



American Urological Association

2025 MEDIA KIT



Founded in 1902, the American Urological Association (AUA) is a premier urologic association, providing invaluable support to the urologic community. Our mission is to promote the highest standards of urological clinical care through education, research and the formulation of health care policy.

The AUA has more than 25,000 members worldwide who have been transforming and improving urological care for over 120 years.

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Print Advertising Opportunities



Frequency: 10x/year
Mail class: Periodicals postage
Circulation (U.S.): 15,665

AUANews, the only official news magazine of the AUA, written for urologists by urologists, is provided to members as a benefit. It is distributed twice a month: once as a print publication and once as a mid-month, online-only digital newsletter. All content is displayed and searchable on AUANews.net, a robust digital ecosystem.

AUANews features current, highly relevant, cutting-edge news of practical value to urologists while also serving as a vehicle for prompt and current communication between the AUA and its members. Urologists who are experts in the field are invited to submit articles on clinical as well as socioeconomic topics. Time from submission to publication is two to three months.

Closing Dates*

Issue	Space	Materials	Inserts
January	11/20/24	11/27/24	12/1/24
February	12/23/24	12/30/24	1/3/25
March	1/16/25	1/23/25	1/27/25
April	2/19/25	2/26/25	3/2/25
May	3/18/25	3/25/25	3/29/25
June	4/22/25	4/29/25	5/3/25
July/ August	5/20/25	5/27/25	5/31/25
September	7/22/25	7/29/25	8/2/25
October	8/20/25	8/27/25	8/31/25
November/December	9/20/25	9/27/25	10/1/25

(*Cancellations are not accepted after closing date. The AUA Annual Meeting issue is highlighted.)

Cover/Premium Position Rates*

Cover tip (supplied)	\$22,000 gross per issue
Cover 4	Earned rate plus 50%
Cover 2 or 3	Earned rate plus 25%
Center spread	Earned rate plus 25%

Run of Book (ROB) B/W Rates*

Frequency	Tabloid	1/2 Page	Island	1/4 Page	1/8 Page
1x	\$6,200	\$4,430	\$4,045	\$2,125	\$1,555
3x	\$6,120	\$4,360	\$3,970	\$2,080	\$1,495
6x	\$5,995	\$4,290	\$3,910	\$2,035	\$1,440
12x	\$5,825	\$4,180	\$3,815	\$2,005	\$1,380
24x	\$5,655	\$4,150	\$3,790	—	—
36x	\$5,475	\$4,105	\$3,790	—	—
48x	\$4,480	\$3,930	\$3,585	—	—
60x	\$4,040	\$3,555	\$3,240	—	—

Run of Book (ROB) 4-Color Rates*

Frequency	Tabloid	1/2 Page	Island	1/4 Page	1/8 Page
1x	\$9,495	\$7,725	\$7,340	\$5,425	\$4,850
3x	\$9,415	\$7,660	\$7,265	\$5,375	\$4,790
6x	\$9,290	\$7,585	\$7,205	\$5,330	\$4,740
12x	\$9,120	\$7,480	\$7,115	\$5,300	\$4,675
24x	\$8,950	\$7,445	\$7,085	—	—
36x	\$8,770	\$7,400	\$7,035	—	—
48x	\$7,775	\$7,225	\$6,880	—	—
60x	\$7,335	\$6,850	\$6,535	—	—

*Contact sales representative for additional costs associated with match colors.

Insert Rates

Frequency	2-pg Tabloid	2-pg Island	4-pg Tabloid	2-pg Island
1x	\$13,065	\$10,105	\$26,130	\$20,210
3x	\$12,970	\$9,980	\$25,940	\$19,960
6x	\$12,700	\$9,860	\$25,400	\$19,720
12x	\$12,170	\$9,600	\$24,340	\$19,200
24x	\$11,500	\$9,500	\$23,000	\$19,000
36x	\$11,265	\$9,410	\$22,530	\$18,820
48x	\$11,020	\$9,015	\$22,040	\$18,030
60x	\$10,825	\$8,120	\$21,650	\$16,240

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.
 Back-up Rates: 1/2x earned B/W page rate.



Delivery of Material

ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Kayla Lubach at klubach@amcmmediagroup.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Kayla Lubach.

AD MATERIAL DELIVERY ADDRESS

For insert material:
Hess Print Solutions
Attn: Fred Nix,
AUANews (issue date, quantity)
3765 Sunnybrook Road
Brimfield, OH 44240

Mechanical Specifications

Table with 3 columns: Size, Dimensions (bleed), Dimensions (non-bleed). Rows include Tabloid, 1/2 pg (horizontal), 1/2 pg (vertical), Island, 1/4 pg (column), 1/4 pg (box), 1/8 pg, Cover tip, and Outsert*.

Publication trims at 10-7/8 x 13-1/2", keep live matter 1/2" from trim
*Supply 10 x 12" outserts folded to 10 x 6"

INSERT/OUTSERT REQUIREMENTS

Table with 2 columns: Size, Dimensions. Rows include Tabloid insert and Island insert.

Trimming: 1/8" off of head only; supply folded with a minimum 3/8" or maximum 7/8" lip. Stock: 80 lb. minimum, 100 lb. text stock maximum. Quantity: 15,000 per issue.

Classified and Recruitment Advertising

The AUANews Classified and Recruitment advertising is featured in the the official news magazine of the AUA, written for urologists by urologists.

LINE RATES

Table with 2 columns: Line Rate (1-50 Words), Price (\$260)

*Each additional word over 50 is \$5.15 per word. All line rates are NET PRICE. A word is defined as one or more letters bound by spaces. Slashes maybe be used to combine two words as one, however, if more than one slash is used in a single instance, every two words will be counted as one word each.

LINE AD UPGRADES

Table with 2 columns: Upgrade (Blind), Price (\$40 per issue)

DISPLAY RATES*

Table with 3 columns: Size, 1X, 3X. Rows include Full page, 1/2 page, 1/4 page, 1/8 page.

*All rates are net per issue.

CLOSING DATES

Table with 2 columns: Issue, Space. Rows include January, February, March, April, May, June, July/ August, September, October, November/December.

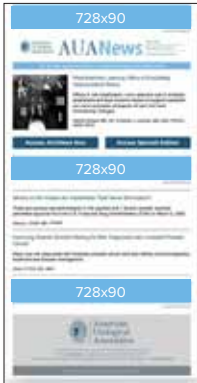
MECHANICAL SPECIFICATIONS

Table with 2 columns: Size, Dimensions. Rows include Full page, 1/2 pg (horizontal), 1/2 pg (vertical), 1/4 pg, 1/8 pg.





AUA News



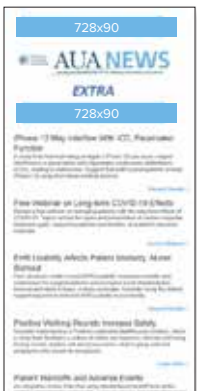
The **AUANews eTOC emails** are sent monthly to AUA members and AUANews subscribers. Each edition includes table-of-contents (links to live content) alerts, linking back directly to AUANews website.

Emails deploy before the 8th of each month.

Total sent: 12,000 U.S. members per issue **Open Rate:** 48.00%

EMAIL RATES

Position	Specs	Cost
First 728x90	50KB limit	
Second 728x90	50KB limit	\$3,000/position per send
Third 728x90	50KB limit	



AUANews emails are mid-month updates of all new content published on the AUANews website (AUANET.org/auanews). All articles are linked directly to the AUANews website appear with the content. Emails are sent mid-month.

Special rates are available for current print advertisers, contact a sales representative for details.

Total sent: 12,000 U.S. members per issue **Open Rate:** 46.00%

EMAIL RATES

Position	Specs	Cost
First 728x90	50KB limit	
Second 728x90	50KB limit	\$3,000/position per send
Third 728x90	50KB limit	



AUANews Highlights and **AUANews Enhanced Highlights emails** provide advertisers the opportunity to choose a topic which AUANews content is then generated for by AUA and sent to AUA members. This is an exclusive opportunity to sponsor AUANews content with a targeted message to AUA members.

Total sent each: 12,000 U.S. members per issue

Open rate: AUANews Highlights 49.60%
AUANews Enhanced Highlights 48.00%

EMAIL RATES (AUANEWS HIGHLIGHTS)

Position	Specs	Cost
First 300x250	50KB limit	
Second 300x250	50KB limit	\$5,000 net per send
Third 300x250	50KB limit	

EMAIL RATES (AUANEWS ENHANCED HIGHLIGHTS)

Position	Specs	Cost
First 300x250	50KB limit	
Second 300x250	50KB limit	\$5,000 net per send
Third 300x250	50KB limit	

CLOSING DATES

Issue	Space
January	12/25
February	1/22
March	2/23
April	3/25
May	4/23
June	5/25
July/ August	6/25
September	8/22
October	9/23
November/December	10/21

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a clickthrough URL. No 3rd-party tags can be accepted.



Website Advertising Opportunities



AUANet.org is the official website of the AUA, the premier resource in the field of urology. The AUA sets standards, establishes guidelines, and serves nearly all board certified urologists, as well as HCPs and patients around the world.

Impressions: 100,000 U.S.-only per month

All contracts are sold on a share-of-voice (SOV) model, split into 25% shares (estimated at 25,000 impressions per month). Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

WEBSITE RATES

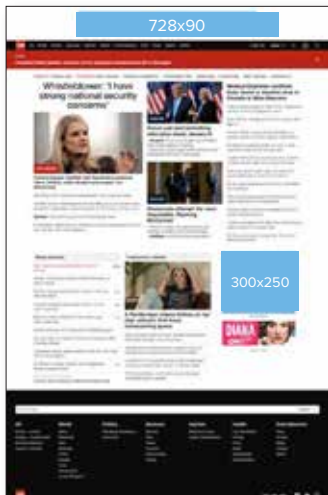
Contract Length	SOV	Cost
Monthly	25%	\$3,250 net/mo
Annual	25%	\$3,000 net/mo

MECHANICAL SPECS

728x90	200KB limit
300x250	200KB limit
320x50	100KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or 3rd-party tag. Youtube or video URLs are accepted. For complete specs, view our online ad spec sheet or contact the production manager.



AUA website retargeting enables advertisers to remind AUA members of products/services after they leave the AUANet website. Ads will be served to AUA members who are visiting non-endemic sites. Retargeting is a vital tool that helps you connect with AUA members on other sites that they visit. The average CTR for retargeted ads is ten times higher than regular display ads.*

*Source: I-Com Retargeting Study 2019-2020

WEBSITE RATES

Impressions	CPM	Cost
50,000	\$160	\$8,000 net
100,000	\$140	\$14,000 net
200,000	\$100	\$20,000 net

MECHANICAL SPECS

728x90	200KB limit
300x250	200KB limit
160x600	200KB limit
320x50 (mobile only)	100KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF/PNG with click-through URL, or 3rd-party tag. All HTML5 creatives must be supplied as 3rd-party tags. Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed.



Email Advertising Opportunities



The **AUA NetNews e-Newsletter** keeps AUA members in step with the latest news from the AUA including information about upcoming courses and events and important upcoming deadlines.

Advertising placements are sold by month which includes two email sends. The email is sent on the 2nd and 4th Tuesday of every month to domestic members.

Total sent: 12,000 per issue

Open rate: 25.00%

EMAIL RATES

Position	Specs	Cost
728x90	50KB limit	\$2,500 net per month

CLOSING DATES

Contracts due two weeks prior to email send date, materials due one week prior to email send date.

REQUIRED FILES

Advertisers must provide a JPG or static GIF, and a clickthrough URL. Youtube or video URLs are accepted. No 3rd-party tags can be accepted.



The **AUA Policy and Advocacy Brief e-Newsletter** is produced by the AUA Public Policy division and contains timely reports on Medicare fee schedule changes, coding changes, malpractice reform, NIH research, practice guidelines, managed care and other "hot topics."

Advertising placements are sold by month which includes one email send. The email is sent on the 1st Thursday of every month to domestic members.

Total sent: 9,000 per issue

Open rate: 27.00%

EMAIL RATES

Position	Specs	Cost
728x90	50KB limit	\$2,500 net per month



The **AUA Practice Managers' Network e-News** is a monthly e-newsletter that communicates the latest and most important issues directly affecting today's Urology practice.

It is sent during the 1st week of every month to practice managers and AUA Practice Management Network subscribers worldwide.

Total sent: 300 per issue

Open rate: 28.00%

EMAIL RATES

Position	Specs	Cost
728x90	50KB limit	\$500 net per send



Website Advertising Opportunities



The **AUA Annual Meeting website (AJANET.org/annualmeeting)** is the official registration site for all attendees of the Annual Meeting of the American Urological Association. This site contains all information pertinent to AUA's Annual Meeting including registration, meeting program, attendee, travel and exhibitor information. Ads will run from January or the date the ad is received and published online for a calendar year.

Limited to 5 advertisers. Estimated total number of impressions per advertiser is 69,000 for a worldwide campaign running January to December.

RUN OF SITE (ROS) RATES

Contract Length	SOV	Cost
Annual	20%	\$20,000 net

MECHANICAL SPECS

728x90 200KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or 3rd-party tag. Youtube or video URLs are accepted. For complete specs, view our online ad spec sheet or contact the production manager.

Email Advertising Opportunities



The **AUA Annual Meeting Registration emails** highlight the benefits of attending, including access to expert speakers, engaging sessions, networking opportunities, and the latest advancements in urology.

Total sent: 30,000 (15,000 AUA members, 15,000 past attendees) per issue

EMAIL RATES

Position	Specs	Cost
728x90	50KB limit	\$5,000 net per send

CLOSING DATES

Issue	Materials	Sends
Registration is Now Open	11/21	12/5
Pre-meeting Programs + Courses	12/4	12/18
Program Highlights #1	12/23	1/8
Program Highlights #2	1/22	2/5
Early Bird Discount Approaching (Feb. 19) #1	1/29	2/12
Early Bird Discount Approaching (Feb. 19) #2	2/3	2/17
Early Bird Discount Approaching (Feb. 19) #3	2/4	2/18
Early Bird Discount Approaching (Feb. 19) #4	2/5	2/19

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a clickthrough URL. Youtube or video URLs are accepted. No 3rd-party tags can be accepted.



AUA News



The **AUANews print and digital supplement** provides an opportunity to get content to the intended audience quickly. Content may be supplied or could be developed by the AUA at the advertiser's request. Topics may include research data, reviews, or events such as conference proceedings and much more.

The print edition is a physical edition mailed polybagged with the regular monthly issue of *AUANews*. The supplement can be up to 24 pages in length. Program includes advertisements on covers 2, 3, and 4. In addition, advertisers will receive 4 pages of print ad insertions in a regular *AUANews* issue.

The digital edition offers multimedia content and extra resources. The supplement will be hosted on the *AUANews.net* website for 12 months from the date of publication.

Advertisers will also receive exposure via digital advertising banners on the supplement homepage as well as promotional emails sent to the AUA membership quarterly.

Print circulation: 15,665 U.S.-based members
Digital circulation: 5,000 impressions

SUPPLEMENT RATES

Position	Cost
Print	\$125,000 net
Digital	\$125,000 net

PRINT MECHANICAL SPECS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Tabloid	11.25" x 14"	10" x 12.5"
Tabloid (spread)	22.5" x 14"	20" x 12.5"

Publication trims at 10.875" x 13.5".
Keep live matter .5" from trim.

DIGITAL MECHANICAL SPECS

728x90	200KB limit
300x250	200KB limit
320x50	100KB limit



AUANews Conference Reports provide readers need-to-know information presented at specialized medical conferences catering to urology-focused healthcare providers. A urologic content expert will create a 30-60 minute video to report on key abstracts and data coming out of the specified medical conference. The video will be promoted by AUA and will be hosted on the *AUANews* website for a full year.

The conference report will be mailed polybagged with the regular monthly issue of *AUANews*. The report can be up to 24 pages in length. Program includes advertisements on covers 2, 3, and 4. In addition, advertisers will receive 4 pages of print ad insertions in a regular *AUANews* issue.

The conference report video will include a pre-roll and mid-roll acknowledgement of support, digital banners on the conference reports homepage, and digital advertising banners on a promotional email sent to the AUA membership.

Print circulation: 15,665 U.S.-based members

Digital circulation: 20,000 impressions

EMAIL RATES

Position	Cost
Conference report	\$125,000 net



AUA News



The **AUANewsWorthy** webinars provide an opportunity to get your message to your target audience. The advertiser is responsible for developing the content, securing speakers/presenters, and all related content development. AUA will provide logistical support, webinar platform, marketing support, outreach to AUA members, registration, longer-term hosting and promotion of the webinars as well as ongoing promotions.

- Webinar circulation:** 4,000 views
- Print circulation:** 15,665 U.S.-based members
- Website/Email circulation:** 25,000 impressions

EMAIL RATES

Position	Cost
Webinar	\$30,000 net

PRINT MECHANICAL SPECS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Tabloid	11.25" x 14"	10" x 12.5"
Tabloid (spread)	22.5" x 14"	20" x 12.5"

Publication trims at 10.875" x 13.5". Keep live matter .5" from trim.

DIGITAL MECHANICAL SPECS

728x90	200KB limit
300x250	200KB limit
320x50	100KB limit



AUANews podcasts offer a convenient to share content with listeners who are multitasking and on the go. The episodic format allows for in-depth exploration of topics, building a sense of connection between hosts and listeners, and fostering a dedicated community around the content. Podcasts are sent to members of the AUA when new episodes are released.

A podcast sponsorship includes a pre-roll and mid-roll acknowledgement of support and digital banners on the podcast homepage.

- Podcast circulation:** 4,000 listens
- Print circulation:** 15,665 U.S.-based members
- Website/Email circulation:** 20,000 impressions

EMAIL RATES

Position	Cost
Podcast	\$15,000 net



AUA News



The **AUANews Resource Center** provides the ability to search disease state content using a collection of topics on the website. Each topic contains AUA content aggregated from the *Journal of Urology*, *AUANews*, *Urology Practice*, and other sources specific to urology (i.e. bladder cancer, prostate cancer and erectile dysfunction, just to name a few). The Resource Center provides a convenient way to access filtered content relevant to urology.

In addition to advertising banners on the chosen topic page, advertisers will receive banners on promotional emails sent to the AUA membership.

Impressions: Varies depending on topic.

WEBSITE RATES

Contract Length	SOV	Cost
3 months	100%	\$50,000 net
6 months	100%	\$95,000 net

All contracts are sold on a roadblock model (100% of impressions) per topic chosen. Contracts are invoiced in full when the campaign begins. Contracts are noncancellable.

DIGITAL MECHANICAL SPECS

728x90	200KB limit
300x250	200KB limit
320x50	100KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/ GIF with click-through URL, DCM HTML5 file, or 3rd-party tag. Youtube or video URLs are accepted. For complete specs, view our online ad spec sheet or contact the production manager.



AUA Member Data

SPECIALTY INTEREST AREA		AGE		MEMBERSHIP BY SECTION (14,381 DOMESTIC)		PRACTICE AREA	
General Urology	45%	36 and under	16%	Mid-Atlantic	10%	Urban	92%
Oncology	21%	37-45	10%	New York	8%	Suburban	7%
Calculus	11%	46-54	10%	New England	6%	Rural	1%
Incontinence	8%	55-64	11%	North Central	17%		
Erectile Dysfunction	6%	65 and over	19%	North Eastern	6%		
Pediatrics	5%			Southeastern	20%		
Fertility	3%			South Central	16%		
Renal Transplant	1%			Western	17%		
MEMBERSHIP BY CATEGORY		GENDER		MEMBERSHIP BY CONTINENT (22,866 WORLDWIDE)			
Active	32%	Male	86%	North America	75%		
International (including retirees)	17%	Female	14%	Asia	10%		
Senior	15%			South America	8%		
Resident/Fellow	12%			Europe	5%		
International Resident-in-Training	7%			Africa	1%		
Other	11%			Australia	1%		
		ABU CERTIFIED (U.S.-ONLY AND PRACTICING)					
		Certified	9,001				

Advertising Policies

AGENCY/ADVERTISER REQUIREMENTS

AUA reserves the right to approve all ad creatives that will run on any AUA website and eTOC. AUA reserves the right to reject any creative that does not follow AUA's specifications. No AUA advertising inventory will be held without a signed insertion order. Orders must include the flight dates and special instructions.

Cancellations: Non-cancellable unless FDA directive to suspend campaign is provided to AMC Media Group. Re-rating will apply to cancellations.

MATERIAL SPECIFICATIONS

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. AMC Media Group, the publisher and printer are not responsible for the reproduction of advertisements not provided to the correct specifications.

DIGITAL ADVERTISING

Digital ad units are considered sponsorship advertising. The analytics presented in this document are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. AUA and AMC Media Group will not credit the advertiser based on data shortfalls from the analytics preferred.

DIGITAL CAMPAIGN REPORTING

AMC Media Group does not complete third-party reporting templates or spreadsheets, and does not upload reporting data into digital portals or sFTPs.

AMC Media Group uses Google Ad Manager (GAM) to serve advertisements on website

properties on which ad space is offered. A representative of AMC Media Group will provide reports for website campaigns upon request or via an automatically-generated email sent by GAM. AMC Media Group works with the AAP to place advertisements on email properties on which ad space is offered. A representative of AMC Media Group will provide reports as they are in-turn provided to AMC Media Group by [society]. Formats for these reports will vary as many different servers are used across the society's email portfolio.

REPORTS

Reports for advertisements will be provided, at the earliest, two weeks following the month in which impressions were delivered.

EARNED RATE DISCOUNT

Given to advertisers based on advertising frequency within a 12 month period. The earned rate is determined by the number of insertions. A spread amounts to two insertions; full pages and fractional pages count as single insertions; each page of an insert counts as one insertion. Frequency rates are based on insertion orders submitted. If the submitted rate is not attained within the calendar year, clients will be re-rated to the frequency rate which has been attained. Clients will be required to remit the difference within 30 days of receipt of invoice. There are no rebates should a greater frequency rate be attained over what has been contracted, credit will only be given on future advertising placed.

AGENCY COMMISSION (15%)

Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are noncommissionable.