

ADVERTISING OPPORTUNITIES

Section 4

| | | | |
|---|------------|--|-------------|
| Annual Meeting Emails | 4.2 | Mobile App and Online Platform | |
| Email Opportunities | 4.2 | Advertising Opportunities | 4.8 |
| Annual Meeting Daily Rate Card | 4.5 | Interstitial Ad on the Mobile App Only | 4.9 |
| Pre-meeting Direct Mail. | 4.6 | Push Notifications on Both the Mobile | |
| NEW! Digital Advertising | 4.7 | App and Online Platform | 4.9 |
| Lobby C Video Wall | 4.7 | Carousel Ads on Both the Mobile App | |
| Lobby D Video Wall | 4.7 | and the Online Platform | 4.9 |
| Ballroom 20 Video Wall | 4.7 | Attendee List Opportunity | 4.11 |
| | | Out-of-home Advertising | 4.12 |

AAN
●●●●2025
Annual Meeting

4.2

Email Opportunities—continued

| Annual Meeting Emails | Location | Price | Date Assets Due | Date or Date Range Email Sent | Email Audience | Approximate Distribution |
|---|----------------------|----------|-----------------|-------------------------------|----------------------|--------------------------|
| February Registration Marketing Email | Bottom placement | \$40,000 | Feb 7, 2025 | Mid-February | All members | 38,000 |
| March Registration Marketing Email | Bottom placement | \$40,000 | Mar 7, 2025 | Mid-March | All members | 38,000 |
| Industry-focused Email | Top/middle placement | \$25,000 | Mar 7, 2025 | Mid-March | Registered attendees | 10,000+ |
| | Bottom placement | \$15,000 | | | | |
| Pre-Annual Meeting Email 1 | Top/middle placement | \$30,000 | Mar 14, 2025 | Mar 30, 2025 | Registered attendees | 12,000+ |
| | Bottom placement | \$20,000 | | | | |
| Pre-Annual Meeting Email 2 | Top/middle placement | \$30,000 | Mar 14, 2025 | Mar 30, 2025 | Registered attendees | 12,000+ |
| | Bottom placement | \$20,000 | | | | |
| Daily Email Saturday, April 5 | Top/middle placement | \$30,000 | Mar 14, 2025 | Apr 5, 2025 | Registered attendees | 12,000+ |
| | Bottom placement | \$20,000 | | | | |
| Daily Email Sunday, April 6 | Top/middle placement | \$30,000 | Mar 14, 2025 | Apr 6, 2025 | Registered attendees | 12,000+ |
| | Bottom placement | \$20,000 | | | | |
| Daily Email Monday, April 7 | Top/middle placement | \$30,000 | Mar 14, 2025 | Apr 7, 2025 | Registered attendees | 12,000+ |
| | Bottom placement | \$20,000 | | | | |
| Daily Email Tuesday, April 8 | Top/middle placement | \$30,000 | Mar 14, 2025 | Apr 8, 2025 | Registered attendees | 12,000+ |
| | Bottom placement | \$20,000 | | | | |
| Daily Email Wednesday, April 9 | Top/middle placement | \$30,000 | Mar 14, 2025 | Apr 9, 2025 | Registered attendees | 12,000+ |
| | Bottom placement | \$20,000 | | | | |
| Thank You Email | Top/middle placement | \$30,000 | Mar 14, 2025 | Apr 19, 2025 | Registered attendees | 12,000+ |
| | Bottom placement | \$20,000 | | | | |
| Annual Meeting Recordings Access Reminder Email | Bottom Placement | \$30,000 | Mar 14, 2025 | Late April | Registered attendees | 12,000+ |

Email Opportunities—continued

Key Deadlines

February Registration Marketing Email

JAN 24 Order form and payment due

JAN 31 Graphic file due for approval

FEB 7 Final (approved) graphic files are due

March Registration Marketing Email and Industry Focused Email

FEB 21 Order form and payment due

FEB 28 Graphic file due for approval

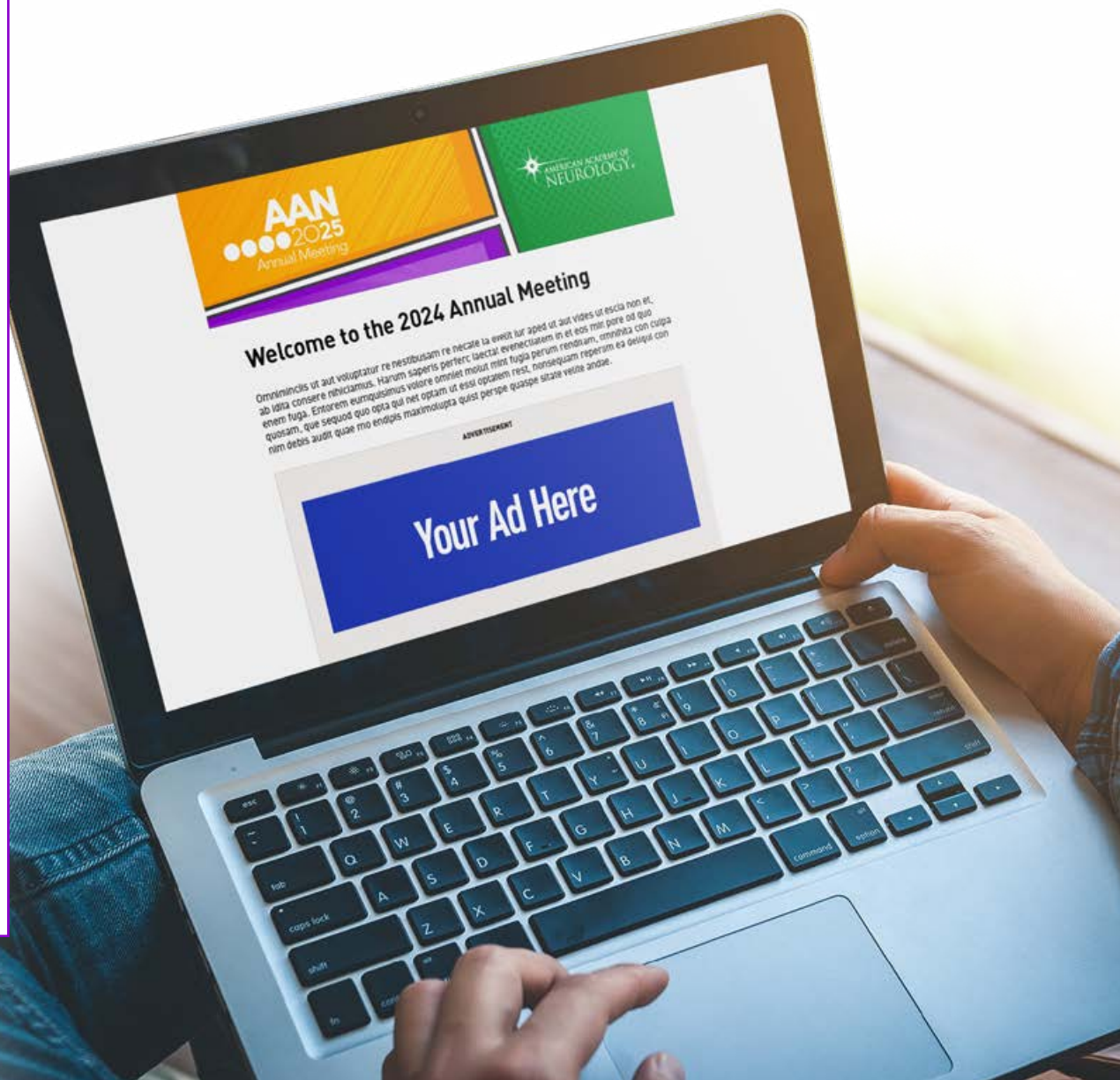
MAR 7 Final (approved) graphic files are due

Annual Meeting Daily Email, Annual Meeting Thank You Email, and Annual Meeting Recordings Access Reminder Email

FEB 28 Order form and payment due

MAR 7 Graphic file due for approval

MAR 14 Final (approved) graphic files due



Annual Meeting Daily Rate Card

Annual Meeting Daily (formerly AANextra) will be distributed to approximately 4,000 Annual Meeting attendees each day in San Diego Saturday through Wednesday mornings (April 5–9, 2025). The full-color magazine promotes popular events during these days, such as:

- exhibit hall highlights
- Educational courses
- Scientific poster sessions
- Hubs for unconventional learning
- Networking and social events
- Eye-catching pictures from throughout the conference
- Real-time attendee testimonials about their meeting experience

Your advertisement in this publication will enable you to further promote your corporate brand and products to this audience of committed, informed, and curious neurology professionals.

| <i>Annual Meeting Daily</i> | Non-IRT Member Rate | IRT Member Rate |
|--|---------------------|-----------------|
| Half Page (single issue) | \$3,675 | \$3,500 |
| Half Page (all issues) | \$12,600 | \$12,000 |
| Full Page (single issue) | \$6,300 | \$6,000 |
| Full Page (all issues) | \$25,200 | \$24,000 |
| Full Page Pl (single issue) | \$3,150 | \$3,000 |
| Full Page Pl (all issues) | \$12,600 | \$12,000 |
| Spread Ad (single issue) | \$9,975 | \$9,500 |
| Spread Ad (all issues) | \$39,900 | \$38,000 |
| Inside Front Cover (single issue) | \$9,240 | \$8,800 |
| Inside Front Cover (all issues) | \$33,600 | \$32,000 |
| Inside Back Cover (single issue) | \$9,240 | \$8,800 |
| Inside Back Cover (all issues) | \$33,600 | \$32,000 |
| Outside Back Cover (single issue) | \$11,550 | \$11,000 |
| Outside Back Cover (all issues) | \$39,900 | \$38,000 |
| Cover Tip Ad with Half page (single issue) | \$17,325 | \$16,500 |
| Cover Tip Ad with Half page (all issues) | \$50,400 | \$48,000 |



Key Deadlines

FEB 21 Order form and payment due

FEB 28 Graphic file due for approval

MAR 7 Final (approved) graphic files due

Pre-meeting Direct Mail

To maximize your exposure to 2025 Annual Meeting attendees, the AAN offers advertising in **two pamphlets** (one ad per pamphlet) mailed to 25,000+ registered and potential attendees. This short-form printed pamphlet includes information about abstracts or other programming with a high-impact advertising location for your product. Get prime real estate with maximum eyeballs ahead of the Annual Meeting.

Sponsorship Fee: \$25,000 per ad

Expand your reach with high-impact print
to 25,000+ registered and potential US attendees.

Key Deadlines

First Direct Mailer

DEC 20 Order form and payment due

JAN 3 Graphic file due for approval

JAN 9 Final (approved) graphic files due

Second Direct Mailer

JAN 10 Order form and payment due

JAN 17 Graphic file due for approval

JAN 24 Final (approved) graphic files due



NEW! Digital Advertising

Elevate your advertising game with digital screens and make a lasting impression on your audience! Digital ads will be displayed continuously during the week of April 5–9.

Lobby C Video Wall

Located near the escalators that lead up to the Sails Pavilion and mezzanine level, this double-sided video wall is sure to catch the eyes of the attendees.

Sponsorship Fee: \$10,000 (Static, 15 seconds, 2 advertisements available)
\$15,000 (Video, 30 seconds, 1 advertisement available)

Lobby D Video Wall

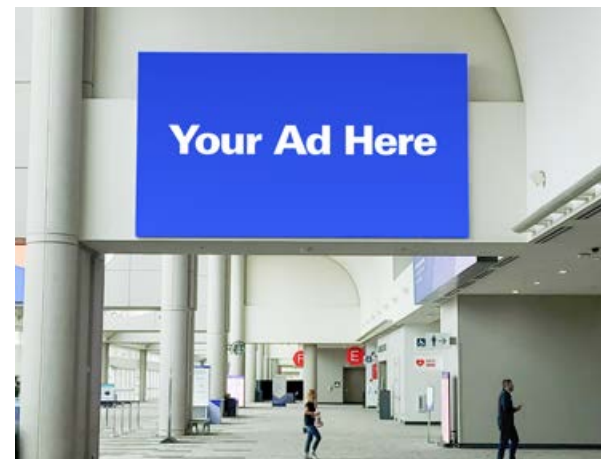
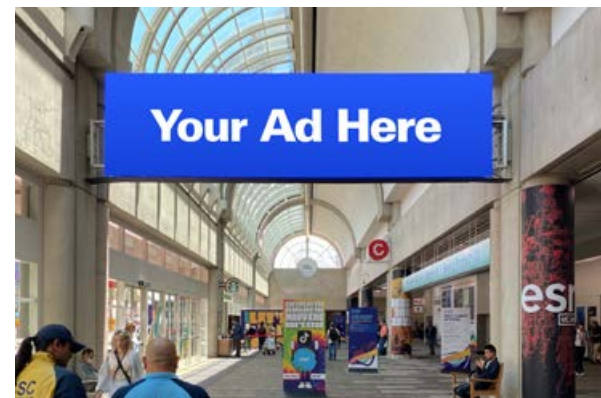
High Visibility Impact! This video wall is strategically located near registration, Head Talks, and the escalators leading up to the general session and meeting rooms.

Sponsorship Fee: \$20,000 (Static, 15 seconds, 2 advertisements available)
\$25,000 (Video, 30 seconds, 1 advertisement available)

Ballroom 20 Video Wall

Located at the top of the escalators from registration, this will be the first thing attendees see as they head to the general session.

Sponsorship Fee: \$10,000 (Static, 15 seconds, 2 advertisements available)
\$15,000 (Video, 30 Seconds, 1 advertisement available)



Mobile App and Online Platform Advertising Opportunities

The 2025 AAN Annual Meeting in San Diego will be available in the AAN Conferences mobile app and online platform in March 2025. The app is the primary digital on-site programmatic navigational tool for attendees. Build awareness while establishing your company as a unique product provider in today's digital environment.

2024 Annual Meeting Mobile App and Online Platform Metrics

April 5–May 6, 2024

6,400+

daily clicks (peak) for
announcement engagements

70%

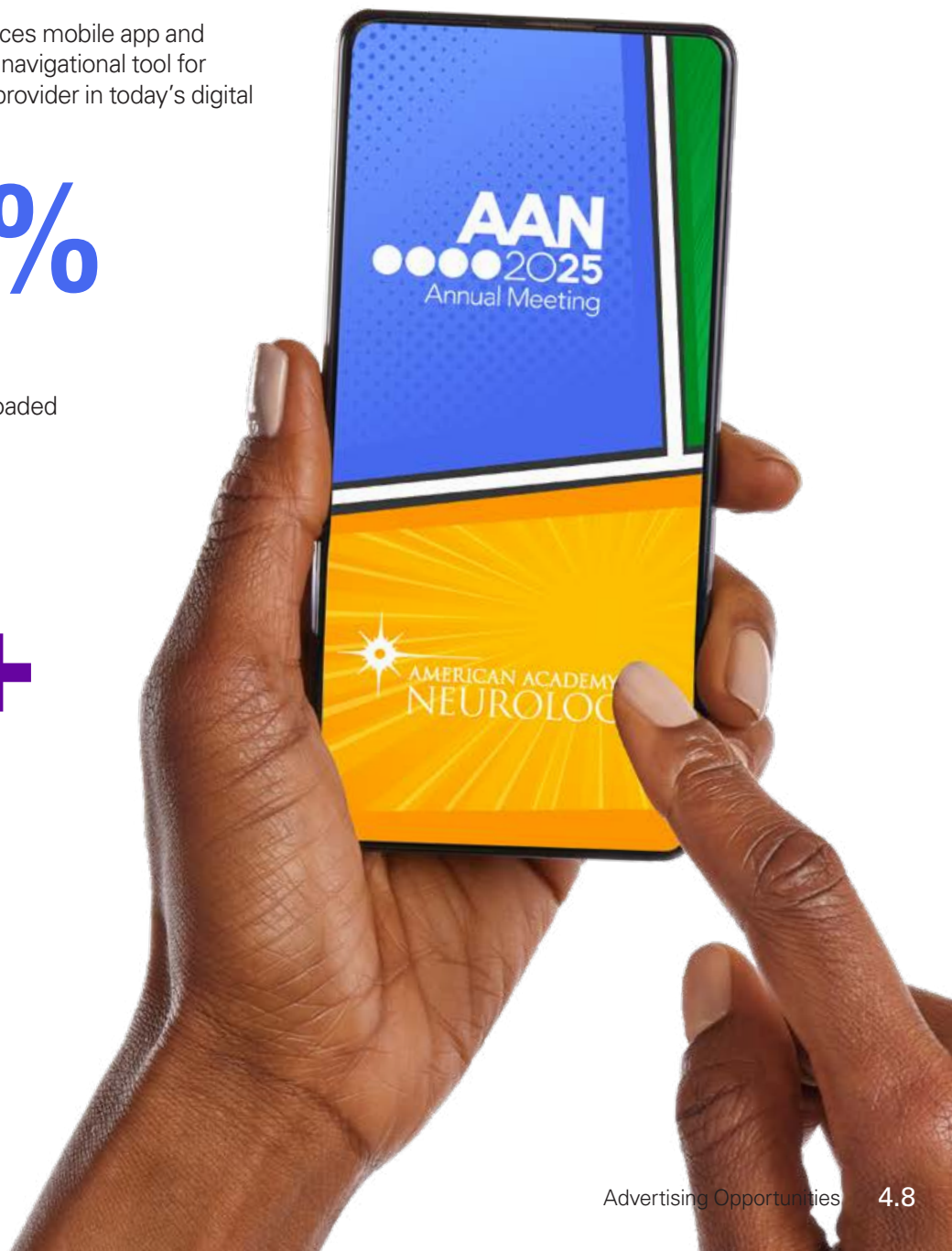
of attendees downloaded
the app

31,000+

total logins

100,000+

interstitial ad impressions (pre-2024)



*The artwork shown is
a design concept,
not the final design.*

Mobile App Advertising Opportunities—continued

Interstitial Ad on the Mobile App Only

Get in front of all app users right when they open the mobile app with a full-screen display of your ad. Attendees can click through to your website before entering the rest of the app. Benefits include:

- Product or corporate logo included in pre- and on-site advertising, including web promotion, signs, and promotional emails.
- Advertising will appear each time the app is re-opened until the user clicks "continue" to access the rest of the app.

Push Notifications on Both the Mobile App and Online Platform

Engage users by sending push notifications to generate interest in your content. You can choose to include an image and send users to your website. One push notification offered before the start of the conference on Friday, April 4. Two push notifications offered per day April 5–7 and one push notification offered per day April 8–9.

Carousel Ads on Both the Mobile App and the Online Platform

Take advantage of this great opportunity that allows you to hit a captive audience at the exact time they are deciding their upcoming schedule. This is a great way to ensure learning more about your company is built into their schedule! Attendees can also click through to your website for more information. Limit 7 advertisements.

Maximize Your Reach!

Push notifications and carousel ads are the only way to reach ALL our attendees no matter if they are participating online only, in person, or a mix of both.



Mobile App Advertising Opportunities—continued

| Mobile App/Online Platform Opportunities | IRT Member Rate | Non-IRT Member Rate |
|--|-----------------|---------------------|
| EXCLUSIVE! Interstitial Ad (April 5–9) | \$125,000 | \$140,000 |
| One-time Daily Push Notification, April 4 | \$35,000 each | \$38,500 each |
| One-time Daily Push Notification, April 5 (Two Available) | \$35,000 each | \$38,500 each |
| One-time Daily Push Notification, April 6 (Two Available) | \$35,000 each | \$38,500 each |
| One-time Daily Push Notification, April 7 (Two Available) | \$35,000 each | \$38,500 each |
| One-time Daily Push Notification, April 8 | \$35,000 each | \$38,500 each |
| One-time Daily Push Notification, April 9 | \$35,000 each | \$38,500 each |
| Carousel Ad | \$25,000 each | \$28,500 each |

Key Deadlines

FEB 14 Order form and payment due

FEB 28 Graphic file due to AAN for approval

MAR 7 Final (approved) graphic files due

