

# AMDA App Sponsorships and Advertising



## AMDA RESOURCE ACCESS SPONSORSHIP

### FEATURED TOPIC SPONSOR: \$10,000

#### Duration: One Month

The AMDA app is the go-to resource for AMDA members. It has been developed for use by clinicians to access AMDA resources from anywhere, including the bedside. Support effective, evidence-based geriatric care and open up AMDA resources to the Long-Term Care community. AMDA has hundreds of paid or member benefit resources that are available in the new AMDA App. This sponsorship brings AMDA benefits to member and non-members. The featured topic sponsorship includes:

#### First Month Benefits

- One (1) month of topic and sponsorship listing on the “featured” tab on the resources page
- Recognized in AMDA’s “OnTopic” monthly email as the topic sponsor
- One (1) advertisement for the period of the initial sponsorship on the app home page
- One (1) month of AMDA Website Home Page Advertising Placement, specific for first month of sponsorship
- One (1) push notification during primary month of sponsorship
- One (1) month of sponsorship promotion on home page scrolling advertisement

#### Continued Benefits

- Sponsorship of topic-related resources creating an open access channel for members and non-members. Product sponsorships includes, when available, clinical practice guidelines, *Know Before* series, clinical pocket guides, teaching slides, and more
- Opportunity to provide two sponsored resources via HTML or web link to app users in the filtered content listing
- Sponsorship recognition for the duration of the topic sponsorship with logo placement

#### Add-Ons:

##### CME Resource: \$1,000/month

Add on a CME Resource from AMDA’s library to the list of open access content for members and non-members. This can be renewed on a month-by-month basis.

##### Month extension: \$2,500/month

Continue your topic support for as many months as you want with continued recognition.

##### Additional Resource: \$1,000/month

### RESOURCE SPONSORSHIPS: \$1,500/MONTH

- Opportunity to provide one (1) sponsored resource for app users to access
- Use of up to three (3) tags
- File can be HTML, video, or web ULR

## ADVERTISING

600 X 200 ADVERTISEMENT:  
\$1,500/MONTH

Placements:

- Main Screen Rolling Top Bar
- Event Page

600 X 500 ADVERTISEMENT: \$1,500/MONTH

Placements:

- Main Screen
- Event Page

## ADVERTISING SPECS

### File Types:

.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)

### File Size:

200K file size limit

### Rich Media Ads:

Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.

### Target URL:

Required

The screenshot shows the main interface of the AMDA mobile app. At the top, there is a hamburger menu icon and the AMDA logo. Below this is the title "AMDA - The Society for Post-Acute and Long-Term Care Medicine" and a search bar with the placeholder text "Search here". A 600 x 200 advertisement is displayed below the search bar, with the text "600 x 200 Displayed as 300 x 100". The main content area is divided into three sections: "Member Resources" with a padlock icon and links for "SIGN IN" and "CREATE AN ACCOUNT"; "Explore the AMDA app" with three cards: "Clinical Alerts & Resources", "The AMDA Podcast", and "Support the Foundation"; and another 600 x 500 advertisement at the bottom, with the text "600 x 500 Displayed as 300 x 250".

The screenshot shows the "Upcoming Events" page in the AMDA mobile app. It features a dark blue header with a back arrow and the title "Upcoming Events". Below the header, there is a 600 x 200 advertisement with the text "600 x 200 Displayed as 300 x 100". The main content is a calendar view for "November 2020" and "December 2020". Each month shows a list of events, with the first event in each month being "Leadership, Ethics & PAITC Virtual Symposium" from November 20, 2020 to November 21, 2020. A 600 x 500 advertisement is also visible at the bottom of the page, with the text "600 x 500 Displayed as 300 x 250".