

Advancing sleep care and enhancing sleep health to improve lives.

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# MEDIA GUIDE

*Put the prestige and credibility  
of the AASM to work for you.*



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We built our portfolio of advertising and event solutions to leverage your message with our relevant and trusted content and audience.

**Contact us**

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[aasm.org](http://aasm.org)



# About

*Maximize your advertising and marketing dollars with the AASM and APSS—the trusted sources in sleep medicine.*



## ABOUT THE AASM

The AASM is advancing sleep care and enhancing sleep health to improve lives. Established in 1975, we are the only professional membership organization solely dedicated to promoting and advancing sleep medicine, and making sure sleep is recognized as essential to health. The field of sleep medicine is a subspecialty of anesthesiology, family medicine, internal medicine, neurology, otolaryngology, pediatrics, and psychiatry.

### MEMBERSHIP

Over 12,000

### MISSION

Advancing sleep care and enhancing sleep health to improve lives.

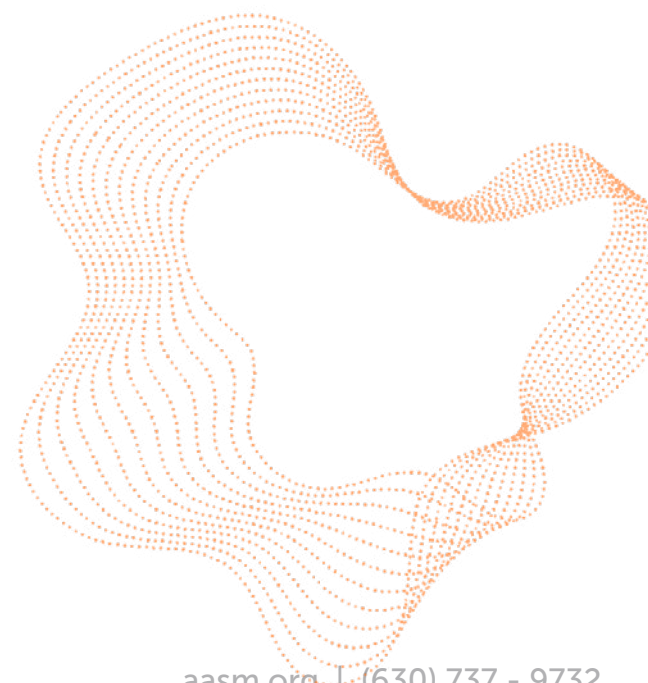


## ABOUT THE APSS

The Associated Professional Sleep Societies (APSS) hosts the annual SLEEP meeting in June of each year. The APSS is a joint venture of the AASM and the Sleep Research Society (SRS).

### TYPICAL SLEEP MEETING STATS:

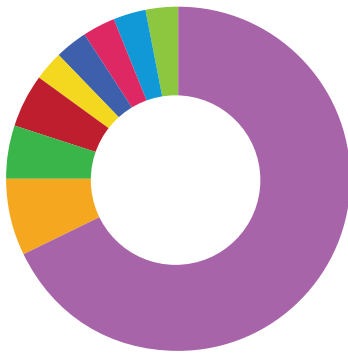
- Approximately 5,000 active, highly engaged sleep professionals attend
- More than 88,000 unique website users
- Over 261,000 unique pageviews
- More than 38 hours of educational content
- Over 1,100 abstracts





# Audience

*Significantly increase your business growth in this niche market of over 12,000 health care professionals from around the world by layering your message in print, digital and face-to-face events. Reach key influencers, establish thought leadership, enhance brand awareness, accelerate the sales process, and build equity in your company.*



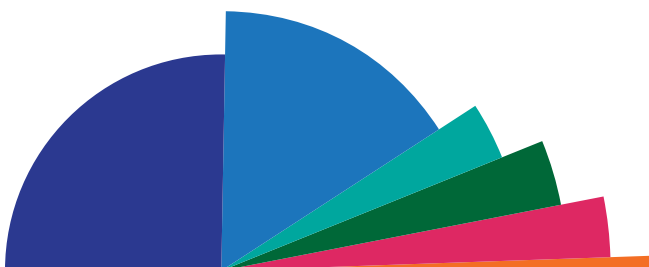
## Reach Strategic Decision Makers

- 68% Physician
- 7% Nurse
- 5% PA/NP/RT
- 5% Sleep Technologist
- 3% Psychologist
- 3% Dentist
- 3% Researcher
- 3% Student
- 3% Other



## Global Reach

- 31% Southern U.S.
- 20% Midwestern U.S.
- 18% Western U.S.
- 16% International
- 15% Northeastern U.S.



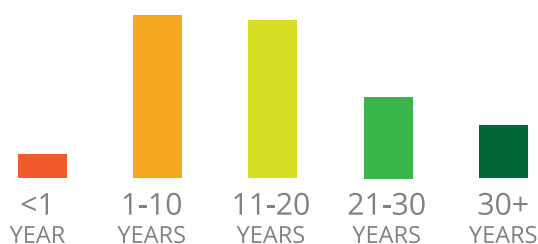
## Specialties

- 51% Internal Medicine
- 31% Psychiatry & Neurology
- 6% Pediatrics
- 6% Otolaryngology - Head & Neck Surgery
- 5% Family Medicine
- 1% Anesthesiology



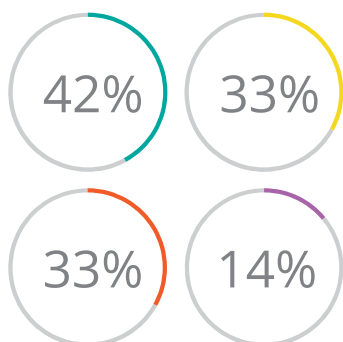
### Work Setting\*

- 43% Academic hospital or health system
- 25% Nonacademic hospital or health system
- 16% Group practice
- 13% Solo practice
- 8% Independent medical group
- 6% Other



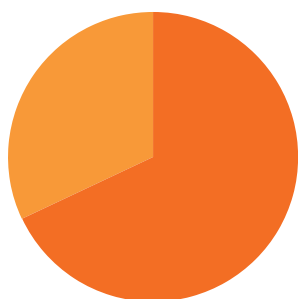
### Years in Sleep Medicine

- 11% 30+ years
- 17% 21-30 years
- 33% 11-20 years
- 34% 1-10 years
- 5% < 1 year



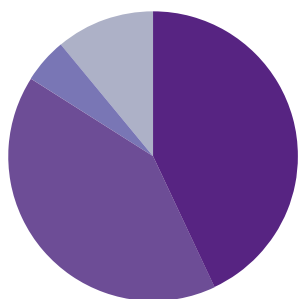
### Certification\*

- 42% Member board of ABMS
- 33% American Board of Sleep Medicine (ABSM)
- 33% None
- 14% Other



### SLEEP Annual Meeting Attendance

- 68% Attended at least one SLEEP meeting in the last three years
- 32% Has not attended a SLEEP meeting in the last three years



### Titles of Facility Members\*

- 43% Medical Director/Facility Director
- 41% Practice Manager/Office Manager
- 5% Technologist/Respiratory Therapist
- 12% Other

\*Total exceeds 100% due to multiple selections  
Source: AASM Membership Data


# JCSM Advertising Opportunities


## MONTHLY DIGITAL PUBLICATION


*The Journal of Clinical Sleep Medicine (JCSM) is the official publication of the AASM. Its emphasis is on direct applicability and/or relevance to the clinical practice of sleep medicine. JCSM publishes clinical trials, clinical reviews, commentary, debate, and novel case reports.*

*These ads are sold on a first-come, first-served basis.*

## ASSOCIATE YOUR BRAND WITH OUR EDITORIAL EXPERTISE

 Audience: over 12,000 subscribers including sleep specialists, physicians, researchers, sleep technologists, scientists, nurses, and sleep center managers

 Continuing Medical Education: credits are available in each issue

 Visitors: approximately 62,970 per issue, including approximately 129,500 pageviews

## 2023 DEADLINES

- JCSM is published on the first of every month
- Advertising space and materials close on the 15th of the month preceding issue date
- All cancellations must be received by the publisher in writing, via email by the ad space closing deadline
- Dates subject to change

## SPECIFICATIONS FOR DIGITAL ADS

- Resolution: minimum 72 dpi; maximum 96 dpi
- Rotation: at random
- Formats: JPG, GIF, PNG, HTML5
- Color palette: 256 (GIF)
- Target URL: required, one per advertisement
- Third-party serving: available on a case-by-case basis
- When running more than one image per paid ad position, please notify the Senior Sales Manager. The ad rotation will need to be weighted proportionally.

## TABLE OF CONTENTS LEADERBOARD EMAIL ADS

With each new issue of JCSM, an email is sent to all members and subscribers informing them that the new issue is available and listing the table of contents (TOC). We offer one ad exclusively (with hyperlinks) in each email.

### Artwork Size

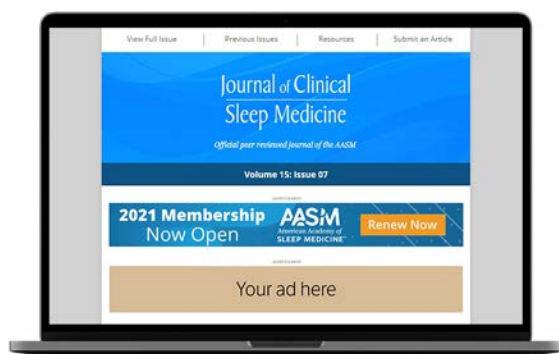
Leaderboard	728 × 90 pixels
-------------	-----------------

### File Size

Maximum allowed	50 KB
-----------------	-------

### Net Pricing

Top and middle 1-6X	\$3,600 per issue
Top and middle 7-12X	\$2,650 per issue



## INTERSTITIAL ADS

Up to four ads may be displayed on their own page at the first and fourth click into the reader's session. They are not affected by pop-up blockers and can be linked to URLs. Interstitial ads rotate at random. There will be three ways to leave the interstitial ad: (1) the user may click a link to bypass the advertisement; (2) a counter will automatically redirect them to the proper destination after 20 seconds; or (3) the user clicks on the advertisement and is taken to the customer-specified web address.

### Artwork Size

Interstitial	300 × 250 pixels
--------------	------------------

### File Size

Maximum allowed	150 KB
-----------------	--------

### Net Pricing

1-6 issues	\$2,200 per issue
7-12 issues	\$1,550 per issue



## LEADERBOARD ADS

Leaderboard banner ads are available in each issue and include mobile adhesion banners. They can be linked to URLs. Up to six banner ads rotate at random as the reader clicks through the publication. Pages related to CME will not display ads.

### Artwork Size

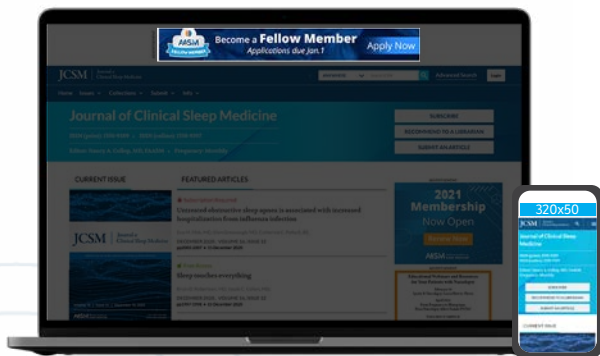
Leaderboard Ad	728 x 90 pixels
Mobile adhesion banners	320x50

### File Size

Maximum allowed	50 KB
-----------------	-------

### Net Pricing

1 - 4 Issues	\$950 per issue
5 - 8 Issues	\$800 per issue
9 - 12 Issues	\$700 per issue



## MEDIUM RECTANGLE ADS

Up to four ads rotate at random in two medium rectangle positions as the reader clicks through the publication.

### Artwork Size

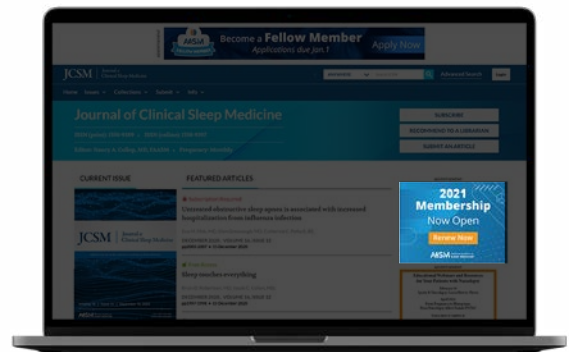
Medium Rectangle	300 x 250 pixels
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### File Size

Maximum allowed	50 KB
-----------------	-------

### Net Pricing

1 - 4 Issues	\$650 per issue
5 - 8 Issues	\$575 per issue
9 - 12 Issues	\$500 per issue





# Montage Advertising Opportunities

## MONTAGE – A PRINT PUBLICATION OF THE AASM

*Boost your brand's reputation through relevant and compelling content*

**The AASM created Montage to provide members with a variety of content including:**

- Highlights of the latest in sleep medicine news
- Updates on AASM activities impacting the sleep medicine field
- Interviews with AASM members

**Montage provides advertisers exclusive influence by:**

- Offering four issues a year (Spring, Summer, Fall, Winter)
- Mailing directly to AASM individual and sleep facility members in the United States
- (approx. 12,000)
- Limited advertising space provides exclusivity



## ADVERTISING POSITIONS, ARTWORK SIZES, AND DEADLINES

Advertising is net pricing and must be prepaid.

Premium Positions	Premium Positions
Inside front cover (full page)	\$3,400
Inside back cover (full page)	\$3,200
Outside back cover (full page)	\$3,600
Full page ROB	\$3,000
Half page horizontal	\$1,950

Artwork Size	
Full page, with bleed	8.75" × 11.25"
Half page horizontal, no bleed	7.50" × 4.75"

Spring Deadline	
Ad materials & payment due	2/28/2023
Date issued	April

Summer Deadline	
Ad materials & payment due	5/31/2023
Date issued	July

Fall Deadline	
Ad materials & payment due	8/31/2023
Date issued	October

Winter Deadline	
Ad materials & payment due	11/30/2023
Date issued	January 2024



# E-Newsletters Advertising Opportunities

*Raise your organization's visibility and strengthen your image in one of AASM's compelling e-newsletters. AASM is offering you the opportunity to build your brand with this highly responsive product.*

## AASM SMARTBRIEF

### DISTRIBUTION:

Approximately 13,000 sleep professionals weekly

Limited to three ads per issue. The AASM SmartBrief is a weekly e-newsletter available to the entire

AASM community — including current and former members, event attendees, store customers, and journal subscribers. Delivered during the workweek, the SmartBrief provides industry news and updates, analysis of health care trends and innovations, and research highlights.

## Net Pricing

	Billboard	Half page ad	Video-text	Rectangle-text
1 month	\$3,500	\$3,500	\$3,000	\$2,500
3 months	\$9,450	\$9,450	\$8,100	\$6,750
6 months	\$17,850	\$17,850	\$15,300	\$12,750
12 months	\$31,500	\$31,500	\$27,000	\$22,500

*Minimum buy is one month; consecutive weeks*

## AASM SMARTBRIEF SPECIFICATIONS

- All ad creatives must be site served.
- All ads include click-through URL
- AASM can accept third-party clicktags and impression trackers (standard tags only).
- Animation is not supported by all email clients.
- When using animation, include branding and call to action on first frame.
- Javascript is not supported in email.

### BILLBOARD

- 970 × 250 pixels
- Include click-through URL

#### File size

- Maximum allowed 250 KB

### HALF PAGE

- 600 × 250; 250k maximum
- Please include click-through URL

#### File size

- Maximum allowed 50 KB

#### File Type

- GIF, JPG, PNG

### RECTANGLE-TEXT

- 180 × 150 pixels
- Please include click-through URL

#### File size

- Maximum allowed 50 KB

#### File type

- GIF, JPG, PNG

#### File type

- GIF, JPG, PNG

#### Animation

- 15 seconds maximum

#### Copy

- Headline: 40 characters, excluding spaces
- Ad Copy: 250 characters, excluding spaces

#### Sponsor Logo (optional):

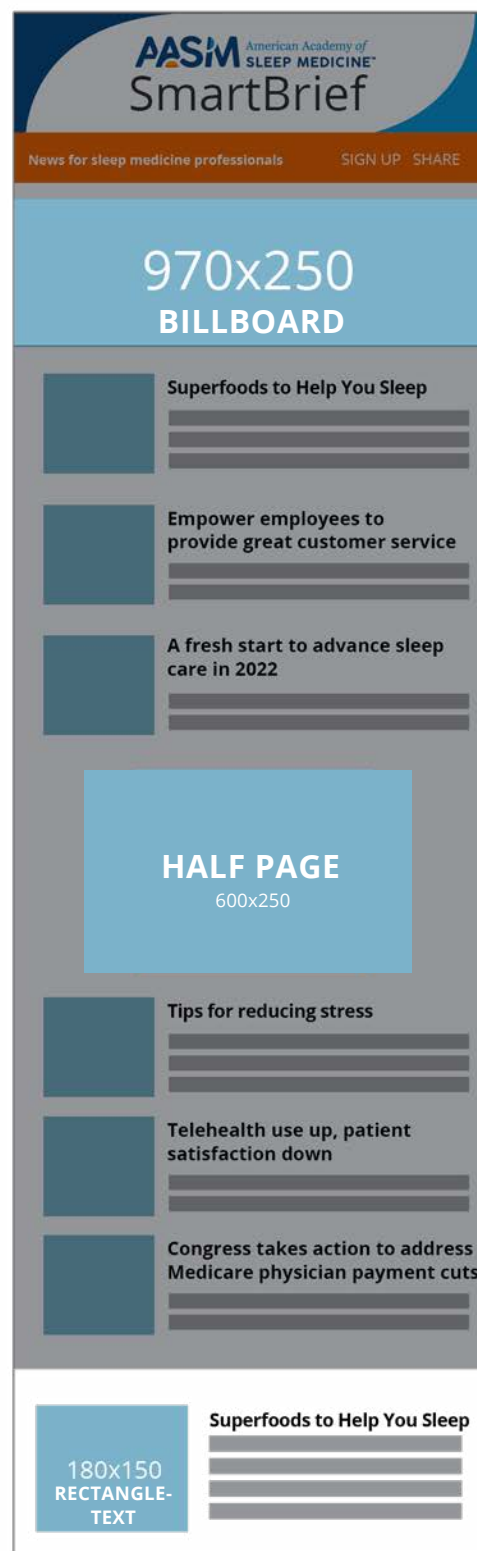
- 120 × 60; 50k maximum
- PNG preferred; logo image should be provided with transparent background

#### Copy

- Headline 40 characters, excluding spaces
- Ad copy 250 characters, excluding spaces

#### Sponsor logo (optional)

- 120 × 60 pixels; 50 KB maximum
- PNG preferred; logo image should be provided with transparent background



## VIDEO-TEXT

- Preview image (optional): 267 × 150 pixels (16:9 aspect ratio) static image (to be displayed in email clients that do not support embedded video).
- Please include click-through URL

### File size

- Maximum allowed 50 KB

### File type

- GIF, JPG, PNG

## VIDEO FILE

### File size

- 500 MB maximum; 100 MB or less preferred

### Additional

- 2 minutes maximum; 20 seconds or less recommended
- Aspect ratio: 16:9 (HD) or 4:3 (SD)
- Framerate: 30 FPS minimum
- Preferred data rate: 2000 kbits/sec (SD); 5000 kbits/sec (HD)
- Resolution: 640 × 480 pixels (SD); 1280 × 720 pixels (HD); AASM will resize to fit the ad unit
- Deinterlacing on: yes
- Audio: 320 kbps / 44.100 kHz

## Copy

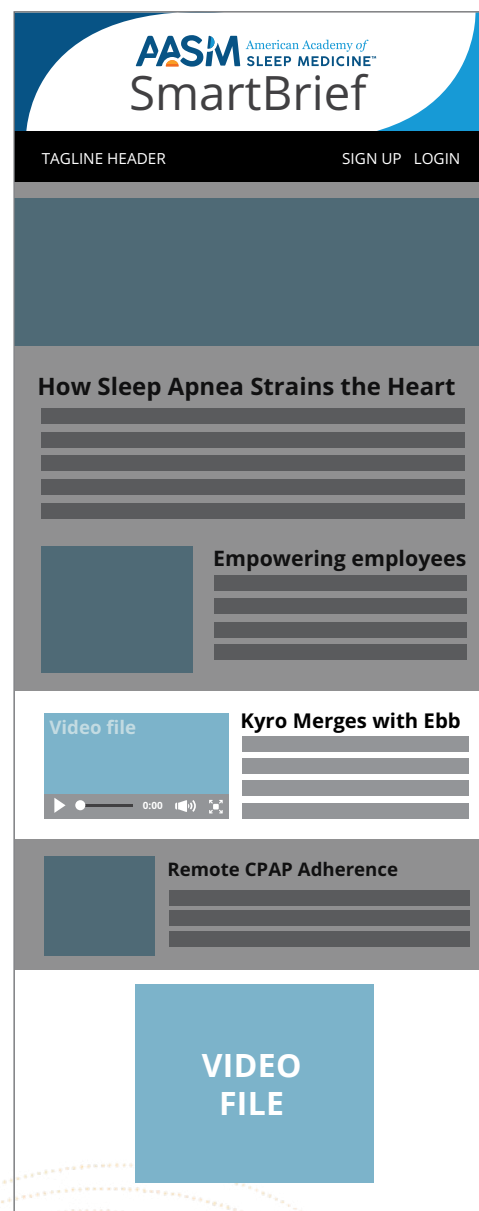
- Headline 40 characters, excluding spaces
- Ad copy 250 characters, excluding spaces

### Sponsor logo (optional)

- 120 × 60 pixels; 50 KB maximum
- PNG preferred; logo image should be provided with transparent background

### Accepted standard codecs and video formats

- MP4
- YouTube link
- MOV Quicktime
- WMV
- MPEG 4
- H.264
- FLV (Sorensen, H.264 codecs only)



# AASM WEEKLY INSIDER

The AASM Weekly Insider is an exclusive e-newsletter available only to current AASM members. Delivered every Saturday, the Insider provides important news and updates, including periodic messages from the AASM president, information about AASM initiatives and events, and insight on developments in the field of sleep medicine. The Insider connects advertisers with a select audience of thought leaders and decision-makers in the sleep field.

*Distribution: Approximately 12,000 members and sleep professionals*

Limited to two medium rectangle ads

- Top position: \$4,000 per month (second item)
- Second position: \$3,000 per month (4th item)

## Specifications

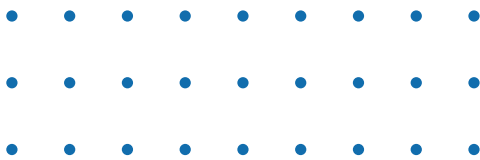
- 460 x 400 pixels
- Please include click-through URL

## File Size

- Maximum allowed 250 KB

## File Type

- GIF, JPG, PNG





# SLEEP 2023 Advertising Opportunities

[sleepmeeting.org](http://sleepmeeting.org)

*SLEEP 2023, the 37th Annual Meeting of the APSS, will be held June 3-7 in Indianapolis IN. SLEEP 2023 is the premier event for the sleep medicine community, attracting more sleep specialists and researchers than any other sleep meeting in the nation. Details can be found on the SLEEP website, at [sleepmeeting.org](http://sleepmeeting.org).*

## PRELIMINARY PROGRAM - DIGITAL

The Preliminary Program details all events that will take place at SLEEP meeting. Over 40,000 prospective registrants receive this program as a tool for planning their time. Advertising space is reserved exclusively for exhibitors, providing premier exposure to the sleep medicine community.

# SLEEP 2023

### RUN OF BOOK

Full page	\$1,750
Half page	\$950

### DEADLINES

Ad materials & payment due	2/08/2023
Date issued	February 2023

### ARTWORK SIZE (NO BLEED)

Full page	7.50" × 10"
Half page horizontal	7.5" × 4.75"
Half page vertical	3.25" × 10"
Quarter page	3.625" × 4.75"

### ARTWORK SIZE (BLEED)

Full page	8.75" × 11.25"
Half page horizontal	8.75" × 5.75"
Half page vertical	4.5" × 11.25"

**Newly redesigned website** designed primarily for individuals interested in learning more about sleep disorders, and as a resource for health care providers and sleep centers to share with their patients. [SleepEducation.org](https://www.sleepeducation.org) provides credible, current, and topical content about sleep disorders and disease management, a directory of AASM-accredited sleep centers, informative videos, and resources to support healthy sleep.

- Average users per month – 41,000
- Average page views - 65,000

## MEDIUM RECTANGLE

4 ads rotate ROS where applicable  
3 month minimum

### Artwork Size

- 300x250

### File Size

- Maximum allowed 50 KB

### Net Pricing

- \$1,200 per month / 3 month minimum

- Average sessions - 46,000

## LEADERBOARD

4 ads rotate  
ROS where applicable

### Artwork Size

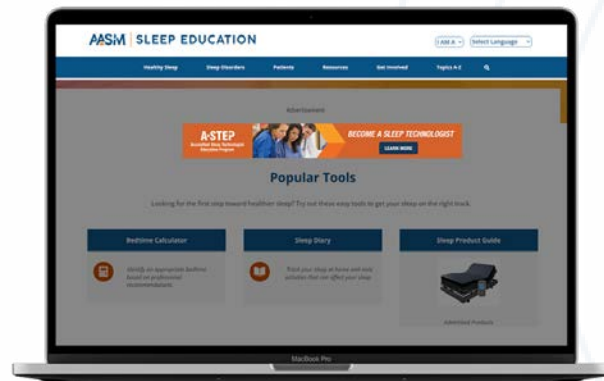
- 728 x 90

### File Size

- Maximum allowed 50 KB

### Net Pricing

- \$1,500/ 3 month minimum



ROS ads appear on the Home page, Resources, Get Involved and Topics A-Z all from the navigation bar.



# Podcasts

*Capture sleep professionals' attention in a highly immersive environment.*

The popular Talking Sleep podcast focuses on the latest developments in clinical sleep medicine and sleep disorders. From ground-breaking research to the latest expert guidance on diagnosis and treatment, Talking Sleep addresses important topics in sleep medicine. Episodes feature conversations with clinicians, researchers, sleep team members, and other health care experts dedicated to advancing sleep care and enhancing sleep health to save lives.

Since it launched in 2020, Talking Sleep has produced more than 22 episodes which have been downloaded more than 150,000 times by listeners in over 100 countries. Season five begins in January 2023.

## EXCLUSIVE OPPORTUNITY

**ONE ADVERTISER PER EPISODE**



## SEASON FIVE 22 EPISODES

- Starts January and releases every two weeks through May
- Resumes July and continues every two weeks through November

### Each episode sponsor opportunity:

1. Leaderboard ad on new episode alert email (sent to about 9,000 AASM members)
    - Specs - 728 x 90 px
  2. Pre-roll recognition and 15-30 second midroll announcement between Part 1 and Part 2 (WAV)
- \$2,000 per episode
  - Material due two weeks prior to episode





# AASM Industry Engagement Program



## WHY CONNECT WITH US?

The Industry Engagement Program enables you to engage in a more significant way with influencers in the field of sleep medicine, as well as leadership at the AASM. Participation is available to organizations that support the mission and vision of the AASM. We look forward to working together towards industry standardization, advocacy initiatives to advance sleep medicine and promote provider and patient education, and improved relations among businesses from all areas related to sleep medicine.

### Industry Engagement Program Contact

Annette Delagrangue  
Senior Sales Manager

[adelagrangue@aasm.org](mailto:adelagrangue@aasm.org)  
Phone: (630) 737-9732

## PROGRAM PARTICIPANTS WILL

- Establish and build strategic business relationships
- Foster open dialogue among key industry representatives who have ties to the medical specialty of sleep medicine
- Have the opportunity to participate in industry roundtable discussions/meetings where IEP sponsors can openly discuss with AASM representatives, leaders and other IEP sponsors key issues facing sleep medicine, technical/business trends, and opportunities to advance the field
- Gain greater understanding of mutual areas of interest
- Promote high quality, patient-centered care for those with sleep disorders



# Benefits of Participation

Benefits (Recognition scaled to level of support)	Platinum \$60,000	Gold \$40,000	Silver \$20,000	Bronze \$10,000
ENGAGEMENT				
<b>NEW</b> Sponsored Resources - IEP sponsors have the opportunity to post informational articles, images and links to educate AASM members and non-members about their products, services, resources, etc. located on the new Sponsored Resources web-page on AASM.org. (all items to be reviewed prior to posting). The number of postings per year is based on the level of support.	6	4	2	1
Industry Round Table - Opportunity to openly discuss with AASM representatives, leaders and other IEP sponsors key issues facing sleep medicine, technical/business trends and opportunities to advance the field (2 per year).	2	2	1	1
Focus Group - Opportunity to invite AASM members to participate in an IEP Sponsor's Focus Group (1 per year)	✓	✗	✗	✗
Provide feedback on practice guidelines during public comment periods, IEP sponsors will be given the opportunity to suggest new topics, or submit feedback on why existing guidelines should be updated, when the Board prioritizes new projects annually.	✓	✓	✗	✗
Opportunity for Individual Meeting with AASM Leadership* during AASM Courses (1 per year)	✓	✓	✓	✗
Opportunity for Individual Meeting with AASM Leadership	✓	✗	✗	✗
Opportunity to make inquiries to AASM Leadership (i.e. emails, phone calls)	✓	✓	✓	✓
AASM COURSES* & EVENTS				
Complimentary Attendee Registrations at AASM Course of your choice	4	3	2	1
Discount on Exhibit Space at AASM Course of your choice	100%	75%	50%	25%

## Benefits

(Recognition scaled to level of support)

	Platinum \$60,000	Gold \$40,000	Silver \$20,000	Bronze \$10,000
MEMBERSHIP				
Complimentary AASM Affiliate Memberships	4	3	2	1
Journal of Clinical Sleep Medicine (JCSM) - Institutional Subscription (IP Access, up to 5 ranges)	✓	✓	✓	✗
RECOGNITION				
Talking Sleep Podcast Promo Package (Email Alert, Pre-roll and Mid-roll Ad between part A & B)	4	2	1	✗
Complimentary Web Ads in the Journal of Clinical Sleep Medicine (JCSM) 1 per year - Digital	Transition	Leaderboard	Medium Rectangle	✗
Complimentary Ad in Montage 1 per year - Print	Full-page	Half-page	Half-page	✗
Recognition in AASM Publications and Course Materials	✓	✓	✓	✓
IEP Webpage Listing (i.e. Logo with Hyperlink and Contact Information)	✓	✓	✓	✓

\*AASM Leadership is AASM Staff and board representatives

\*\* Courses include Sleep Medicine Trends 2023 & Essentials, and Practice Management



# Courses

## Sleep Medicine Essentials

**September 2023 - Virtual**

The Sleep Medicine Essentials course helps prepare physicians for the sleep medicine board and MOC exam or refresh sleep knowledge.

## Disruptors

**Fall 2023 - Hybrid**

As an industry professional, you know the importance of what is coming next. From competitors to technological advancements, you need to stay apprised of potential disruptions within health care and sleep medicine. Align your company with thought leaders in sleep medicine by being one of the key sponsors of the AASM's

**Sleep Medicine Disruptors**

## Practice Management

**November 2023 - Virtual**

Provides relevant content for everyone on your sleep team. Learn first-hand how to optimize sleep facility operations and management, leading to more effective and efficient patient care. Gain the tools needed to expand your services and implement sleep facility best practices using tips from expert sleep medicine practitioners.

## Sleep Medicine Trends

**February 2024 - La Jolla, CA - In Person**

Yearly meeting with a focus on the advancement of sleep care. Lectures will provide novel strategies and innovative techniques to keep sleep practitioners at the forefront of the field.





# Membership Mailing List



## AASM MEMBERSHIP DIRECT MAIL LIST

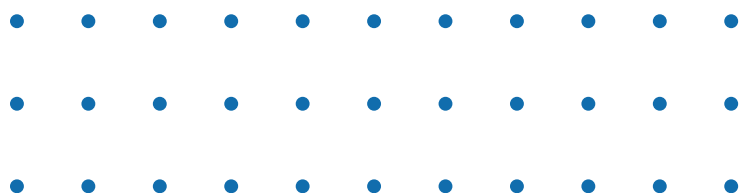
The AASM membership mailing list is available to promote products or educational opportunities throughout the year. This opportunity can work in tandem with your advertising in JCSM to increase brand awareness or to help introduce new products.

To rent a mailing list, please review the mailing list information on the AASM website and submit the completed mailing list forms and a sample of the mailing piece to Annette Delagrangé at [adelagrangé@aasm.org](mailto:adelagrangé@aasm.org).

The list be emailed in an Excel spreadsheet to a bonded third-party mail house or printed on adhesive labels and sent directly to you.

## AASM INDIVIDUAL MEMBERSHIP MAILING LIST

- \$.40/member or facility member, minimum order \$300
- Approximately 10,000 individuals
- Approximately 2,000 facility members



*Whether you're looking to hire or looking to get hired, the AASM is here to help. The AASM Career Center is an online job board that allows members to search for job openings in the field of sleep medicine. AASM members receive discounts on all job postings for their facilities.*

## POST A JOB

The AASM Career Center is a great way for employers to inform potential candidates about employment opportunities. Your job posting is visible to AASM members and nonmembers for six weeks.

The AASM Career Center attracts approximately 37,000 pageviews per month.



	Member Rates	Nonmember Rates
30-day job posting	\$150	\$300
60-day job posting	\$250	\$500
90-day job posting	\$300	\$600
Enhanced posting <ul style="list-style-type: none"> <li>Job stays near top of list on job board</li> <li>Single 30-day posting</li> <li>Job highlighted on job board</li> </ul>	\$300	\$600
Single resume purchase	\$35	\$35



# Advertising Terms and Conditions

The American Academy of Sleep Medicine (AASM) is the Publisher of the *Journal of Clinical Sleep Medicine*, *Montage*, *SLEEP* 2023 Preliminary and Final Programs, and SleepEducation.org, Talking Sleep Podcasts, Smart Briefs e-newsletter Insider Newsletter. The following is the AASM Terms and Conditions for these publications. Advertisers will be required to agree to these when completing the Advertising Insertion Order.

## ACCEPTANCE OF ADVERTISING

All advertisements are subject to review and approval by the Publisher. The Publisher may, at its discretion, require edits or reject any advertisement submitted by the Advertiser.

Ads that have not previously appeared in any of the Publisher's publications must be submitted for approval at least two weeks prior to the ad space closing. In light of the great effort an organization may undertake in developing advertising campaigns, advertisers are encouraged to forward proposed advertisements in rough form for preliminary approval.

Advertorials are prohibited.

Products or services with no direct relation to the sleep medicine and sleep research industry may be eligible for advertising if approved by the Publisher.

Advertisements that conflict or have the appearance of conflicting with the Publisher's policies are prohibited.

The fact that an advertisement for a product, service or company has appeared in a previous publication shall not be referred to in collateral advertising.

Any reference to the Publisher or its affiliate's products, services or standards in advertisements, promotional material or merchandising by the advertiser or the agency is prohibited.

Promotion of products, services or meetings that compete directly with those offered by Publisher or its affiliates are generally prohibited.

The Publisher reserves the right to decline advertising for any educational course, meeting or related event if the advertised event falls 90 days before or after an event held by the Publisher or its affiliates.

Membership solicitation by organizations other than the Publisher or its affiliates is prohibited. Fundraising by organizations or individuals other than the Publisher is strictly prohibited.

All advertisements must clearly and prominently identify the advertiser by trademark, signature or name.

Advertising copy must be factual, in good taste, and all claims must be fully supportable.

Advertisements containing testimonials or those that quote the names, statements, or writings of any individual, public official, government agency, testing group or other organization must be accompanied by written consent for use from the quoted individual or entity. The Advertiser is responsible for compliance with government requirements for endorsements.

Advertisements using exclusive claims such as "best", "the most effective" or "only" or any other word with the same meaning to describe their products or services is prohibited. Please contact the Senior Sales Manager for words or statements in question.

All claims of fact must be fully supportable and should be meaningful in terms of performance or any other benefit. Advertisers should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true.

Complete scientific and technical data, whether published or unpublished, concerning the product or service's safety, operation and usefulness may be required.

Advertisers may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.

Comparison to any Publisher's products or services is prohibited. Comparisons to a competitor's products or services in the Publisher's communications vehicles are prohibited.

The use of the Associated Professional Sleep Societies (APSS), American Academy of Sleep Medicine (AASM), or any other affiliate's name and/or logo, is prohibited without prior written approval.

All advertisements are accepted and published by Publisher on the warranty of the advertiser and agency that both are authorized to publish the entire

contents and subject matter of the advertisement.

The inclusion of an advertisement in the Publisher's publications is not to be construed or publicized as an endorsement or approval by the Publisher or its affiliates, nor may the advertiser promote that its advertising claims are approved or endorsed by the Publisher or its affiliates.

Artwork, format, and layout should be such as to avoid confusion with editorial content of the publication. The Publisher reserves the right to insert the word "Advertisement" above or below any copy to avoid confusion.

Advertising is separate from content. Advertisers will have no advance knowledge of editorial content, nor do the editors shape content to accommodate advertising.

Advertisers do not influence any editorial decisions or advertising policies.

Advertising that appears on Publisher's website must be clearly distinguishable from any editorial content.

Online advertisers may receive reports that show aggregate data about their advertisements, including the number of ad impressions generated.

Publisher does not release personally identifiable data on the users of our websites to advertisers.

Advertiser links to other websites cannot prevent a user from easily returning to Publisher's website.

## GENERAL GUIDELINES

Unless ad materials, an insertion order or written instructions clearly stating which advertisement should run are received by the ad materials closing date for ads under contract, the previously run advertisement will be repeated. If no prior advertisement is available, the Publisher will run a house advertisement and advertiser will be responsible for the cost of its original insertion order.

The Publisher reserves the right to change its advertising terms and conditions at any time. Specific actions may be taken by the Publisher for violation of any provision of these guidelines. The action taken will be determined on the basis for the particular circumstances of the violation, but in cases involving major violations, may include legal action.

## LIMITATIONS OF LIABILITY

The Publisher will endeavor to publish advertisements promptly and accurately. The Advertiser shall notify the Publisher of any errors immediately. Upon notification, errors will be corrected in the next available comparable placement of the advertisement, as determined by the Publisher. This shall constitute the sole remedy for any errors.

Publisher shall not be liable for failure to publish any advertisement accepted by Publisher.

The advertiser agrees to indemnify and hold harmless the Publisher for all damages, costs, expenses of any nature including court costs and legal fees, for which the Publisher may become liable. The publisher shall not be held liable to the advertiser or agency for any loss that results from the incorrect publication of an advertisement.

The Publisher is not responsible for incorrect ad materials run when ad materials or instructions are not received by the ad material deadline.

The Publisher assumes no responsibility to verify statements contained in an advertisement.

The Publisher does not make corrections to ad artwork. All ad artwork must be submitted in final format. The Publisher will not be held responsible for incorrect ad sizes or incorrect copy in artwork that is submitted or picked up from a previous Publisher or outside organizations publication.

The Publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. This includes color quality when proofs for press match are not provided by the advertiser.

The Publisher is not responsible for printer or clerical errors, typographical errors, or incorrect insertions.

All efforts are made to preserve advertising materials in their original condition. However, the Publisher is not responsible for lost or damaged advertising materials after production.

The Publisher is not responsible for ad placements near competing products unless an agreement has been made in writing between the Publisher and advertiser prior.

The Publisher will not be bound by any condition appearing on insertion orders/contracts or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision in this rate card or with the Publisher's advertising terms and conditions.

## INTERPRETATION AND APPLICATION OF THE ADVERTISING POLICY

All matters and questions not specifically covered are subject to the final decision of the Publisher.

### TERMS

Net amounts are due by the closing dates listed in the Media Guide. Advertisements will not be published if payment is not received by the closing dates listed in the Media Guide. The suspension of advertising does not relieve the Advertiser of its contractual obligations under this contract.

A completed and duly signed Agreement guarantees advertising rates for the period identified on the Advertising Insertion Form. If the number of insertions contracted for are not used within the 2023 volume year, the advertiser will be expected to pay the difference between the rate they paid, and the rate based on the actual frequency utilized. Advertisers not on a multiple insertion contract must pay at the 1× rate.

Frequency discounts will apply as such frequencies are actually earned but will not be retroactively applied. Complimentary ads do not count toward frequency discounts.

By signing the Advertising Insertion Order, advertising agencies assure that they have the right to contractually bind the company being represented and in the event of default of payment or cancellation, both the advertising agency and the company represented are held liable for the obligations of this Agreement.

### CANCELLATION

The Publisher, at its sole discretion, reserves the right to reject requests for advertisements, cancel or not renew previously approved advertisements, at any time for any reason or no reason at all.

The Advertiser may cancel or change an insertion within this Agreement by providing notice in writing to the Publisher on or prior to the ad space closing deadline. Any insertions cancelled after the ad space closing deadline will incur the full cost of the insertion. In instances of cancellation after the ad space closing deadline, the Publisher reserves the right to resell the ad space. The Advertiser is not relieved of any obligations made in the Agreement should the Publisher resell the ad space. Premium positions and transition ads cannot be cancelled.

## SPECIFICATIONS

This Agreement is final to the size, shape, color, and placement as set forth by this agreement and in the Media Guide. All changes thereafter must be approved by the Publisher by the ad space closing deadline and a new Agreement must be signed. All advertising material must be provided in electronic format as outlined in the Media Guide with accompanying high-resolution proof by the ad materials deadline.

## ASSIGNMENT OR TRANSFER

Submitted Advertising Insertion Orders may not be assumed or transferred by the Advertiser or Agency. By signing the Agreement, the Advertiser agrees to all conditions stated in this insertion order, as well as the Media Guide, *Journal of Clinical Sleep Medicine* and *sleepmeeting.org* advertising websites. The Advertiser agrees to pay the full amount for all advertisements requested on a submitted Advertising Insertion Order.

Signed: \_\_\_\_\_

Advertiser/Title: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E- mail: \_\_\_\_\_

### Office Use Only

Signed: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_



Advancing sleep care and enhancing sleep health to improve lives.

## **Contact us**

### **Advertising inquiries:**

Annette Delagrang  
Senior Sales Manager  
[adelagrang@aasm.org](mailto:adelagrang@aasm.org)  
Phone: (630) 737-9732

### **General inquiries:**

American Academy  
of Sleep Medicine  
2510 North Frontage Road  
Darien, IL 60561-1511  
Phone: (630) 737-9700  
Fax: (630) 737-9790

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