


DIGITAL ADVERTISING OPPORTUNITIES

AAMI DIGITAL NEWSLETTERS

The Association for the Advancement of Medical Instrumentation® (AAMI) understands the crucial role their industry plays in the medical device community, and they are **committed to providing a comprehensive resource** tailored specifically to their industry's needs. 

Working with Multiview, the AAMI digital newsletters **reach over 10,500** industry professionals, respectively, and serves as a valuable outlet with the latest research, insights, trends, and best practices. AAMI believes that staying informed on these vital topics will enable industry professionals to stay ahead in this ever-evolving field.

HTM *News Flash*

This weekly newsletter curated for **10,600+ healthcare technology management professionals** contains articles gathered from an expansive list of sources and exclusive content directly from AAMI, allowing industry leads to stay on the cutting edge of medical device safety, security, interoperability, and functionality.

Availability is limited. Please contact Multiview at 972-402-7070 or at salesinquiries@multiview.com for more information.

Sterilization *News Brief*

The bi-weekly newsletter curated for **10,500+ sterilization technicians and professionals** contains articles gathered from an expansive list of sources and exclusive content directly from AAMI, allowing industry leaders to stay on the cutting edge of safety of hospitals, medical equipment, devices, and instrumentation.

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AAMI *MedTech Industry Brief*

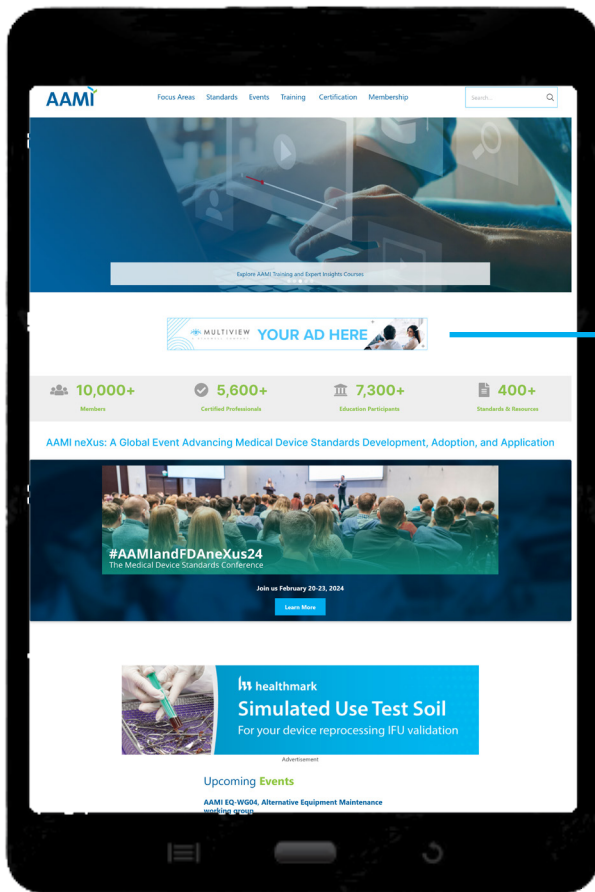
Curated for **22,000+ subscribers**, this weekly newsletter contains updates from across the medical device industry. Each email delivers insights from AAMI SMEs alongside buzzworthy, aggregated headlines from trusted industry publications, associations, and regulating bodies. With the addition of curated updates from international standards developers, AAMI's MedTech Industry Brief is uniquely positioned as a centralized hub for the information device manufacturers, innovators, and investors care about most.

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DIGITAL ADVERTISING OPPORTUNITIES RETARGETING & WEBSITE ADVERTISING

Expand your reach by targeting the medical device industry professionals who frequent the AAMI website.



www.aami.org

ANNUAL STATS INCLUDE:

252,600+ Visitors	113,900+ Events	397,600+ Pageviews

WEBSITE ADVERTISING:

Two 728x90 banners, homepage and select interior pages, for an entire year.

Banners sold separately.

RETARGETING ADVERTISING:

Campaigns are priced per 120,000 impressions.

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WHY SHOULD YOU ADVERTISE?



AAMI's digital advertising offers industry suppliers opportunities to advertise in front of a highly targeted and professional audience. As a supplier member, you have the advantage of promoting your product, service, or company within this digital publication.

- **Audience** – engage with your target audience directly in their email inbox
- **Brand Awareness** – stay top of mind with prospects who match your target audience.
- **Brand Affinity** – build trust and align your company with a trusted leader within the industry.
- **Exclusivity** – there are a set number of zones in the newsletter and each zone is exclusive to one company. This guarantees that advertisers receive 100% share of voice in the zone.