

www.painweek.org

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181 141 2  
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243 151 2  
24 91 8  
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**Pain**week.

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# 365

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live • digital • print

**365** live, digital, print

**The PAINWeek portfolio of branded communications (live, digital, and print) provides a platform of differentiated access points to commercial sponsors interested in reaching highly relevant stakeholders in the pain management sector throughout the year.**

# 1

## Live

Over 5,000 healthcare providers are reached yearly at the PAINWeek (PW) national and PAINWeekEnd (PWE) regional conferences. As access to key practitioner targets becomes more challenging, presenting a Product, Disease, Medical Information (PDM) programs offers a significant ROI.

### **PW National Conference**

Breakfast and Lunch PDMs  
**\$65,000**

*Average attendance: 325–400*

### **PWE Regional Conferences**

Breakfast and Lunch PDMs  
**\$40,000**

*Average attendance: 125–150*

Exhibit tables provided to all PDM sponsors



# 2

## Digital

Digital promotion is among the most effective tactics to speak to your target audience. Weekly emails are deployed to our universe of 80,000 practitioners outlining the most current information regarding pain management. These emails provide clinicians with timely and relevant topics that provide sponsors with a vehicle for corporate, branded, or disease state banner ads. As a trusted source of information, PAINWeek provides maximum exposure to the clinicians you want to reach!

### **Website ROS Banner Ads**

**\$75/CPM**

Total costs vary in relation to requested impressions

### **E-newsletter banner ads**

→ 1x/month **\$3,000**

→ 2x/month **\$5,500**

→ 4x/month **10,000**

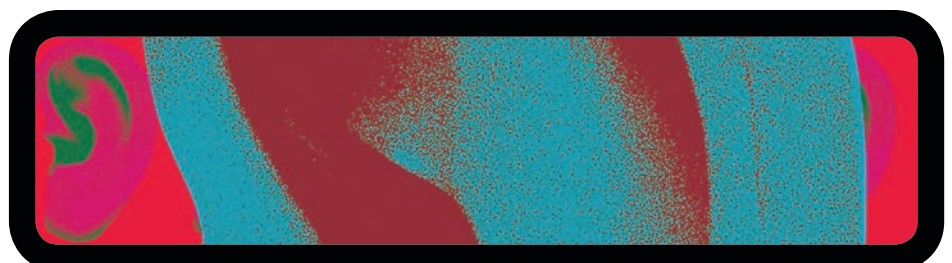
Our weekly/monthly email deployment calendar is composed of the following digital tactics:

- **Daily Dose** features a singular news article and is deployed 5x/week
- **Weekly Dose** includes all of the week's news items aggregated into one email deployed on Saturdays
- **Podcasts** deployed weekly, features selected presentations from the national conference
- **Expert Opinion** deployed weekly, showcases video interviews with our conference faculty on clinical and medical/legal key topics
- **One-Minute Clinician** deployed weekly, is a quick take on clinical conundrums and clinical pearls

### **Custom/Recruitment Emails**

Client supplied HTML content that is deployed on behalf of national and regional conference sponsors  
**\$1,500** set-up fee + **\$.59**/name

List matching and geotargeting are available





For additional information on how to maximize your PAINWeek experience, please contact:  
 ● **Mike Shaffer**  
 ms@painweek.com  
 (973) 233-5572

# 3

## Print

The *PAINWeek Journal* is published quarterly and mailed to 10,000 healthcare providers actively managing acute and chronic pain. Bonus distribution includes 5,000+ at PAINWeekEnd regional conferences.

### Advertising Rates

→ 4-color → B&W  
**\$3,900** **\$1,500\***

\*The first B&W page is **\$1,500**; safety and PI pages that may follow are @ **\$500** per page up to 10 pages.

### Cover Tip/Polybag Charges

→ Cover Tip/ Belly Band → Polybagged Supplement  
**\$12,500** **\$14,500**

### Advertising Deadlines

2020 Issues	Ads Close	Materials Due	Distribution
Q1	1/31	2/21	March
Q2	4/17	5/15	June
Q3	7/10	8/7	September
Q4	10/23	11/13	December



## PWJ—PainWeek JOURNAL

**PWJ** is a quarterly publication providing timely and meaningful coverage of the diversity of issues that span pain management, assessment, diagnosis, multimodal treatment, legal, policy, R&D, and regulatory concerns regarding pain medications. Targeted specifically to frontline practitioners, this multidisciplinary journal provides an educational resource throughout the year.

**Distribution:** 10,000 mailed quarterly + bonus distribution of 5000 at the PAINWeek National Conference and PAINWeekEnd Regional Conference Series.

**Front Cover Tips and Polybag Programs:** The cover tip provides front cover awareness around a topic or program that is disseminated to over 10,000 targeted clinicians. This can be up to 3 ounces of any client supplied material, disease state info, clinical study, etc. Reserving the **PWJ** cover tip during the September national conference can drive traffic to your exhibit booth and enhance awareness of your brand.

### ● Ad Sizes

Ad Description	Trim Size
2 page spread	16.75" x 10.875"
Full page	8.375" x 10.875"

# Read THIS!

\*Supplements must be no larger than 8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ ".

Bleeds must extend  $\frac{1}{4}$ " beyond the trim line.


Live matter must be a minimum of  $\frac{3}{8}$ " from final trim size (8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ ").

### Circulation by Specialty:

Family Practitioner	33.69%
Internal Medicine	21.55%
Pain Management Specialist	8.11%
Physical Medicine/Rehab Specialist	4.82%
Anesthesiologist	4.48%
Hematology & Oncology	2.02%
General Practitioner	1.73%
Pharmacist	1.58%
Emergency Medicine Specialist	1.46%
Neurologist	1.17%
Psychiatrist	1.14%
Rheumatologist	1.08%
Other Specialties	17.16%

Other specialties are < 1% per specialty

**PWJ**  
PERIOPERATIVE JOURNAL



**WHAT'S INSIDE:**  
 interdisciplinary management of pelvic pain bridging the gap between primary care and specialty referral • gathering atoms and preoperative opioids preoperatively • 2017 residents a year in review under the current budget care survey • a catch 22 paradox • resolution

**2017 PAINWEEK CONFERENCE PREVIEW**

CLINICAL CONSIDERATION

**CATCH 22:**  
 A situation in which there are only two possibilities and you cannot do either because each depends on having done the other: first, a problematic situation for which the only solution is denied by a circumstance inherent in the problem or by a rule. As physicians, we are all accustomed to dealing with difficulties with patient diagnosis and treatment secondary to a Catch-22—an unaccountable reason that makes no sense, but nevertheless prevents us from doing what we need to do.

**PARADOX=RESOLUTION**

By Gary W. Jay MD, RAHUL PATEL



**ABUSE  
 DETERRENT  
 FORMULATIONS**

By Sanford M. Sherman MD

**RESTLESS**

**LEGS**

**SYNDROME**

By Victor Rosenfeld MD

**the mirror has 2 faces**

By Michael P. Cahill MD, MPH

**A**

an

peroperative gathering

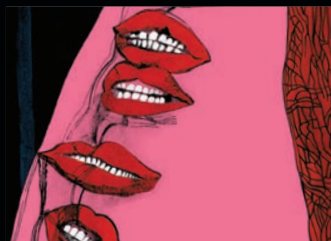
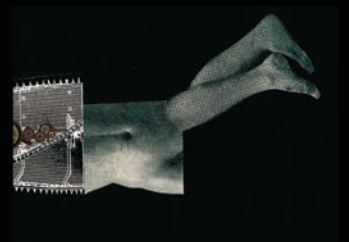
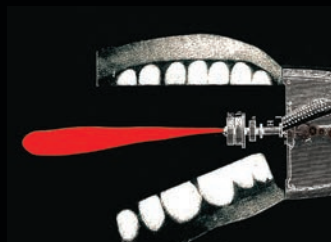
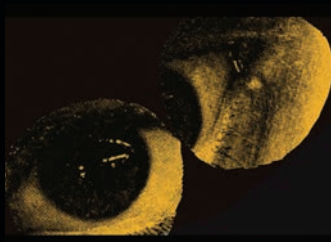
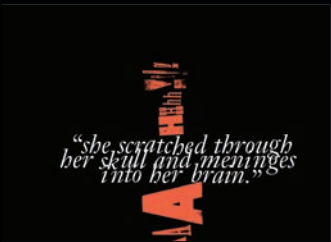
opioids

**storm:**  
 problematic?

By Michael Bonsette MD/PhD, Mallik MD/PhD, Michael Bottros MD

PAINweek.

# PAIN



## All this 365 days a year!

Contact → Mike Shaffer ms@painweek.com or (973) 233-5572