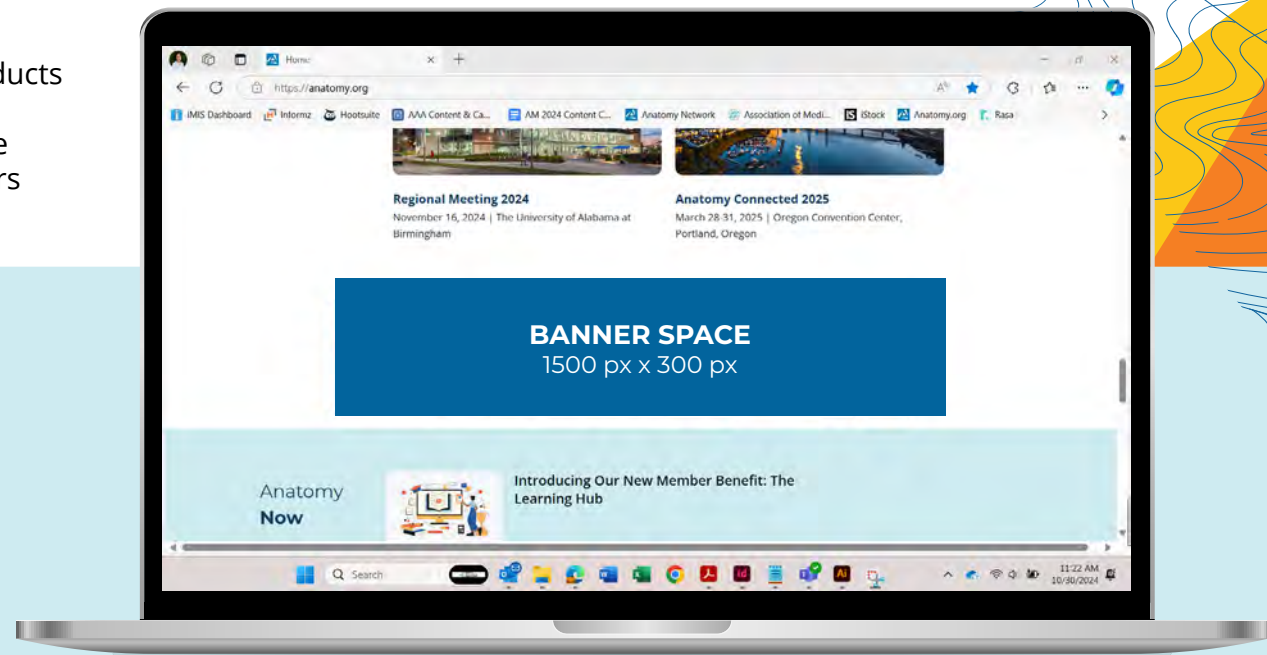
\$1,000 per month \$2,500 per quarter

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





Website Visibility

Assorted Square Graphics

We are now offering three additional spaces to promote your organization or event and build awareness among our membership base. These three spaces are spread throughout other main landing pages: Join Now, Career Center, and Awards & Programs. This opportunity can be bundled to include all three available spaces or individually depending on your budget and needs. The graphic appears below the right side bar. Below are the average statistic for viewership on each page.

JOIN NOW

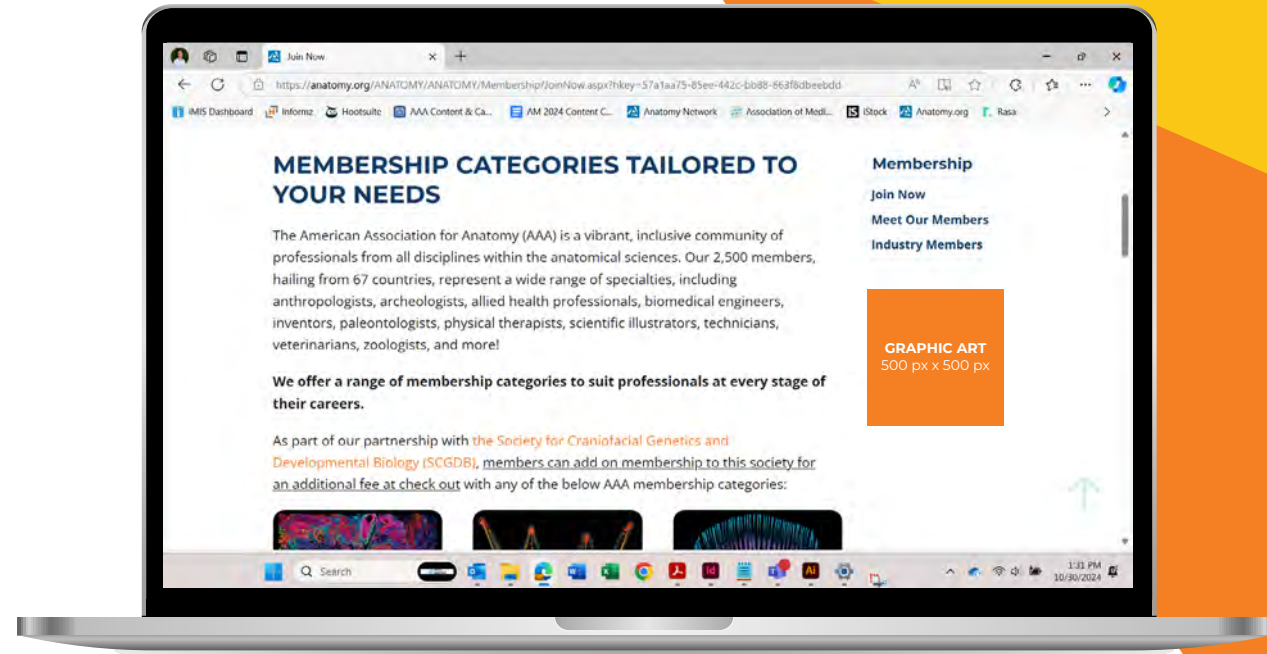
700 views per month
430 active users

CAREER CENTER

645 views per month
175 unique users

AWARDS & PROGRAMS

325 views per month
155 active users



GRAPHIC RATES

\$500 per month per page

ARTWORK SPECIFICATIONS

500 px wide x 500 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 with the webinar landing page receiving over 100 views per month. Webinar recordings are posted on the Learning Hub.

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
\$5,500 for all webinars (includes logo on the Learning Hub)

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 webinars for one month. 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 page and Learning Hub landing page.





Sponsored Webinar Marketing

Is your company hosting an upcoming webinar presenting new research, sharing a case study, or addressing an emerging topic in the anatomical sciences and anatomy education? Do you need help getting the word out to the right audience? Partner with us and leverage our social media, e-news, and email outlets to reach nearly 2,000 scientists, educators, researchers, and students!

SPECIFICATIONS & GUIDELINES

The sponsor will provide their logo, the title of the webinar, a brief summary of the event's topic, and a graphic to be used in social media and direct email campaign.

The sponsor may serve as moderator, panelist, or subject matter expert but may not give a sales pitch. We reserve the right to cancel marketing efforts if the content of the webinar does not align with AAA's mission, vision, or values.

Sponsorship must be purchased at least 30 days before the event. There are two level options for this offering:

PARTIAL PACKAGE RATE

\$2,000 per webinar

- 1 dedicated email to current membership
- 1 social media posts to be distributed to nearly 19,000 followers across three platforms: LinkedIn, Facebook, and Twitter

FULL PACKAGE RATE

\$3,000 per webinar

- Everything in the partial package
- Publish event with summary and link in 2 e-news issues



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. [Email sbexhibits](#) for more information on sponsorship and exhibiting opportunities.

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. Contact AAA staff for Regional Meeting sponsorship items.

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.

ANNUAL RATE: \$1,295 (includes up to 5 employees)

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:

SB Exhibits
info@anatomy.org