



Advertising Media Kit

2022

The AAGL - Our Mission, Our Members, Your Customers

As the global leader in minimally invasive gynecologic surgery (MIGS), AAGL's mission is to elevate the quality and safety of health care for women through excellence in clinical practice, education, research, innovation, and advocacy. Our membership includes residents, fellows, physicians in practice and allied health professionals around the world. Our members, readers, and subscribers have come to rely on the AAGL for updates on surgical techniques, technology, and innovation to help expand their knowledge and practice in the world of MIGS.

These individuals are your customers and the website and publications of AAGL are excellent vehicles to carry your message, build brand awareness, and solidify your shared commitment to their mission as an industry partner. Encourage your customers to think of you first by advertising on the AAGL website and in any of our diverse portfolio of publications.

Website Advertising

RATE CARD NO. 2, EFFECTIVE JANUARY 1, 2022

Average Annual Website Visitors: 190,000+

Pages of Content Consumed Annually: 580,000+



Top Leaderboard



Right Side Skyscraper

Right Side Skyscraper (excluding Home Page): 160x600 pixels (GIF, JPG, or PNG – non-animated) Note: Diagrams are not to scale. Please refer to the mechanical specifications above to see which are available.

Contact for Submission Requests
E-mail: advertising@aagl.org
Tel: 800.554.2245 | 714.503.6200

Rate

\$85 CPM (Cost per thousand impressions)

General Website Advertising Information

All website advertising is clearly marked as ADVERTISEMENT and is separated from content. Advertisers will not receive advance knowledge of editorial content. Website advertising will not be sold or purchased based on editorial adjacency. Website advertising will not be placed on any pages that contain CME accredited content.

Advertising is reserved on a first-come, first-served basis.

Note: Ads are run as part of our general ad inventory using a weighted display algorithm. Your ad will be shown as often as all other purchased ads, and you will only be charged for the number of impressions that you receive per quarter.



The AAGL Website

The AAGL website (www.aagl.org) is a frequent destination for our 7,200+ members, strategic partners and sister organizations. AAGL can strategically bring awareness to your brand through the placement of banner advertising on our Global Congress and news pages. Increase your brand visibility by placing your ad in front of our 97,000+ annual web site visitors who consume over 576,000 pages of content on our site annually from 180 countries.

Ads received from AAGL Corporate Sponsors may receive additional weight in our inventory placement subject to their sponsorship level, up to a combined maximum of 50% of our total inventory.

AAGL DOES NOT accept: Pop-Ups, Pop-Unders, Above Page or Floating and Between Layer Units

All ads are subject to publisher approval.

File Submission

Files must be submitted through the AAGL ShareFile website. Please go to www.aagl.org/uploadads/ to submit your files.

Publications

Advertising in the publications of the AAGL is an effective way to build and maintain your brand and product awareness. No one else can help you hit your target as comprehensively as the AAGL. If you have any questions about these publications, please contact the AAGL for more information.

The AAGL Global Congress Scientific Program

The Scientific Program is produced for the Global Congress of Minimally Invasive Gynecology that takes place annually in the fall. The Final Program serves as a guidebook for the largest annual congress on minimally invasive therapies in gynecology, and features comprehensive listings of the daily events, including all the PG courses and labs, scientific presentations, exhibit hall hours and activities, industry-sponsored events, and AAGL-sponsored social activities.

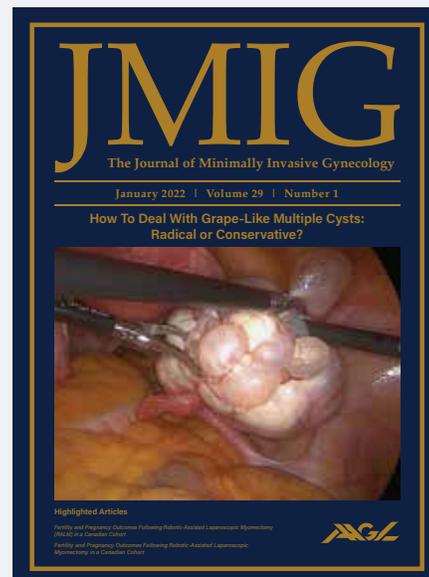
This publication is distributed to all attendees at the meeting and is the primary repository for the agendas, faculty, descriptions, and learning objectives of all the CME and non-CME sessions; descriptions and listings for all exhibitors; and recognition of all the support received from industry. Advertising in the Final Program is a prime opportunity for exhibiting companies to complement and promote their exhibit space at the meeting, any industry-sponsored symposia, as well as highlight their partnership with the AAGL.

The Journal of Minimally Invasive Gynecology

The Journal of Minimally Invasive Gynecology (JMIG), the official journal of the AAGL, is a classic scientific periodical. As the most important publication of its kind, JMIG presents doctors with vital current clinical information and serves as a valuable reference tool. Elsevier Publishing provides publishing and advertising services for this journal.

Ad rates for full page ads in JMIG start at \$3,530 for black & white and \$5,230 for full color.

For more information and artwork specifications, please contact Roxana Muniz at e-mail: r.muniz@elsevier.com or call 347.702.0380.



Advertising Guidelines

Website, Global Congress Program & NewsScope

Website

Website ads are accepted throughout the year. All website advertising is clearly marked as ADVERTISEMENT and is separated from content. Ads are run as part of our general ad inventory using a weighted display algorithm.

Request for Submission of Ads

Requests to submit an ad should be sent via email no later than five (5) working days prior to the publication closing date (see dates on pages 6 and 7), or anytime for website ads. Please specify any special placement requests, including premium position requests and dual page spreads (DPS). Once your request is approved, your ad should be submitted on or before the closing date via the method described on the rate card.

Email for Final Program ads: advertising@aagl.org

Email for NewsScope ads: newsscope@aagl.org

Review

All advertisements are subject to publisher's approval. Publisher reserves the right to cancel or reject any advertisement, placement request and space reservation.

Placement

Ads are placed in both the *Final Program* and NewsScope on a first-come, first-served basis, and are placed run of book (ROB). Priority placement is available in both publications for an additional fee (see rates on previous page) and are non-cancellable. Publisher reserves the right to change the placement of any ad as it sees fit. Publisher also reserves the right to place two or more fractional units on a page (*NewsScope* only).

Special Placement

Fractional ads related to full page ads may be placed opposite without preferred position charges, *NewsScope* only. For facing fractional ads in *NewsScope* only, please refer to the half page spread (HPS) rates.

Billing

Payments are due thirty (30) days from date of issue. If any accounts are still outstanding by the next issue, all placements by that advertiser will be suspended. Also, advertiser will lose any earned discounts. Agency is responsible for payment of all advertising ordered. Preferred positions will not be guaranteed until payment is received.

Uniform Rates

Publisher guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions. When number of ad submissions are greater or lesser than contracted for the year, rates are adjusted accordingly.

Rate Changes

Rates are subject to change with ninety (90) days notice. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Agency Commissions

Publisher offers standard 15% agency commissions unless otherwise noted.

Materials

If materials are not provided by the deadline, the publisher reserves the right to repeat the last advertisement. If no previous ad was placed, the advertiser forfeits space. If the advertiser will be unable to meet the materials deadline, please notify the publisher five (5) working days in advance. Advertiser bears sole responsibility for the accuracy of the materials and content.

Advertising Disclaimer

The opinions, viewpoints, conclusions, recommendations, and statements in publications produced by the AAGL are solely those of the authors or advertisers and are not attributable to the sponsor, publisher, editor or editorial board of the publication or its affiliates. Appearance of advertising in publications of the AAGL does not constitute a guarantee or endorsement of the quality or value of such product or of the claims made for by its manufacturer. Furthermore, reference to a product within a paper published by the AAGL does not constitute a guarantee or endorsement of that product or its manufacturer's claims. The fact that a product, service, or company is advertised in a publication of the AAGL or, cited in an article shall not be referred to by the manufacturer in collateral advertising. Any advertisement simulating editorial content must carry the word ADVERTISEMENT at the top of the page in 12-point type.

AAGL Global Congress on Minimally Invasive Gynecology Surgery

SCIENTIFIC PROGRAM

Rate card No. 23, effective January 1, 2022

Average Annual Print Run: 2,000 copies

Contact for Submission Requests

E-mail: advertising@aagl.org

Tel: 800.554.2245 | 714.503.6200

Closing Dates - Materials due two months prior to the first day of the current year meeting.

Advertising Rates*

Corporate Sponsors are eligible for the applicable branding opportunity discount as defined in the AAGL Corporate Sponsorship Program.

COLOR RATES

FULL PAGE: \$3,000
DUAL PAGE SPREAD: \$6,000

PREMIUM POSITIONS:

IFC (INSIDE FRONT COVER): \$5,000
IBC (INSIDE BACK COVER): \$5,000
BACK COVER: \$5,000

AAGL Scientific Program Advertising Standards

Only PDFs with Press Settings, CMYK colors, and embedded fonts will be accepted. Files submitted with spot colors will not be accepted.

Creating Print Optimized File

For your convenience, the AAGL has a PDF exporting preset available for download at: <http://www.aagl.org/pdfpreset/>.

To import the PDF preset, open Adobe InDesign, navigate to the File menu, and click on Adobe PDF Presets. In the Adobe Presets window, click on Define, then click on Load, and navigate to the downloaded file. When exporting the PDF, choose the PDF preset: XMF PDF.

Please indicate in the file name your company and what the ad is for. For example: Year-CompanyName-ScientificProgram.pdf.

AAGL Scientific Program

Trim Size

Trim size is 8.5" x 11"

Binding

The AAGL Scientific Program is approximately 160 pages and is perfect bound. An allowance for a 1" gutter is recommended for 2 page spread ads.

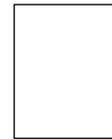
Paper Stock

White, 70# gloss

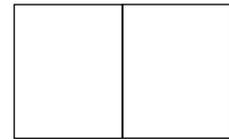


Ad Sizes

Note: Diagrams are not to scale. Please refer to the mechanical specifications below to see which are available.



Page



Spread

Ad size	Trim	Bleed	Live/Safety	Non Bleed
PAGE	8.5" x 11"	8.75" x 11.25"	8" x 10"	8" x 10"
SPREAD	17" x 11"	17.25" x 11.25"	16" x 10" (1" gutter)	16" x 10" (1" gutter)

File Submission

Files must be submitted through the AAGL ShareFile website.

Please go to

<http://www.aagl.org/uploads/> to submit your files.

*Ad space is available on a priority basis to Corporate Sponsors and Global Congress Exhibitors. Other advertisers will be wait-listed until the conclusion of priority refusal.



FOR ALL MEDIA/ADVERTISING INQUIRIES

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hbradford@aagl.org | 714-643-6184

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6757 Katella Avenue | Cypress, CA 90630
(800) 554-2245 | (714) 503-6200
www.aagl.org