UNLEASHING SUCCESS

Marketing and media solutions designed to grow your business

American Animal Hospital Association

2023 Strategic Alliance Program and Media Kit
AAHA Members Mean More Business

Your marketing and advertising needs are as unique as your products and services. Having a marketing and media program that recognizes this head-on is critical.

From exhibit space to advertising to custom research and everything in-between, your AAHA investment is the most effective way to build your pipeline. It’s how you reach prospects and customers via the channels they rely on in their never-ending journey towards excellence.

Broaden your reach even more with AAHA’s Strategic Alliance Program (SAP). This all-inclusive offering was developed to help catapult your brand — and business — in front of the buyers who need what you offer. The SAP approach allows you to direct your funds, selecting only the most appealing advertising and marketing initiatives in a way that’s fluid, just like your needs. And, SAP is completely customizable, too, making sure your investments produce a worthy ROI.

AAHA is the place to grow your business. Read on to find out how.

More than 91% of AAHA members believe membership holds them to standards that make their practices better,¹ which means a warm reception for your company’s solutions to their common problems.

Connecting you with the right audience

AAHA Connects with Members
Members most value AAHA for helping them stay informed, for providing access to high-quality services, and for the feeling of personal accomplishment that comes from accreditation.¹

More clients means higher use volume, which equates to a greater opportunity for product sales.

AAHA Practices Connect with Patients
AAHA practices have 31% more new patients each year,¹ and have nearly 16% more active clients, than non-member practices.² More patients means more services. And that means more business.

AAHA Practices Connect to Revenue
On average, AAHA-accredited members outearn nonmember practices in revenue ($1.71 to $1.21 million respectively), exceeding the national average for all practices by more than 34%.²

Practices that generate higher levels of revenue have higher staff-to-doctor ratios. The ratio of nonveterinarian staff per FTE veterinarian is highest among AAHA-accredited practices.²

AAHA Practices Total $2 Billion in Annual Purchasing Power²

¹AAHA Omnibus Monthly Membership Survey, 2021
With an ever-expanding membership that spans the continent, getting in front of the right buyers in the right places will catapult your brand — and your business.

**What you can expect as a SAP member:**
- Corporate AAHA membership*
- Quarterly performance reports*
- Use of the AAHA Strategic Alliance Program logo
- Website recognition and advertising
- Significant savings on your marketing investments

**Your SAP is yours to design:**
- Participate in the annual conference, AAHA CON
- Sponsor AAHA guidelines and initiatives
- Run targeted digital and/or print ads
- Create a social media campaign through AAHA’s channels
- Reach AAHA web visitors through custom retargeting campaigns
- Conduct a research project with AAHA members or to the entire profession
- Sponsor a topic or subject-matter focus in AAHA’s newly redesigned content plan
- Create custom content — posters, booklets, inserts and more — that polybag with AAHA print publications
- Take advantage of additional conference visibility/educational opportunities only available through AAHA

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*Accredited and Preaccredited (January 2023)
AAHA’S SAP: YOUR BRAND’S BEST FRIEND

Build the marketing and media program that makes the most sense for you.

Promote a new product or service. Remind veterinary professionals about what you already have to offer. Excite the world with what’s up and coming. With AAHA’s Strategic Alliance Program, you can customize a solution that works like a dog. Read on for a myriad of options and check out what’s new!

LEARNING

AAHA Certificates
Putting knowledge into action.
AAHA brings the trusted recommendations from AAHA Guidelines into a new learning platform that’s high-impact, interactive, and fun. In less than three hours per RACE-approved course, participants will be equipped with the tools they need to effectively communicate what they know — and put it all into immediate action. With your sponsorship, the level of learning elevates collective expertise. What a way to build brand loyalty!

NEW: Go-To-Practice Solutions
Showcase your solutions.
Shine a light on your product or service with a Go-To-Practice Solutions Series case study video. Featuring your product addressing a trending challenge, these easy-to-digest 12- to 15-minute videos are hosted by subject matter experts and are available for veterinary teams to access on their time, at their pace. Topics focus on a broad range of challenges in veterinary practices — such as pain management, staff recruitment, retention, and practice workflow — and offer research-validated solutions from AAHA’s industry partners.

IMPACTING

AAHA Guidelines and Toolkits
Coveted guides for the entire profession.
Veterinary professionals rely heavily on AAHA Guidelines to keep on top of their game. Sponsoring them makes you a distinctive catalyst for setting the clinical excellence standard. What’s more, the release of every guideline is headline news that veterinary practitioners highly anticipate.

NEW: Webinars
Turnkey learning, lasting impressions.
Webinars are easy with AAHA. You select the topic. You choose your subject matter expert. And we’ll handle the rest. From promotion to registration to production, you’ll be offering the veterinary world RACE-approved CE from the comfort of their own space. Want the option of welcoming the crowd and introducing the SME? You got it, and the contact info of all registrants, too. Each webinar includes branded recognition that will live on as each session will be archived on aaha.org

NEW: AAHA Community
Private social platform, more personal connections.
Choose your level of engagement with members and you’ll elevate your level of ROI. AAHA’s new member forum opens the door to direct contact to those who need, want, and purchase your products and services. In addition to being part of the trusted sponsor directory, you’ll be able to publish content, “listen” to the community, respond to posts, message individuals, capture leads and host live events. The only thing more personal than AAHA Community is face-to-face interaction.
NEW: **Veterinary Visionaries®**
**A profession-wide solution space.**
Supported and endorsed by more than 60 veterinary profession organizations to foster ideas that lead to positive systemic changes, Veterinary Visionaries (VV) is where employers, associations, and academia come together and solve for one pervasive issue at a time. And that place is a dedicated digital space on an innovative platform.

VV’s pilot campaign was an over-the-top success, where 130 ideas addressing mental wellbeing were submitted and evaluated, with the winning innovators financially rewarded. When you sponsor a VV solving event, you’ll receive hundreds of thousands of impressions from vet professionals around the world.

NEW: **Salary Tool and Career Center**
**The profession’s guide to compensation data.**
Sponsoring this new online member benefit means being in the spotlight when all members of the veterinary team go to find data on compensation, quality of life and benefits. And if you’re hiring, AAHA’s job board is certain to reach your best prospects.

NEW: **AAHA Solve**
**Your space to get the answers you need.**
Launching a new program? Debuting a new service? Digging deep into new R&D? Take a step back to make the most of your investment going forward. You need to be sure the product or idea is a good one before dedicating a hefty budget line item. And if your team is trying to create a new product, you need to know what the target market really needs — or wants.

AAHA Solve is an easy, effective, and affordable way to engage a very targeted AAHA audience and receive feedback on very specific topics.

An investment in AAHA Solve is small compared to the potential of a failed idea — and a worthy spend if the ideas captured elevate your vision to a monumental success.

NEW: **Central Line Podcast**
**Your prospects are all ears.**
Many of today’s podcasts target distinct audiences, while Central Line addresses all team members through a holistic approach to problem-solving. During every episode, host Katie Berlin, DVM, chats with thought leaders who focus on trending topics that matter.

NEW: **Amplify Sponsored Cohorts**
**Your content...amplified over a myriad of channels.**
When small, instructor-led groups work together to earn their AAHA certification, your relevant content can be included in the curriculum as you sponsor the practices of your choosing.

NEW: **DEVTP Catalyst Scholarships**
**Feed the pipeline of veterinary professionals.**
Build students’ loyalty while you help build the profession by offering up-and-comers a convenient way to earn their qualifications through AAHA’s accredited, AVMA-approved Distance Education Veterinary Technology Program.

NEW: **AAHA Benchmarking**
**The tools veterinary practices need to succeed.**
As veterinary teams realize the importance of daily check-ups on the health of their practice, your brand will be all over the reports that update daily. Live data compares their performance insights to the broader veterinary space — spurring fiscally healthier businesses.

NEW: **AAHA Social Media**
**Be a social magnet.**
Your brand is all about what customers tell each other. And when it comes to the veterinary profession, the word spreads quickly. So guide the narrative with clever and engaging social campaigns spread through AAHA’s social media channels.
CUSTOM CONTENT

Personalize your connection to veterinary pros.
When your team works with ours to develop your very own goal-based program, we’ll all roll up our sleeves and get to it. Together, we’ll define what makes the most sense within various offerings like custom booklets in Trends® magazine, targeted articles and ads in NEWStat®, roundtable discussions, social campaigns, or even co-branded products. Maybe you want to “own” a content pillar. Perhaps you’ve got your eye on a product showcase. Or possibly a custom research survey? Reach out today, and we’ll work with you to fill your bowl with prospects with unique content that engages veterinary professionals with your products and messaging.

Options include:
- Polybagged or tipped-in custom booklets in Trends
- Targeted articles and advertisements in NEWStat
- Roundtable discussions polybagged or appearing in Trends
- Posters or wall clings mailed with Trends or hand-delivered by your sales team
- Social media campaigns highlighting your educational message
- Guidelines sponsorship

Mailing Lists
Deliver your message to the right mailbox.
AAHA means more tailored direct-mail campaigns to meet your specific business needs. From postcards to product catalogs, now you can make sure that your investment in creative, paper, and postage are well worth your money.

Target the best of the best with your message customized to reach:
- Member type (accredited or individual)
- Individual type (medical director, practice manager, etc.)
- Practice size (based on number of veterinarians)
- Contacts (based on location)

Work with our team to develop the perfect content and design tailored to your audience.
Introducing AAHA CON
The annual conference for the entire profession.

It’s time for something new. Big, bold, and exciting, AAHA’s annual conference is now AAHA CON.

Leveraging the past and evolving into the future, AAHA’s annual conference, Connexity®, is being rebranded as AAHA CON. You can expect the same stellar educational and prospecting opportunities — but now with a twist that will be unveiled early 2023. And, you can look forward to showcasing your company to the community who’s ready to buy what you’ve got. The AAHA CON Sponsor Prospectus will soon be available.

September 20-23, 2023 | The Grand Hyatt San Diego | San Diego, California

AAHA’s annual conference is the place to connect with veterinary professionals who convene to:
- Access critical education for the whole team: from clinical topics to raise their care game to improving all facets of practice operations
- Learn effective and efficient implementation of AAHA guidelines and strategic initiatives to create a better world within your practice
- Discover the latest trends, tools, techniques, products, and services
- Network with experts and colleagues
- Take a break from it all and fall back in love with the profession

AAHA’s 2022 conference attendees:¹
- 71% would recommend the event to their colleagues
- 64% were new to the conference
- 65% were administrators, DVMs, or practice owners
- 82% rated the continuing education as valuable
- 87% rated the workshops as valuable
- 67% found access to sales reps valuable

Your AAHA CON experience can be completely customized to earn the biggest return on your investment.

¹Source: AAHA Connexity Attendee Survey, 2022
GO FARTHER

AAHA Advantage®
Providing members with the tools and savings they need to deliver excellent veterinary care.

You’re aiming to improve your product’s adoption rate by AAHA members. They make more money — and spend more money — than non-accredited practices. When your resources are included in AAHA Advantage, a group-purchasing organization exclusively for AAHA-accredited practices, just watch what happens. On average, AAHA members spend 15% more through this service than other group purchasing organizations. And, they love it when rebates add up enough to cover the cost of their annual AAHA membership dues!

How It Works
AAHA Advantage is a group-purchasing program that provides discounts and rebates to members. The program continues to grow, with nearly 1,500 members nationwide. Program fees are purely administrative. AAHA does not retain any of the rebates paid by participating vendors; Rather, those savings are distributed to AAHA Advantage members.

Preferred Business Provider Program
More ways to connect through AAHA savings programs.
When you capture an exclusive, category-specific position within the Preferred Business Provider Program, the discounts offered to tens of thousands of members will be returned exponentially. PLUS, you’ll earn the “AAHA recommended” label and dedicated marketing to raise your credibility and awareness.

Become part of AAHA’s inner circle when you provide AAHA members with customized programs and dedicated support representatives at your company. Members also appreciate it when you offer unique, exclusive benefits and pricing. Be a trusted partner. Become a reliable resource.

For more information and pricing on these programs, please contact Nathan Chambers at 303-335-6371 or nathan.chambers@aaha.org.
Reward Markers
An easier way to earn your SAP level

Customize your SAP program and save along the way.

Whether you like small treats or big feasts, we’ll help you configure your SAP program into an appealing smorgasbord. Load up on print and digital ads. Sponsor a podcast. Claim your spot at AAHA CON. Run on social media. Own custom content. The opportunities abound. Let’s talk about your goals and we’ll help you design a plan that’ll get you all of the rewards worthy of your best-of-show status.

How it works
With a menu of all possibilities in hand, you’ll be able to pick and choose from the tried and true — all the way up to what’s exciting and new. The bigger your investment, the bigger your savings. And when you invest in the SAP Bronze level or above, your AAHA Corporate Membership is included at no additional cost, providing a wide array of benefits for you and your company’s team.

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<th>SAP Level</th>
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<th>Your Purchasing Power</th>
<th>Your Savings</th>
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<td>x</td>
<td>$7,500</td>
<td>$5,750*</td>
<td>Varies**</td>
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</table>

* Corporate membership dues ($1,750) deducted from investment.
** Savings will vary based on marketing products and services selected.

AAHA Corporate Membership benefits:
- One-time use of AAHA’s mailing list
- Use the Strategic Alliance Program logo on your website and materials
- Link your website to aaha.org via a provided button
- Enjoy recognition on aaha.org
- Access online member-only AAHA content and publications to grow your team’s knowledge of members and the profession
- Gain insights into the profession via secure website access
- Receive print subscriptions of Trends and discounts on AAHA resources, education programming, and publications
Advertising options that help you sniff out new business

Print & Digital

Trends Magazine®
Journal of the American Animal Hospital Association (JAAHA)®
NEWStat®

aaaha.org/advertising
EDUCATING Veterinary Professionals

Trends®

Practical management and operational guidance for veterinary hospital teams. Published monthly, Trends magazine offers best business practices, single-theme issues, JAAHA abstracts, executive summaries of AAHA guidelines, and detailed discussions of hot topics.

Benefits of advertising in Trends
- Distributed monthly to AAHA members and subscribers in both print and digital formats
- Free Trends article distributed monthly to nonsubscribers via email, social media, and featured in NEWStat
- Free website listing in the Advertiser Index
- Bonus distribution at all major conferences

Opportunities include:
- Advertisements in the print magazine and on Trends webpages
- False covers and belly bands
- Inserts or other custom pieces+
- Content booklets and posters+
- Roundtable booklets+

Trends Online [aaha.org/trends]
336,368 pageviews
2:42 spent on articles

27,000 Circulation
63,000 Total readership, since members share their magazine with an average of 2.3 colleagues.¹
93% spend time on at least half of every issue¹
58% took action after seeing an ad¹
68% believe Trends offers valuable tips and techniques that can be put to immediate use¹

¹Source: 2022 AAHA Readership Survey of Trends, JAAHA, and NEWStat conducted by Readex Research
²Source: Website data from January–September, 2022
+Custom developed with AAHA and polybagged with Trends
INFLUENCING
Veterinary Clinical Practice

JAAHA®
Journal of the American Animal Hospital Association

Connecting the profession to cutting-edge medicine.
Your ads in JAAHA, the bimonthly, peer-reviewed medical journal, benefit from the built-in trust our readers have in AAHA to provide the original studies and objective research they depend on. Your visibility rises when readers turn to their source for cutting-edge veterinary medicine.

Benefits of advertising in JAAHA®
- Distributed bimonthly to members and subscribers
- Free JAAHA article distributed bimonthly to nonsubscribers via social media and featured in NEWStat
- The first place where new AAHA guidelines and updates are published
- Peer-reviewed topics at the forefront of veterinary medicine

Opportunities include:
- False covers and belly bands
- Print and digital advertising
- Inserts+

JAAHA Online [aaha.org/jaaha]
- 296,096 pageviews²
- 1:42 spent on articles²

7,300
Circulation

40,000+
digital subscribers²

89%
skim/read at least half of every issue¹

88%
view JAAHA as a trusted source for scientific information¹

64%
access JAAHA Online¹

1Source: 2022 AAHA Readership Survey of Trends, JAAHA, and NEWStat conducted by Readex Research
2Source: Website data from January–September, 2022
+Custom developed with AAHA and polybagged with JAAHA
INFORMING
The Entire Profession

NEWStat

Pushing the right content to the right readers.
With the help of artificial intelligence, AAHA's digital newsletter gives readers more of the content they want based on the content they've read. That means cutting through the noise and delivering targeted and personalized content for every subscriber. NEWStat is distributed three times a week, giving you the opportunity to build awareness faster and more on point than any other media option.

Benefits of advertising in NEWStat
● Journalistic integrity and vetted contributors
● Trusted source during times of crisis, such as mental health and employee retention
● AI technology to ensure that each e-newsletter is tailored to the individual reader's preferences

Opportunities include:
● Digital advertising in the e-newsletter and NEWStat online
● Educational articles

NEWStat Website {aaha.org/newstat}
604,004 pageviews²
6:39 spent on articles²

Digital Advertising

AAHA connects online to reach the widest audience possible with your message.
● JAAHA, Trends, and AAHA digital advertising
● Professional website advertising
● Branded or product email to AAHA members
  (Strategic Alliance Program only)
● Annual conference digital opportunities

aaha.org
7.97 million pageviews²
2:48 average time on a page²

1Source: 2022 AAHA Readership Survey of Trends, JAAHA, and NEWStat conducted by Readex Research
2Source: Website data from January–September, 2022
# Editorial Calendars

AAHA connects you to members through engaging content on the practice management and medical topics that matter to today’s veterinary professionals.

## 2023 Trends Key Topics

<table>
<thead>
<tr>
<th>Month</th>
<th>Key Topics</th>
</tr>
</thead>
</table>
| **January** | The Team Issue  
- Practice culture  
- One Health  
- Human resources |
| **February** | The Senior issue  
- Diversity  
- Senior care  
- Dentistry |
| **March** | The Recruitment Issue  
- Telehealth  
- Behavior  
- Gender equality |
| **April** |  
- Preventive care  
- Diagnostics/lab equipment  
- Parasites |
| **May** |  
- Wound care  
- Emergency preparedness  
- Diversity |
| **June** | The Recruitment Issue  
- DE&I  
- Recruitment  
- Endocrinology |
| **July** |  
- 2023 AAHA Mentoring Guidelines  
- Staff retention  
- Client services |
| **August** |  
- The Cat issue  
- Dermatology |
| **September** |  
- The Conference Issue  
- Pain management  
- Mental health/wellness  
- Technology |
| **October** |  
- The Technician Issue  
- Dermatology  
- Staffing  
- Technicians |
| **November** |  
- Diabetes  
- Human-animal bond  
- Oncology |
| **December** |  
- Finance  
- Inventory  
- End-of-life care |

## 2023 JAAHA Key Topics

<table>
<thead>
<tr>
<th>Month</th>
<th>Key Topics</th>
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<tbody>
<tr>
<td><strong>January/February</strong></td>
<td></td>
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</table>
- 2023 AAHA Senior Care Guidelines for Dogs and Cats  
- Infectious diseases  
- Internal medicine  
- Neurology |
| **March/April** |  
- Emergency and critical care  
- Oncology  
- Soft tissue injury |
| **May/June** |  
- Selected Endocrinopathies of Dogs and Cats Guidelines  
- Emergency and critical care  
- Pain management  
- Radiology and imaging |
| **July/August** |  
- Internal medicine  
- Oncology  
- Surgery |
| **September/October** |  
- Management of Allergic Diseases Guidelines  
- Dermatology |
| **November/December** |  
- Orthopedics  
- Ophthalmology  
- Toxicology |

*Trends and JAAHA Reprints*  
Customize articles with your company logo. Contact Stephanie Pates for more information at stephanie.pates@aaha.org.
## 2023 Rates

### Advertising

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### Covers

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<td>$7,550</td>
<td>$110</td>
<td>Bind-in</td>
</tr>
<tr>
<td>Zgate</td>
<td>$9,725</td>
<td>$140</td>
<td>Bind-in</td>
</tr>
<tr>
<td>French door</td>
<td>$12,200</td>
<td>$165</td>
<td>Bind-in</td>
</tr>
</tbody>
</table>

---

### Inserts

<table>
<thead>
<tr>
<th>Coverage</th>
<th>31,000</th>
<th>+1,000</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>$3,125</td>
<td>$55</td>
<td>Bind-in</td>
</tr>
<tr>
<td>add vertical perf</td>
<td>$400</td>
<td>$55</td>
<td>Removable; perforated</td>
</tr>
<tr>
<td>4-page insert</td>
<td>$3,700</td>
<td>$55</td>
<td>Bind-in</td>
</tr>
<tr>
<td>4-page gatefold</td>
<td>$4,225</td>
<td>$60</td>
<td>Bind-in</td>
</tr>
<tr>
<td>Perf-out post add</td>
<td>$400</td>
<td>$60</td>
<td>Removable; perforated</td>
</tr>
<tr>
<td>8-page insert</td>
<td>$4,800</td>
<td>$70</td>
<td>Bind-in</td>
</tr>
<tr>
<td>8-page poster</td>
<td>$8,825</td>
<td>$70</td>
<td>Removable; tip-on; quarter-</td>
</tr>
<tr>
<td>8-page Quadalog</td>
<td>$9,100</td>
<td>$85</td>
<td>Bind-in</td>
</tr>
<tr>
<td>12-page magnastrip</td>
<td>$12,125</td>
<td>$250</td>
<td>Removable; saddle-stitched</td>
</tr>
<tr>
<td>16-page insert</td>
<td>$9,375</td>
<td>$140</td>
<td>Bind-in</td>
</tr>
<tr>
<td>24-page magnastrip</td>
<td>$15,425</td>
<td>$304</td>
<td>Removable; saddle-stitched</td>
</tr>
</tbody>
</table>

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### Polybagging

<table>
<thead>
<tr>
<th>Coverage</th>
<th>31,000</th>
<th>+1,000</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 15 pages</td>
<td>$4,025</td>
<td>$110</td>
<td>Additional postage costs apply</td>
</tr>
<tr>
<td>16–48 pages</td>
<td>$4,250</td>
<td>$135</td>
<td>Additional postage costs apply</td>
</tr>
</tbody>
</table>

---

### Postcards

<table>
<thead>
<tr>
<th>Coverage</th>
<th>31,000</th>
<th>+1,000</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>5&quot; x 7&quot; card</td>
<td>$3,000</td>
<td>$35</td>
<td>Blow-in or bind-in</td>
</tr>
<tr>
<td>Perf bind-in</td>
<td>$3,375</td>
<td>$40</td>
<td>Removable; perforated</td>
</tr>
<tr>
<td>6&quot; x 7&quot; card</td>
<td>$3,075</td>
<td>$35</td>
<td>Blow-in or bind-in</td>
</tr>
<tr>
<td>Perf bind-in</td>
<td>$3,450</td>
<td>$40</td>
<td>Removable; perforated</td>
</tr>
</tbody>
</table>

---

*All sizes are width by height. All rates quoted in US dollars.

*Premium position includes inside front cover, inside back cover, or back cover full-page ad.

---

### Polybagging

<table>
<thead>
<tr>
<th>Coverage</th>
<th>31,000</th>
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*Inserts must be machinable and preapproved. Maximum trim size 8.375" x 10.875".

---

### Polybagging

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</tr>
<tr>
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<td>Additional postage costs apply</td>
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</tr>
<tr>
<td>16–48 pages</td>
<td>$4,250</td>
<td>$135</td>
<td>Additional postage costs apply</td>
</tr>
</tbody>
</table>

---

*Inserts must be machinable and preapproved. Maximum trim size 8.375" x 10.875".
## 2023 Rates

### AAHA Marketplace

<table>
<thead>
<tr>
<th>Size (column inches)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5 x 1</td>
<td>$175</td>
<td>$165</td>
<td>$150</td>
<td>$115</td>
</tr>
<tr>
<td>3.5 x 2</td>
<td>$350</td>
<td>$325</td>
<td>$275</td>
<td>$225</td>
</tr>
<tr>
<td>3.5 x 3</td>
<td>$525</td>
<td>$475</td>
<td>$425</td>
<td>$375</td>
</tr>
<tr>
<td>3.5 x 4.125</td>
<td>$750</td>
<td>$675</td>
<td>$600</td>
<td>$450</td>
</tr>
<tr>
<td>3.5 x 5.25</td>
<td>$975</td>
<td>$875</td>
<td>$775</td>
<td>$600</td>
</tr>
<tr>
<td>3.5 x 6.25</td>
<td>$1,075</td>
<td>$975</td>
<td>$825</td>
<td>$650</td>
</tr>
<tr>
<td>3.5 x 7.25</td>
<td>$1,275</td>
<td>$1,175</td>
<td>$1,025</td>
<td>$800</td>
</tr>
<tr>
<td>3.5 x 8.375</td>
<td>$1,400</td>
<td>$1,275</td>
<td>$1,100</td>
<td>$825</td>
</tr>
</tbody>
</table>

### NEWStat

**Digital advertising**

- **Leaderboard*** $7,175 | $6,325 | $5,675
- **Rectangle** $3,325 | $2,900 | $2,675

*Leaderboards and rectangles will appear on the website and be rotated within the e-newsletter. Rates are per month based on monthly postings. All rates quoted in US dollars.

### AAHA Learning

**Digital advertising**

- **Middle banner** $1,350 | $1,200 | $1,100
- **Side banner** $1,200 | $1,100 | $1,000

Rates are per month based on monthly postings. All rates quoted in US dollars.

### Trends

**Digital advertising**

- **Rectangle** $2,725 | $2,400 | $2,175

Rates are per month based on monthly postings. All rates quoted in US dollars. Premium positions will be 15% more.

### JAAHA

**Print advertising**

<table>
<thead>
<tr>
<th>Size (column inches)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page 8.375&quot; x 10.875&quot;</td>
<td>$1,575</td>
<td>$1,400</td>
<td>$1,250</td>
</tr>
<tr>
<td>Premium Rate plus $580</td>
<td>$2,350</td>
<td>$2,075</td>
<td>$1,900</td>
</tr>
<tr>
<td>False cover 8.375&quot; x 10.875&quot;</td>
<td>$4,950</td>
<td>$4,275</td>
<td>$3,575</td>
</tr>
<tr>
<td>Gatefold cover 16&quot; x 10.875&quot;</td>
<td>$6,950</td>
<td>$5,825</td>
<td>$4,675</td>
</tr>
<tr>
<td>French gate cover 17.375&quot; x 10.875&quot;</td>
<td>$8,025</td>
<td>$6,825</td>
<td>$5,625</td>
</tr>
<tr>
<td>Partial tip false cover 16&quot; x 10.875&quot;</td>
<td>$2,900</td>
<td>$2,325</td>
<td>$1,750</td>
</tr>
<tr>
<td>Cover wrap cover 12.4688&quot; x 10.875&quot;</td>
<td>$5,800</td>
<td>$4,600</td>
<td>$3,400</td>
</tr>
<tr>
<td>Belly band 18&quot; x 5&quot;</td>
<td>$3,200</td>
<td>$2,600</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Rates are per month based on monthly postings. All rates quoted in US dollars.

### Mailing List

**Number of names**

- **First 3,000 names** $700
- **Additional names (per 1,000)** $200

All rates quoted in US dollars.
## Deadlines

### Trends & AAHA Marketplace

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertions</th>
<th>Art materials</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/15/22</td>
<td>11/22/22</td>
<td>12/22/22</td>
</tr>
<tr>
<td>February</td>
<td>12/13/22</td>
<td>12/20/22</td>
<td>1/27/23</td>
</tr>
<tr>
<td>March</td>
<td>1/17/23</td>
<td>1/24/23</td>
<td>2/24/23</td>
</tr>
<tr>
<td>April</td>
<td>2/14/23</td>
<td>2/21/23</td>
<td>3/24/23</td>
</tr>
<tr>
<td>May</td>
<td>3/14/23</td>
<td>3/21/23</td>
<td>4/28/23</td>
</tr>
<tr>
<td>June</td>
<td>4/18/23</td>
<td>4/25/23</td>
<td>5/26/23</td>
</tr>
<tr>
<td>August</td>
<td>6/13/23</td>
<td>6/20/23</td>
<td>7/28/23</td>
</tr>
<tr>
<td>September</td>
<td>7/18/23</td>
<td>7/25/23</td>
<td>8/25/23</td>
</tr>
<tr>
<td>October</td>
<td>8/15/23</td>
<td>8/22/23</td>
<td>9/24/23</td>
</tr>
<tr>
<td>November</td>
<td>9/19/23</td>
<td>9/26/23</td>
<td>10/27/23</td>
</tr>
<tr>
<td>December</td>
<td>10/17/23</td>
<td>10/24/23</td>
<td>11/24/23</td>
</tr>
</tbody>
</table>

### JAAHA

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertions</th>
<th>Art materials</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>11/11/22</td>
<td>11/18/22</td>
<td>12/26/22</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>1/12/23</td>
<td>1/20/23</td>
<td>2/26/23</td>
</tr>
<tr>
<td>Jul/Aug</td>
<td>5/12/23</td>
<td>5/19/23</td>
<td>6/25/23</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>7/14/23</td>
<td>7/21/23</td>
<td>8/27/23</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>9/15/23</td>
<td>9/29/23</td>
<td>10/22/23</td>
</tr>
</tbody>
</table>

### Trends & JAAHA Online | NEWStat

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertions</th>
<th>Art materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/16/22</td>
<td>12/20/22</td>
</tr>
<tr>
<td>February</td>
<td>1/20/23</td>
<td>1/24/23</td>
</tr>
<tr>
<td>March</td>
<td>2/17/23</td>
<td>2/21/23</td>
</tr>
<tr>
<td>April</td>
<td>3/17/23</td>
<td>3/21/23</td>
</tr>
<tr>
<td>May</td>
<td>4/21/23</td>
<td>4/25/23</td>
</tr>
<tr>
<td>June</td>
<td>5/19/23</td>
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</tr>
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<td>7/21/23</td>
<td>7/25/23</td>
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</tr>
<tr>
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<td>9/19/23</td>
</tr>
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<td>November</td>
<td>10/20/23</td>
<td>10/24/23</td>
</tr>
<tr>
<td>December</td>
<td>11/17/23</td>
<td>11/21/23</td>
</tr>
</tbody>
</table>

Ads are purchased on a calendar month basis. NEWStat e-newsletters are delivered three times per week on Tuesdays, Thursday, and Saturdays. Ads remain on the website for one month and are included in each NEWStat e-newsletter distribution.
**Ad Specs**

### Specifications

- **Trim size**: 8.375" x 10.875"
- **Live area**: 0.25" from trim
- **Bleed**: 0.125" extended beyond trim
- **Gutter loss**: 0.125"
- **Line width minimum**: 0.25 point thick
- **File format**: PDF with bleed and crop marks; transparency flattened. Other acceptable formats include Adobe InDesign®, EPS†, TIF
- **Color mode**: CMYK or grayscale; SWOP standards apply; do not embed ICC profiles
- **Image resolution**: 300 dpi (minimum)
- **Fonts**: OpenType or PostScript only
- **Total area coverage**: Do not exceed 320% for the darkest area of an image
- **False cover**: Request the template file

*Package with fonts and images and compress to zip file.
†Convert text to outlines for Adobe Illustrator files before submission.

### Trends and JAAHA

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Bleed trim size</th>
<th>Nonbleed trim size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page and false cover*</td>
<td>8.375&quot; x 10.875&quot; with bleed: 8.625&quot; x 11.125&quot;</td>
<td>7.875&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>Full spread (2 pages)</td>
<td>16.75&quot; x 10.875&quot; with bleed: 17&quot; x 11.125&quot;</td>
<td>16.25&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>8.375&quot; x 5.4375&quot; with bleed: 8.625&quot; x 5.6875&quot;</td>
<td>7.875&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>4.1875&quot; x 10.875&quot; with bleed: 4.4375&quot; x 11.125&quot;</td>
<td>3.75&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>5.5&quot; x 10.875&quot; with bleed: 5.75&quot; x 11.125&quot;</td>
<td>5&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2.9375&quot; x 10.875&quot; with bleed: 3.1875&quot; x 11.125&quot;</td>
<td>2.625&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.75&quot; x 5&quot;</td>
<td></td>
</tr>
<tr>
<td>1/6 page</td>
<td>2.625&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>

*All sizes are width by height in inches. *Request the template file.

---

See Rates page for AAHA Marketplace sizes.
# Ad Specs

## Digital

<table>
<thead>
<tr>
<th>File format</th>
<th>GIF*, SWF*, JPG, or PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>File size</td>
<td>40k (60k if animated) maximum*</td>
</tr>
<tr>
<td>Color mode</td>
<td>RGB</td>
</tr>
<tr>
<td>Image resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Animation*</td>
<td>Maximum 15 seconds total length; 3 loops; 24 fps</td>
</tr>
<tr>
<td>Audio</td>
<td>None</td>
</tr>
</tbody>
</table>

*AAHA Learning does not support GIF or SWF files. File size for AAHA Learning is 2mb.

Best practice: For times when the user’s browser does not support creative functionality (i.e., Flash™, HTML5), provide a standard image file.

## NEWStat

Please submit three files for each ad sized for website, e-newsletter, and mobile.

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Web</th>
<th>Email</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>600 x 74</td>
<td>300 x 50</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>250 x 208</td>
<td>300 x 50</td>
</tr>
</tbody>
</table>

*Leaderboards and rectangles will appear on the website and be rotated within the e-newsletter. All sizes are width by height in pixels.

## Trends Online

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Web</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>300 x 50</td>
</tr>
</tbody>
</table>

All sizes are width by height in pixels.

## JAAHA Online

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Web</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>728 x 90</td>
<td>180 x 150</td>
</tr>
<tr>
<td>Tower</td>
<td>160 x 600</td>
<td></td>
</tr>
<tr>
<td>Button</td>
<td>180 x 150</td>
<td></td>
</tr>
</tbody>
</table>

All sizes are width by height in pixels.

## NEWStat web ad sizes

- **NEWStat leaderboard** 728 x 90
- **NEWStat rectangle** 300 x 250
- **NEWStat mobile** 300 x 50

## NEWStat email ad sizes

- **NEWStat leaderboard** 600 x 74
- **NEWStat Rectangle** 250 x 208

## JAAHA Online ad sizes

- **JAAHA Online banner** 728 x 90
- **JAAHA Learning Middle banner** 900 x 150
- **JAAHA Side banner** 425 x 150

## Trends Online web ad sizes

- **Trends Online rectangle** 300 x 250

## AAHA Learning ad sizes

- **AAHA Learning Middle banner** 900 x 150
- **AAHA Learning Side Banner** 425 x 150
Agency Commission
Commission to recognized advertising agencies is 15% (not applicable to development charges). Commissions are allowed only on invoices paid within 30 days.

Discounts
Discounts are available through special package pricing only. Contact AAHA’s National Sales Manager, Stephanie Pates, for more information.

Acceptance of Advertising
All advertisements are subject to AAHA’s approval and AAHA reserves the right, in its sole discretion, to refuse to accept any advertising and/or to cancel, remove, discontinue, or withdraw approval of any advertising after its publication or appearance. In the event that AAHA exercises this right, it will notify the advertiser and adjust the final billing to reflect any time the advertising did not appear.

Liability
Notwithstanding to whom bills are rendered, Advertisers, Agency, and Service, jointly and severally shall remain obligated to pay AAHA the amount of any bills rendered by AAHA within the time specified and until payment in full is received by AAHA. Payment by Advertiser to Agency or to Service, or payment by Agency to Service shall not constitute payment to AAHA.

Third-Party Ad Providers
In order to protect our members’ privacy and to maintain control of which cookies are set on our members’ browsers while visiting AAHA websites, AAHA will not accept advertising tags from third-party ad providers. Only physical graphic files (GIF, JPG, etc.) can be accepted. Please provide a link to the advertiser’s website as detailed in the media contract for each of the corresponding sites, pages or e-newsletters.

File Submission
aaha.org/upload
aahaadvertising@aaha.org

Creative Assistance
creative@aaha.org

Ad Specs, Rate Cards, and Insertion Orders
jennifer.beierle@aaha.org

Trends and JAAHA Reprints
Contact AAHA’s Advertising team for reprint quotes.
- Advertising Sales: stephanie.pates@aaha.org
- Advertising Production: jennifer.beierle@aaha.org
FILL YOUR PROSPECTING BOWL

Decide what suits your appetite and together, we’ll get you to the front of the pack.
Participating in AAHA’s media and marketing opportunities is easy on every budget. Let us show you how.

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Learn more at aaha.org/vendors