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

Advancing sleep care and enhancing sleep health to improve lives
**Table of Contents**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>About</strong></td>
<td>03</td>
</tr>
<tr>
<td><strong>Audience</strong></td>
<td>04</td>
</tr>
<tr>
<td><strong>Advertising</strong></td>
<td></td>
</tr>
<tr>
<td><em>Journal of Clinical Sleep Medicine</em></td>
<td>06</td>
</tr>
<tr>
<td><em>Montage Advertising</em></td>
<td>09</td>
</tr>
<tr>
<td><em>AASM SmartBrief e-Newsletter</em></td>
<td>10</td>
</tr>
<tr>
<td><em>Sleep 2021 Preliminary and Registrant Meeting Guide</em></td>
<td>14</td>
</tr>
<tr>
<td><em>Sleep Product Guide on Sleepeducation.org</em></td>
<td>16</td>
</tr>
<tr>
<td><em>Podcasts</em></td>
<td>17</td>
</tr>
<tr>
<td><strong>Industry Engagement Program</strong></td>
<td>18</td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td></td>
</tr>
<tr>
<td><em>Disruptors</em></td>
<td>21</td>
</tr>
<tr>
<td><em>Sleep 2021</em></td>
<td>21</td>
</tr>
<tr>
<td><em>Sleep Medicine Trends in conjunction with Sleep Medicine Essentials</em></td>
<td>22</td>
</tr>
<tr>
<td><strong>Additional Opportunities</strong></td>
<td></td>
</tr>
<tr>
<td><em>AASM Membership Mailing List</em></td>
<td>23</td>
</tr>
<tr>
<td><em>AASM Career Center</em></td>
<td>24</td>
</tr>
<tr>
<td><em>Advertising Terms and Conditions</em></td>
<td>25</td>
</tr>
</tbody>
</table>

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

**Contact us**

**Advertising inquiries:**
Annette Delagrange  
National Sales Manager  
adelagrange@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  
aasm.org
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
Approximately 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:
- Over 5,000 active, highly engaged sleep professionals attend
- Over 88,000 unique website users
- Over 261,000 unique pageviews
- Over 38 hours of educational content
- Over 1,100 abstracts
Significantly increase your business growth in this niche market of nearly 20,000 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**
- 72% Physician
- 5% Psychologist
- 5% Researcher
- 5% Dentist
- 5% Sleep Technologist
- 3% Other
- 2% Nurse
- 2% PA/NP/RT
- 1% Student

**Global Reach**
- 32% Southern U.S.
- 19% Western U.S.
- 17% Northeastern U.S.
- 17% Midwestern U.S.
- 15% International

**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
- 2% Retired
- 2% Industry
- 2% Military

**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*
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 and 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:** nearly 12,000 subscribers (over 23% via mobile) including sleep specialists, physicians, researchers, sleep technologists, scientists, nurses, and sleep center managers

**Continuing Medical Education:** credits are available in each issue

**Visitors:** approximately 22,000 per issue, including approximately 74,000 pageviews

Top 10 Viewed Articles

Published between Jan-Sept 2020

- Daylight saving time: an American Academy of Sleep Medicine position statement
- Home PAP devices in patients infected with COVID-19
- Potential influences of obstructive sleep apnea and obesity on COVID-19 severity
- Narcolepsy and COVID-19: sleeping on an opportunity?
- Insomnia and psychological reactions during the COVID-19 outbreak in China
- The COVID-19 pandemic: reflections for the field of sleep medicine
- Artificial intelligence in sleep medicine: an American Academy of Sleep Medicine position statement
- Sleep health service in China during the coronavirus disease outbreak
- Effect of wearables on sleep in healthy individuals: a randomized crossover trial and validation study
- Narcolepsy risk and COVID-19

2021 Deadlines

- JCSM is published on the 1st 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
- Animation: not allowed
- Alternate text: must be provided
- Color palette: 256 (GIF)
- Target URL: required, one per advertisement
- Rich media: not available
- 3rd party serving: available on a case by case basis

Table Of Contents 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 up to three banner ads (with hyperlinks) in each email.

Artwork Size

| TOC email ad | 728 × 90 pixels |

File Size

| Maximum allowed | 50 KB |

Net Pricing

| Top and middle 1-6X | $2,400 per issue |
| Top and middle 7-12X | $1,750 per issue |
| Midstream position 1-6X | $1,400 per issue |
| Midstream position 7-12X | $1,100 per issue |

Transition 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 popup blockers and can be linked to URLs. Transition ads rotate at random.

There will be three ways to leave the transition 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

| Transition ad | 300 × 600 pixels |

File size

| Maximum allowed | 150 KB |

Net pricing

| 1-6 issues | $2,400 per issue |
| 7-12 issues | $1,750 per issue |
Banner Ads

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

<table>
<thead>
<tr>
<th>Artwork Size</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>728 x 90 pixels</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>File Size</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum allowed</td>
<td>50 KB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 4 Issues</td>
</tr>
<tr>
<td>5 - 8 Issues</td>
</tr>
<tr>
<td>9 - 12 Issues</td>
</tr>
</tbody>
</table>

Medium Rectangle Ads

Up to four ads rotate at random on two medium rectangle ads as the reader clicks through the site.

<table>
<thead>
<tr>
<th>Artwork Size</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 pixels</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>File Size</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum allowed</td>
<td>50 KB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 4 Issues</td>
</tr>
<tr>
<td>5 - 8 Issues</td>
</tr>
<tr>
<td>9 - 12 Issues</td>
</tr>
</tbody>
</table>
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 members and staff

Montage provides advertisers exclusive influence by:

- Offering 4 issues a year (Spring, Summer, Fall, Winter)
- Mailing directly to AASM individual and sleep facility members in the United States (approx. 12,000)
- Limiting advertising space provides exclusivity

Advertising Positions, Artwork Sizes, And Deadlines

Advertising is net pricing and must be prepaid.

Premium Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover (full page)</td>
<td>$3,400</td>
</tr>
<tr>
<td>Inside back cover (full page)</td>
<td>$3,200</td>
</tr>
<tr>
<td>Outside back cover (full page)</td>
<td>$3,600</td>
</tr>
<tr>
<td>Full page ROB</td>
<td>$3,000</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>$1,950</td>
</tr>
</tbody>
</table>

Artwork Size

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, with bleed</td>
<td>8.75” × 11.25”</td>
</tr>
<tr>
<td>Half page horizontal, no bleed</td>
<td>7.50” × 4.75”</td>
</tr>
</tbody>
</table>

Spring Deadline

- Ad materials & payment due: 2/1/2021
- Date issued: March

Summer Deadline

- Ad materials & payment due: 5/3/2021
- Date issued: June

Fall Deadline

- Ad materials & payment due: 8/2/2021
- Date issued: September

Winter Deadline

- Ad materials & payment due: 11/1/2021
- Date issued: December

*Contact us to be placed on the waiting list
E-Newsletters
Advertising Opportunities

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

**NEW AASM SmartBrief**

Launches in March 2021

Distribution: sleep professionals 40,000 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

<table>
<thead>
<tr>
<th></th>
<th>Billboard</th>
<th>Video-text</th>
<th>Rectangle-text</th>
<th>Medium rectangle</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
<td>$3,500</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>3 months</td>
<td>$9,450</td>
<td>$8,100</td>
<td>$6,750</td>
<td>$5,400</td>
</tr>
<tr>
<td>6 months</td>
<td>$17,850</td>
<td>$15,300</td>
<td>$12,750</td>
<td>$10,200</td>
</tr>
<tr>
<td>12 months</td>
<td>$31,500</td>
<td>$27,000</td>
<td>$22,500</td>
<td>$18,000</td>
</tr>
</tbody>
</table>

*Minimum buy is 1 month; consecutive weeks*
### AASM SmartBrief Specifications

- All ad creatives must be site served.
- AASM can accept 3rd party clicktags and impression trackers (standard tags only).
- Animation is not supported by all email clients.

### Billboard
- 970 × 250 pixels
- Please include click through URL

**File size**
- Maximum allowed: 250 KB

**File type**
- GIF, JPG, PNG

**Animation**
- 15 seconds maximum

### Rectangle-text
- 180 × 150 pixels
- Please include click through URL

**File size**
- Maximum allowed: 50 KB

**File type**
- GIF, JPG, PNG

### Medium rectangle
- 300 × 250 pixels
- Please include click through URL

**File size**
- Maximum allowed: 150 KB

**File type**
- GIF, JPG, PNG

**Animation**
- 15 seconds maximum
### AASM SmartBrief Specifications

#### 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

#### 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 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

**Accepted standard codecs and video formats**
- MP4
- YouTube link
- MOV Quicktime
- WMV
- MPEG 4
- H.264
- FLV (Sorensen, H.264 codecs only)
NEW 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**

$4,000 net per month *Sold out*

**Exclusive medium rectangle ad**

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

**File Size**
- Maximum allowed 250 KB

**File Type**
- GIF, JPG, PNG

*Contact us to be placed on the waiting list*
SLEEP 2021
Advertising Opportunities

sleepmeeting.org

Grow your network and establish your brand as a thought leader.

Virtual SLEEP 2021, the 35th Annual Meeting of the APSS, will be held June 10-13. SLEEP 2021 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.

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 in planning their time. Advertising space is reserved exclusively for exhibitors, providing premier exposure to the sleep medicine community.

RUN OF BOOK

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,500</td>
</tr>
<tr>
<td>Half page</td>
<td>$850</td>
</tr>
</tbody>
</table>

DEADLINES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad materials &amp; payment due</td>
<td>2/20/2021</td>
</tr>
<tr>
<td>Date issued</td>
<td>March 2021</td>
</tr>
</tbody>
</table>

ARTWORK SIZE (NO BLEED)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.50” × 10”</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>7.5” × 4.75”</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>3.25” × 10”</td>
</tr>
<tr>
<td>Quarter page</td>
<td>3.625” × 4.75”</td>
</tr>
</tbody>
</table>

ARTWORK SIZE (BLEED)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.75” × 11.25”</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>8.75” × 5.75”</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>4.5” × 11.25”</td>
</tr>
</tbody>
</table>
Registrant Meeting Guide – Digital

Place your products in the hands of thousands of registrants at SLEEP 2021, the largest gathering of sleep specialists in the nation. The Registrant Meeting Guide details the entire agenda for SLEEP 2021 and is distributed to all registrants. Advertising is reserved exclusively for exhibitors. All pricing is net.

**RUN OF BOOK**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,750</td>
</tr>
<tr>
<td>Half page</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**DEADLINES**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad materials &amp; payment due</td>
<td>5/3/2021</td>
</tr>
<tr>
<td>Date issued</td>
<td>June 2021</td>
</tr>
</tbody>
</table>

**ARTWORK SIZE (NO BLEED)**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.50&quot; × 10&quot;</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>7.5&quot; × 4.75&quot;</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>3.25&quot; × 10&quot;</td>
</tr>
<tr>
<td>Quarter page</td>
<td>3.625&quot; × 4.75&quot;</td>
</tr>
</tbody>
</table>

**ARTWORK SIZE (BLEED)**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.75&quot; × 11.25&quot;</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>8.75&quot; × 5.75&quot;</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>4.5&quot; × 11.25&quot;</td>
</tr>
</tbody>
</table>

To reserve your advertising space in the SLEEP 2021 Programs, please submit a completed advertising insertion order form to Annette Delagrange at adelagrange@aasm.org.
Sleep Product Guide
Advertising Opportunity

SleepEducation.org generates more than 3.65 million pageviews per year from 1.75 million users. The website provides comprehensive information to help people make informed decisions about their sleep care. A key resource on the site is the directory of AASM-accredited sleep centers, which allows users to identify local providers of high quality, patient-centered care for sleep disorders.

The Sleep Product Guide was recently added to the SleepEducation.org website and puts information about sleep-related products and services directly in front of patients and the general public.

This electronic directory allows companies to post their logo, provide a brief description (100 words), include a sales contact, and provide hyperlinks to products, services, videos, and informational materials for patients. Advertisers have the opportunity to change the content on a quarterly basis.

Sleep Product Guide Pricing
12-month posting $1,295 net
Podcasts

Capture sleep professionals’ attention in a highly immersive environment

AASM launched the podcast Talking Sleep in 2020 offering seven episodes. Season One of Talking Sleep can be considered a success reaching over 10,000 listeners in 86 countries. The number of downloads, the growth in downloads, the high subscriber rate and high listening-completion rate created the path to offering another podcast series in 2021.

Season Three of Talking Sleep launches with a conversation about sleep as an agent of change in one of the nation’s most exacting institutions, the U.S. Navy. Future episodes will include discussions about the AASM Scoring Manual, a call to eliminate daylight saving time, and an innovative sleep fellowship program.

Exclusive Opportunity

One advertiser per episode

Season Three – 21 Episodes

- Starts January 15 and every two weeks through May
- Resumes July 16 through November

Each episode sponsor opportunity:

1. Leaderboard ad on new episode alert email (sent to 34,000 sleep professionals)
   - Specs - 728 x 90 px
2. Pre-roll recognition and 15-30 second mid-roll announcement between Part 1 and Part 2 (WAV)

Three Episode minimum, consecutive - $5,000

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, discuss advocacy initiatives to advance sleep medicine and promote provider and patient education, and improved relations among businesses from all areas related to sleep medicine.

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 Round Table 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; and
- Promote high quality, patient-centered care for those with sleep disorders.

Industry Engagement Program Contact
Annette Delagrange
National Sales Manager
adelagrange@aasm.org
Phone: (630) 737-9732
# Benefits of Participation

**(Recognition scaled to level of support)**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ENGAGEMENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW 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).</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>NEW Focus Group - Opportunity to invite AASM members to participate in an IEP Sponsor’s Focus Group (1 per year)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>NEW 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.</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Opportunity for Individual Meeting with AASM Leadership*</td>
<td>2</td>
<td>1</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Opportunity to make inquiries to AASM Leadership (i.e. emails, phone calls)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><em><em>AASM COURSES</em> &amp; EVENTS</em>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Attendee Registrations at AASM Course of your choice</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Discount on Exhibit Space at AASM Course of your choice</td>
<td>100%</td>
<td>75%</td>
<td>50%</td>
<td>25%</td>
</tr>
<tr>
<td>Discount on Industry Supported Event (ISE) at AASM Courses</td>
<td>50%</td>
<td>25%</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Ribbons at Annual Meeting &amp; AASM Courses</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Welcome slide recognition at AASM Courses</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Signage at Annual Meeting &amp; AASM Courses</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
# Benefits of Participation

**Benefits**  
(Recognition scaled to level of support)

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$60,000</td>
<td>$40,000</td>
<td>$20,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

**MEMBERSHIP**

| Complimentary AASM Affiliate Memberships                              | 4        | 3     | 2      | 1      |
| Journal of Clinical Sleep Medicine (JCSM) - Institutional Subscription (IP Access, up to 5 ranges) | ☑️        | ☑️     | ☑️     | ☑️     |

**RECOGNITION**

| NEW 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) 2 per year - Digital | Transition | Leaderboard | Medium Rectangle | ☑️     |
| Complimentary Ad in Montage 1 per year - Print                         | Full-page | Half-page | Half-page | ☑️     |
| Posting on SleepEducation.org - Sleep Product Guide                    | 12 months | 12 months | 12 months | 12 months |
| Recognition in AASM Publications and Course Materials                  | ☑️        | ☑️     | ☑️     | ☑️     |
| IEP Webpage Listing (i.e. Logo with Hyperlink and Contact Information) | ☑️        | ☑️     | ☑️     | ☑️     |

**OTHER**

| Insert in AASM product orders (1 month)                                 | ☑️        | ☑️     | ☑️     | ☑️     |

---

*AASM Leadership is AASM Staff and board representatives*  
** Courses include Sleep Medicine Trends 2021 & Essentials, and Practice Management
Events

Date: March 12,13 2021  |  Virtual event

Promote your Trending Solutions

Estimated audience – 300+ sleep professionals

Sleep Medicine Disruptors is a livestreamed virtual conference focusing on future disruptions to the sleep medicine field. These disruptors have the potential to alter the landscape of health care overall or be technological advancements for the practice of sleep medicine. Topics will include consumer sleep technology, artificial intelligence, big data and precision medicine.

View Trailer

SLEEP 2021

JUNE 10-13  VIRTUAL

Your gateway to decision makers

Estimated audience – 4,000 sleep professionals

Largest meeting devoted exclusively to sleep medicine.

Exhibits

Once a year, the sleep medicine community comes together to learn, share, network with colleagues, and discover new products and services. Be there when they are in a “buying mode” and showcase your products.

Sponsorships

Increase your company’s visibility to the sleep medicine community before, during and after SLEEP 2021 by becoming a sponsor. Sponsorships are available at all budget levels and companies can choose from a selection of proven attention getters or have a unique one created just for them.

We are determining the virtual platform and sponsorship opportunities for the Disruptors event in March and SLEEP 2021 in June.

Our focus is to deliver a comprehensive virtual program. We are committed to providing a conference experience that will facilitate beneficial interactions between registrants and sponsors, as well as help you achieve the greatest ROI for your company.

We are diligently working to provide details on the sponsorship opportunities. We will have them for your review as soon as possible.

We’re anticipating an exciting and productive experience for you.
Sleep Medicine Trends 2021

In Conjunction With Sleep Medicine Essentials

September 10-12, 2021

Austin TX

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.

Audience

Approximately 500 sleep physicians and sleep professionals.

- 77% Physicians
- 10% PAs/Sleep Technologists/RT/NP
- 5% Dentists
- 4% Nurses
- 2% Researchers
- 2% Other

Make Your Mark On The Sleep Medicine Community

Final Program advertising

Exhibiting opportunities

Sponsorships
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 Delagrange at adelagrange@aasm.org.

May be emailed in excel spreadsheet to a bonded third-party mail house or adhesive labels sent directly to you.

AASM Individual Membership Mailing List

- $.30/Member, minimum order $300
- Approximately 9,800 individuals

AASM Facility Membership Mailing List

- $1/label; $100 minimum
- Approximately 1,700 facility members
Career Center

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.

<table>
<thead>
<tr>
<th></th>
<th>Member Rates</th>
<th>Non-Member Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Day Job Posting</td>
<td>$150</td>
<td>$300</td>
</tr>
<tr>
<td>60 Day Job Posting</td>
<td>$250</td>
<td>$500</td>
</tr>
<tr>
<td>90 Day Job Posting</td>
<td>$300</td>
<td>$600</td>
</tr>
<tr>
<td>Enhanced Posting</td>
<td>$300</td>
<td>$600</td>
</tr>
<tr>
<td>• Job stays near top of list on job board</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Single 30 day posting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Job highlighted on job board</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single Resume Purchase</td>
<td>$35</td>
<td>$35</td>
</tr>
</tbody>
</table>
2021 Advertising Terms And Conditions

The American Academy of Sleep Medicine (AASM) is the Publisher of the Journal of Clinical Sleep Medicine, Montage, SLEEP 2021 Preliminary and Final Programs, and SleepEducation.org. 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.

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.

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. Samples of the products are not to be submitted.

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 by reason of its publication of the advertiser's advertisement.

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 2021 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 canceled 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 canceled.

**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.
Contact us

Advertising inquiries:
Annette Delagrange  
National Sales Manager
adelagrange@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
aasm.org