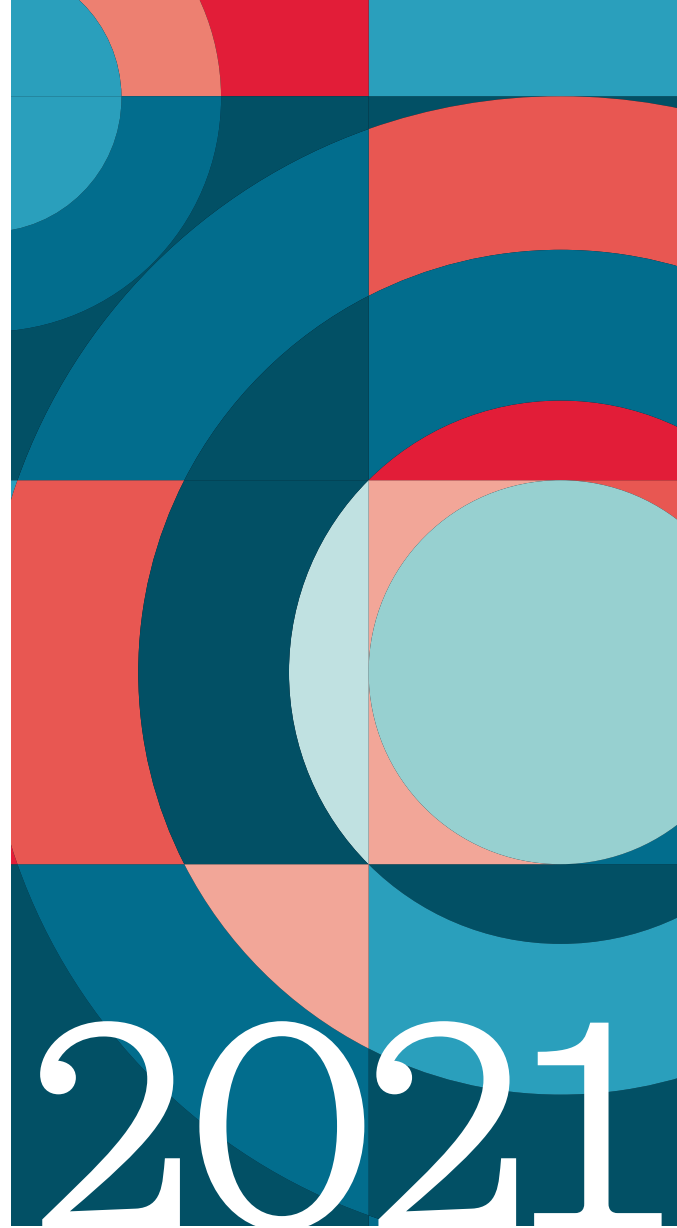




*aaaha.org/vendors*



2021

AAHA MEDIA KIT

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AAHA MEANS MORE

## AAHA Means Exceptional Quality of Care



Patients of AAHA-accredited practices receive **more comprehensive care** and clients elect to have **more diagnostic services** performed than nonaccredited practices.\*\*



AAHA-accredited member practices maintain a **higher count of active clients** (4,405) than nonmember practices (3,810).\*



On average, AAHA member practices have a **higher count of new patients** versus nonmember practices (851 and 644 per fiscal year, respectively).\*

## AAHA Means Excellent Customer Service



AAHA-accredited practices have **more engaged clients who visit more frequently**, as well as fewer lapsed patients than nonaccredited practices.\*\*



AAHA-accredited practices have **more loyal clients, retain more clients, and see more repeat clients** than nonaccredited practices.\*\*

## AAHA Means Higher Revenue



On average, AAHA-accredited **members outearn nonmember practices** in revenue (\$1,707,813 to \$1,206,035, respectively), exceeding the national average for all practices by more than 34%.\*

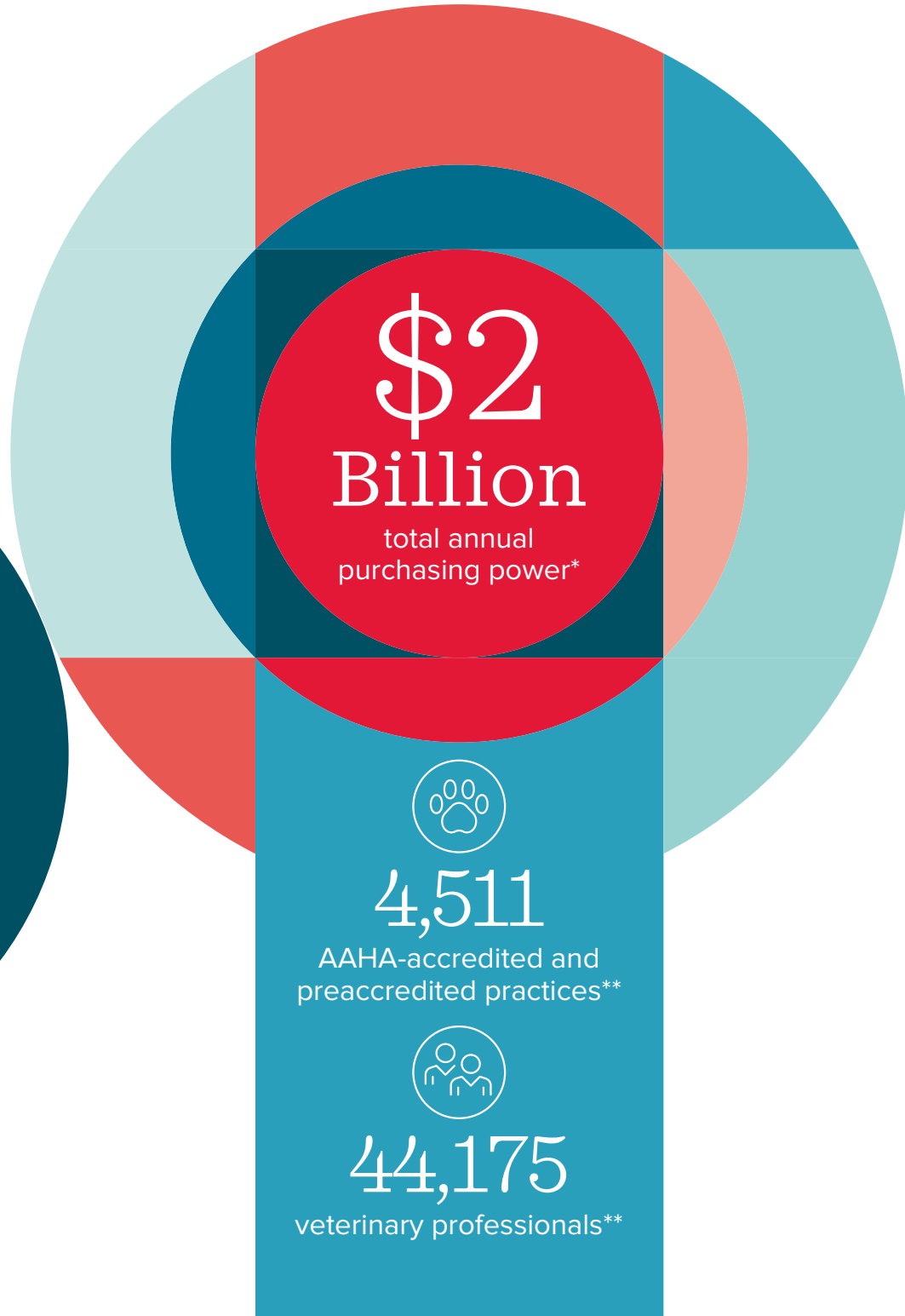


Practices that generate higher levels of revenue have **higher staff-to-doctor ratios**. The ratio of nonveterinarian staff per FTE veterinarian is highest among AAHA-accredited practices.\*

\*Financial and Productivity Pulsepoints, Tenth Edition, AAHA Press. \*\*\*Practice Analysis Report, VetSuccess, 2019

# AAHA Members

- 15,131 Veterinarians
  - 15,787 Veterinary assistants and support staff
  - 6,722 Veterinary technicians
  - 3,946 Practice managers
  - 2,589 Other
- 
- 44,175 TOTAL MEMBERS



\*Financial and Productivity Pulsepoints, Tenth Edition, AAHA Press, 2019.

\*\*As of July 1, 2020

# Editorial Calendars

AAHA means more engaging content on the practice-management and medical topics that matter to today's veterinary professionals.

## Trends Calendar

### January

- Feline medicine
- CBD
- Marketing

### February

#### The Dental Issue

- Pain management
- Lab equipment
- Dentistry

### March

- Nutrition
- Software
- Flea and tick

### April

- Wellness plans
- Anesthesia
- Social media

### May

- Finance
- Client service
- Retirement

### June

- Behavior
- Technology
- Inventory

### July

#### The Diversity Issue

- Workplace culture
- Client service
- Marketing

### August

- Working dogs
- Integrative medicine
- Workplace safety

### September

- Pet insurance
- Disaster preparedness
- Telehealth

### October

#### The Technician Issue

- Wellbeing for technicians
- Careers for technicians
- Diversity

### November

- Pain management
- Laser therapy
- Dermatology

### December

- Stem cells/orthobiologics
- Telehealth
- Lab equipment

## JAAHA Calendar\*

### January/February

- Physaloptera (parasites)
- Endoscopy
- Infectious disease

### March/April

- Radiology and imaging
- Respiratory diseases
- Oncology

### May/June

- Neurology
- Soft tissue surgery
- Gastroenterology

### July/August

- Dentistry
- Endocrinology

### September/October

- Clinical pathology
- Emergency and critical care
- Pain management

### November/December

- Radiology and imaging
- Orthopedics
- Internal medicine

\*Please contact us for AAHA Guidelines topics and publishing schedule.



### *Trends and JAAHA Reprints*

**Customize articles with your company logo.**

Contact Stephanie Pates for more information  
at [stephanie.pates@aaha.org](mailto:stephanie.pates@aaha.org).

## Trends

### AAHA means more small-business and practice-management guidance.

Published monthly, *Trends magazine* offers best business practices, single-theme issues, JAAHA abstracts, executive summaries of AAHA's 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 circulation at all major conferences

#### Trends Online

**25,634 pageviews\*\***

**2:27 spent on articles\*\***

#### Opportunities include:

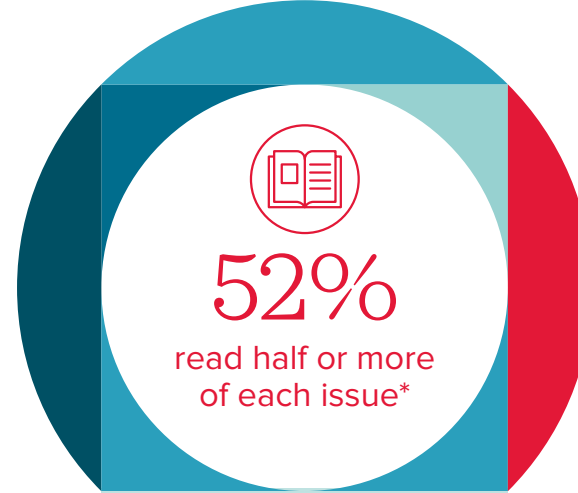
- Advertisements in the print magazine and *Trends* webpages
- False covers
- Belly bands
- Inserts or other custom pieces
- Content booklets and posters<sup>†</sup>
- Roundtable booklets<sup>†</sup>

#### Got a little extra budget?

**The AAHA Marketplace in *Trends magazine* offers multiple sizes of ads to round out your overall advertising strategy.**

\*Source: 2020 AAHA Readership Survey of *Trends*, JAAHA, and *NEWStat* conducted by Readex Research. \*\*Source: Website data from January–June, 2020

<sup>†</sup>Custom developed with AAHA and polybagged with *Trends*



# JAAHA

## AAHA means more cutting-edge medicine.

AAHA's bimonthly, peer-reviewed medical journal, *JAAHA, Journal of the American Animal Hospital Association*, features original studies, review articles, and AAHA's guidelines, available in print and online.

### 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*
- AAHA guidelines published in JAAHA first
- Peer-reviewed topics at the forefront of veterinary medicine
- More than 6,200 print subscribers

### JAAHA Online

**293,328 pageviews\*\***

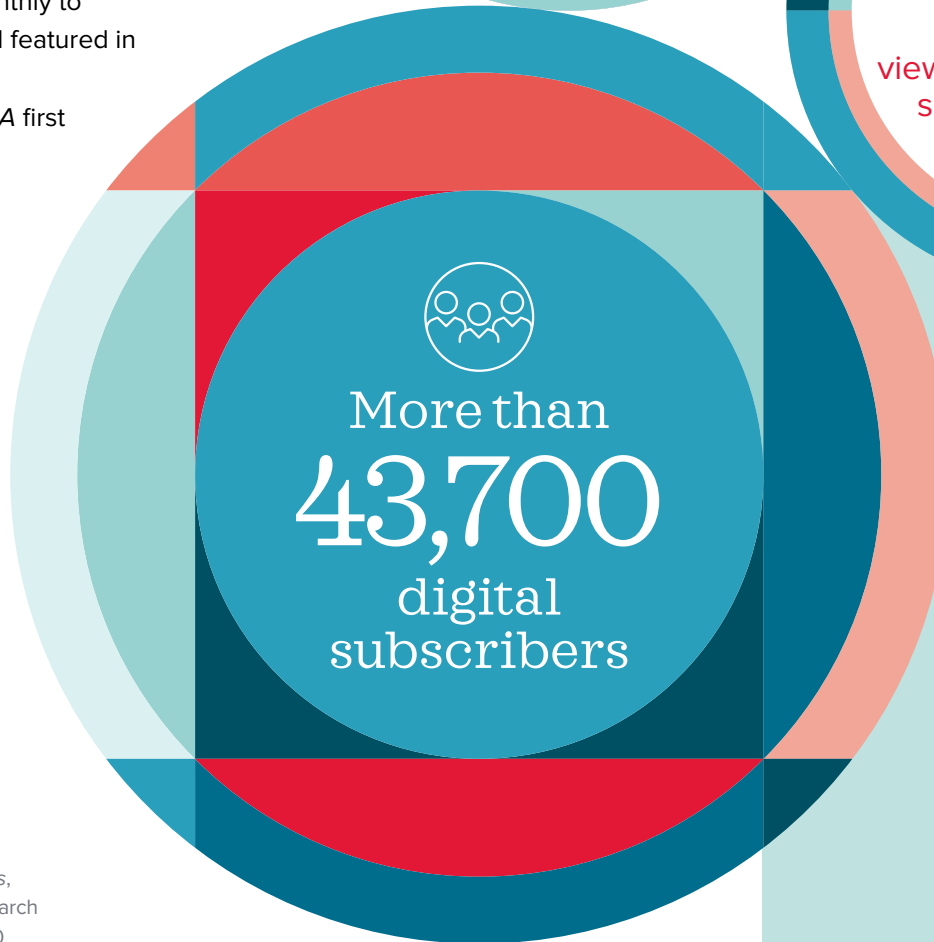
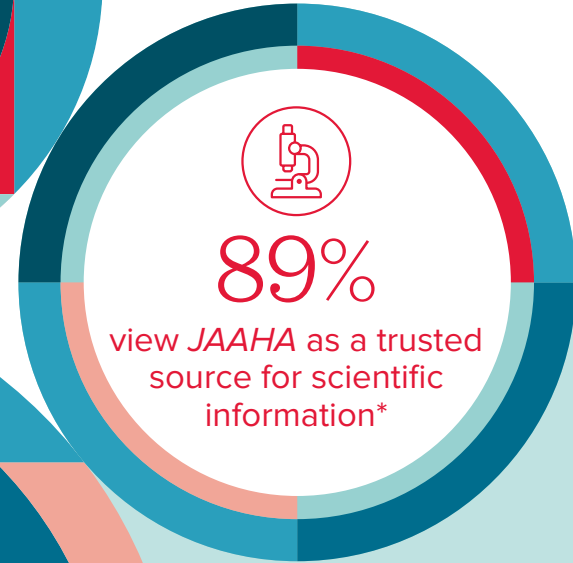
**131,861 sessions\*\***

### Opportunities include:

- False covers
- Belly bands
- Print and digital advertising
- Inserts

\*Source: 2020 AAHA Readership Survey of Trends, JAAHA, and NEWStat conducted by Readex Research

\*\*Source: Website data from January–June, 2020



57%  
share their copy with others\*

## NEWStat

### AAHA means more breaking news coverage.

Covering breaking news, industry trends, innovative new research and technology, and legislative updates, AAHA's *NEWStat* website and weekly e-newsletter keep a finger on the pulse of current events that matter to the veterinary community.

#### Benefits of advertising in *NEWStat*

- Distributed straight to veterinary professionals' inboxes every week
- Journalistic integrity and vetted contributors
- Trusted source during times of crisis, such as the COVID-19 pandemic

#### *NEWStat* E-Newsletter

**21% open rate\*\***

**18% clickthrough rate\*\***

#### *NEWStat* Website

**407,981 pageviews\*\***

**5:14 spent on articles\*\***

*Consider advertising or contributing an educational article for inclusion in our weekly NEWStat e-newsletter.*

\*Source: 2020 AAHA Readership Survey of Trends, JAAHA, and *NEWStat* conducted by Readex Research

\*\*Source: E-newsletter and website data from January–June, 2020



More than  
**35,000**  
subscribers



**44%**  
read half or more  
of each issue\*



**33%**  
share *NEWStat*  
articles via social  
media\*

# AAHA Learning

**AAHA means more high-quality virtual CE for every member of the veterinary team.**

- Exclusive, free member benefit highly valued by AAHA members
- Relevant scientific and practice-management topics to help every team member earn RACE-approved CE credits and grow professionally
- Variety of formats including case-based learning modules, virtual simulations, podcasts, webinars, and more
- Easy-to-use, mobile-friendly interface and user experience

**Opportunities include digital advertising and the chance to develop with AAHA:**

- Custom educational courses
- Web conferences
- Podcasts



\*As of July 2020, includes premium courses



## Digital Advertising

**AAHA means more ways to connect online.**

- JAAHA, Trends, and AAHA Learning digital advertising
- Educational articles and advertisements on the *NEWStat* website and weekly e-newsletter
- Professional website advertising
- Branded or product email to AAHA members (*Strategic Alliance Program only*)
- Connexity digital advertising

**aaaha.org**

**Over 2.5 million pageviews\*\***

**1:57 average time on a page\*\***

\*\*Source: Website data from January-June 2020



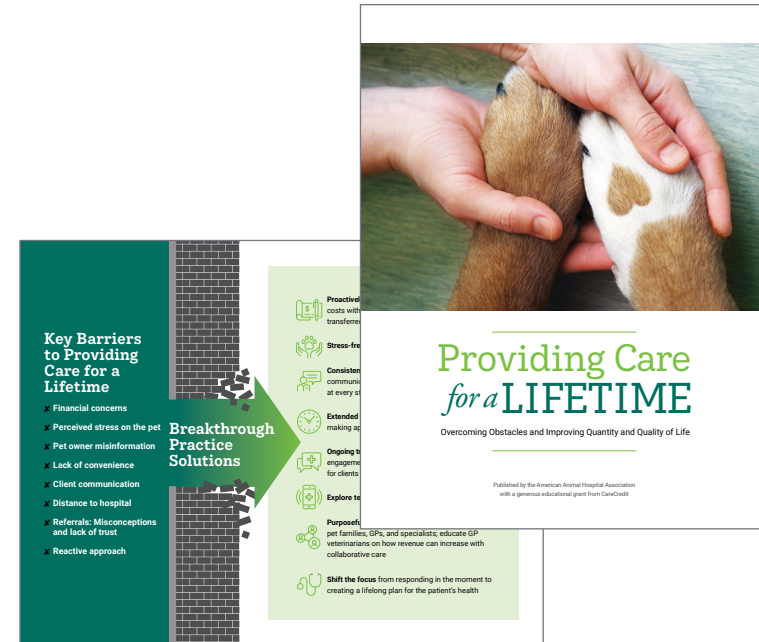
# Custom Content

**AAHA means a more personalized content strategy to make the most of your advertising dollars.**

We'll help you create 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*
- Cobranded products from AAHA Press
- Posters or wall clings mailed with *Trends* or hand-delivered by your sales team
- Social media campaigns highlighting your educational message
- Guidelines sponsorship
- AAHA Learning courses



Work with our team to develop the perfect content and design tailored to your audience!

## Mailing Lists

**AAHA means more tailored direct-mail campaigns to meet your specific business needs.**

**Target the best of the best with your message customized for:**

- Member type (accredited or individual)
- Individual type (medical director, practice manager, etc.)
- Practice size (based on number of veterinarians)
- Contacts (based on location)

# Strategic Alliance Program

**AAHA means more exclusive access to the top veterinary practices.**

When you join forces with AAHA as a Strategic Alliance Program member, you'll receive straightforward budgeting and flexible options to make sure your messaging is seen and heard.

## Strategic Alliance Program membership includes:

- Corporate AAHA membership
- Quarterly reports personalized by Strategic Alliance member activity
- Use of the AAHA Strategic Alliance Program logo
- Website recognition and advertising
- AAHA member mailing list (1)

## Members may also receive an invitation to participate in Connexity 2021, as well as opportunities to:

- Sponsor AAHA guidelines and strategic initiatives
- Send a commercial email to AAHA members
- Create a social media campaign through AAHA channels
- Develop AAHA Learning courses and custom content materials



## 2021 AAHA Strategic Alliance Program Levels

	Diamond	Platinum	Gold	Emerald	Sapphire	Silver	Garnet	Bronze	Copper
<i>Trends</i> advertising	\$50,000	\$49,500	\$45,000	\$20,000	\$16,000	\$12,000	\$10,700	\$8,000	
JAAHA advertising	\$10,500	\$10,500	\$5,000						
Digital advertising	\$26,000	\$24,000	\$20,000	\$10,000	\$8,000	\$6,000	\$6,000	\$3,500	
Connexity sponsorship and advertising	\$49,000	\$49,000	\$34,000	\$19,000	\$13,000	\$9,000	\$5,000		
Connexity exhibit booth	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$3,300		
Guidelines or strategic initiative programs	\$30,000	\$30,000	\$30,000	\$30,000					
Additional opportunities	\$192,500	\$95,000	\$21,000	\$18,000	\$34,000	\$17,000	\$13,000	\$9,500	\$8,250
Strategic Alliance Program membership	\$49,000	\$40,000	\$37,000	\$32,000	\$30,000	\$29,000	\$27,000	\$25,000	\$22,250
<b>Total value</b>	<b>\$413,000</b>	<b>\$304,000</b>	<b>\$198,000</b>	<b>\$135,000</b>	<b>\$107,000</b>	<b>\$79,000</b>	<b>\$65,000</b>	<b>\$46,000</b>	<b>\$30,500</b>
<b>Your cost</b>	<b>\$350,000</b>	<b>\$250,000</b>	<b>\$150,000</b>	<b>\$100,000</b>	<b>\$75,000</b>	<b>\$50,000</b>	<b>\$35,000</b>	<b>\$20,000</b>	<b>\$10,000</b>



# Rates

## Trends

Advertising	1x	3x	6x	8x	12x
Full spread 16.75" × 10.875"	\$8,825 bw: \$4,675	\$8,275 bw: \$4,375	\$7,825 bw: \$4,125	\$7,450 bw: \$3,925	\$7,075 bw: \$3,725
Full page 8.375" × 10.875"	\$4,450 bw: \$2,350	\$4,175 bw: \$2,200	\$3,950 bw: \$2,075	\$3,750 bw: \$1,975	\$3,575 bw: \$1,875
Premium position*	\$4,550				
1/2 page horizontal 7.875" × 5"	\$3,000 bw: \$1,575	\$2,800 bw: \$1,475	\$2,625 bw: \$1,375	\$2,475 bw: \$1,300	\$2,325 bw: \$1,225
1/2 page vertical 3.75" × 10.375"	\$3,000 bw: \$1,575	\$2,800 bw: \$1,475	\$2,625 bw: \$1,375	\$2,475 bw: \$1,300	\$2,325 bw: \$1,225
1/4 page vertical 3.75" × 5"	\$2,425 bw: \$1,275	\$2,275 bw: \$1,200	\$2,150 bw: \$1,125	\$2,050 bw: \$1,075	\$1,950 bw: \$1,025
2/3 page vertical 5" × 10.375"	\$3,750 bw: \$1,975	\$3,500 bw: \$1,825	\$3,300 bw: \$1,725	\$3,150 bw: \$1,650	\$3,000 bw: \$1,575
1/3 page vertical 2.625" × 10.375"	\$2,650 bw: \$1,400	\$2,475 bw: \$1,300	\$2,325 bw: \$1,225	\$2,225 bw: \$1,175	\$2,125 bw: \$1,125
1/6 page vertical 2.625" × 5"	\$1,600 bw: \$850	\$1,500 bw: \$800	\$1,400 bw: \$750	\$1,325 bw: \$700	\$1,250 bw: \$650

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.

Covers	31,000	+1,000	Details
False cover, 1-page	\$5,650	\$100	Removable; tip-on; one-sided
False cover, 2-page	\$6,275	\$100	Removable; tip-on; double-sided
Gatefold	\$7,050	\$105	Bind-in
Zgate	\$9,100	\$130	Bind-in
French door	\$11,400	\$155	Bind-in

All options are 4-color process on 119# gloss. All rates quoted in US dollars.

**Gatefold:** Cover opens to the right and folds out to reveal additional pages.

**Z-gate:** Cover opens from the left to reveal an additional two-page spread.

**French door:** Cover opens from the middle to reveal your advertising message underneath.

Inserts	31,000	+1,000	Details
2-page insert add vertical perf	\$2,925 \$375	\$50	Bind-in Removable; perforated
4-page insert	\$3,450	\$50	Bind-in
4-page gatefold Perf-out poster add	\$3,950 \$375	\$55	Bind-in Removable; perforated
8-page insert	\$4,475	\$65	Bind-in
8-page poster	\$8,250	\$65	Removable; tip-on; quarterfold
8-page Quadalog	\$8,500	\$80	Removable; tip-on
12-page magnastrap	\$11,325	\$235	Removable; saddle-stitched
16-page insert	\$8,750	\$130	Bind-in
24-page magnastrap	\$14,425	\$285	Removable; saddle-stitched

4-color process on 70# gloss coated.

Belly bands	31,000	+1,000	Details
18.5" x 5"	\$6,050	\$130	One-sided

4-color process on 80# gloss coated.

Polybagging	31,000	+1,000	Details
Up to 15 pages	\$3,750	\$105	Additional postage costs will apply
16–48 pages	\$3,975	\$125	Additional postage costs will apply

Onserts must be machinable and preapproved. Maximum trim size 8.375" × 10.875".

Postcards	31,000	+1,000	Details
5" × 7" card Perf bind-in	\$2,800 \$3,150	\$30 \$35	Blow-in or bind-in Removable; perforated
6" × 7" card Perf bind-in	\$2,875 \$3,225	\$30 \$35	Blow-in or bind-in Removable; perforated

4-color process on 100# gloss coated. All sizes are width by height. All rates quoted in US dollars.

**Tip-on:** Attached with removable glue.

**Bind-in:** Affixed directly to the magazine binding.

**Blow-in:** Loosely inserted between pages.

**Magnastrap:** Removable saddle-stitched insert with tip-on strip bound into the magazine. Available in a variety of sizes and page counts.

**Quadalog:** Removable mini booklet with tip-on strip bound into the magazine. Available in a variety of sizes and page counts.

# Rates

## AAHA Marketplace

Size (column inches)	1x	3x	6x	12x
3.5 x 1	\$165	\$150	\$130	\$100
3.5 x 2	\$325	\$300	\$260	\$200
3.5 x 3	\$500	\$450	\$400	\$350
3.5 x 4.125	\$700	\$640	\$560	\$430
3.5 x 5.25	\$900	\$820	\$715	\$550
3.5 x 6.25	\$1,000	\$900	\$780	\$600
3.5 x 7.25	\$1,200	\$1,100	\$960	\$740
3.5 x 8.375	\$1,300	\$1,180	\$1,020	\$780

## JAAHA

Print advertising	1x	3x	6x
Full page 8.375" x 10.875"	\$1,475	\$1,300	\$1,175
Premium Rate plus \$580	\$2,200	\$1,950	\$1,775
False cover 8.375" x 10.875"	\$4,625	119# gloss; 4/4; tip-on and binding	

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

Digital advertising	2 months	6 months	12 months
Banner	\$1,350	\$1,200	\$1,100
Tower	\$1,200	\$1,100	\$1,000
Button 1	\$600	\$500	\$400
Button 2	\$600	\$500	\$400

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

## NEWStat

Digital advertising	2 months	6 months	12 months
Leaderboard*	\$5,850	\$5,150	\$4,675
Rectangle	\$2,725	\$2,400	\$2,175
Button	\$1,350	\$1,200	\$1,075

\* Leaderboards will appear at the top of 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	2 months	6 months	12 months
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	2 months	6 months	12 months
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.

## Mailing List

Number of names	1x rental
First 3,000 names	\$650
Additional names (per 1,000)	\$150

All rates quoted in US dollars.

# Deadlines

## Trends & AAHA Marketplace

Issue	Insertions	Art materials	Mail date
January	11/17/20	11/23/20	12/19/20
February	12/17/20	12/28/20	1/20/21
March	1/22/21	1/27/21	2/17/21
April	2/19/21	2/24/21	3/24/21
May	3/26/21	3/31/21	4/21/21
June	4/23/21	4/28/21	5/19/21
July	5/20/21	5/25/21	6/23/21
August	6/24/21	6/29/21	7/21/21
September	7/23/21	7/28/21	8/18/21
October	8/24/21	8/31/21	9/22/21
November	9/21/21	9/28/21	10/20/21
December	10/22/21	10/27/21	11/17/21

## JAAHA

Issue	Insertions	Art materials	Mail date
Jan/Feb	11/12/20	11/17/20	12/21/20
Mar/Apr	1/8/21	1/19/21	2/22/21
May/Jun	3/18/21	3/23/21	4/26/21
Jul/Aug	5/18/21	5/21/21	6/28/21
Sep/Oct	7/15/21	7/20/21	8/23/21
Nov/Dec	9/14/21	9/24/21	10/25/21

## Trends & JAAHA Online | NEWStat | AAHA Learning

Issue	Insertions	Art materials
January	12/21/20	12/23/20
February	1/22/21	1/25/21
March	2/19/21	2/22/21
April	3/24/21	3/26/21
May	4/23/21	4/26/21
June	5/21/21	5/24/21
July	6/23/21	6/25/21
August	7/23/21	7/26/21
September	8/25/21	8/27/21
October	9/24/21	9/27/21
November	10/22/21	10/25/21
December	11/19/21	11/22/21

Ads are purchased on a calendar month basis.  
 NEWStat e-newsletters are delivered weekly on Thursdays. Ads remain on the website for a month and are included in weekly 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 <small>Other acceptable formats include Adobe InDesign*, EPS*, TIF</small>
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

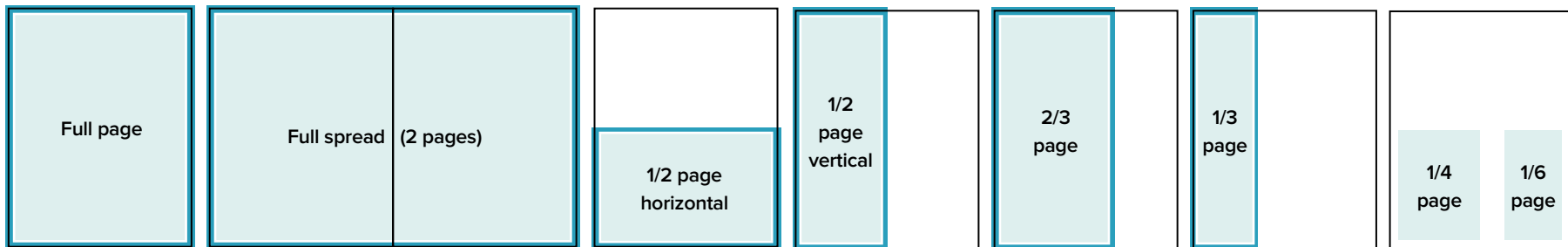
\*Package with fonts and images and compress to zip file.

†Convert text to outlines for Adobe Illustrator files before submission.

## Trends and JAAHA

Ad size	Bleed trim size	Nonbleed trim size
Full page and false cover*	8.375" × 10.875" <small>with bleed: 8.625" × 11.125"</small>	7.875" × 10.375"
Full spread (2 pages)	16.75" × 10.875" <small>with bleed: 17" × 11.125"</small>	16.25" × 10.375"
1/2 page horizontal	8.375" × 5.4375" <small>with bleed: 8.625" × 5.6875"</small>	7.875" × 5"
1/2 page vertical	4.1875" × 10.875" <small>with bleed: 4.4375" × 11.125"</small>	3.75" × 10.375"
2/3 page	5.5" × 10.875" <small>with bleed: 5.75" × 11.125"</small>	5" × 10.375"
1/3 page	2.9375" × 10.875" <small>with bleed: 3.1875" × 11.125"</small>	2.625" × 10.375"
1/4 page		3.75" × 5"
1/6 page		2.625" × 5"

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



See Rates page for AAHA Marketplace sizes.

# Ad Specs

## Digital

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

\*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.

Ad size	Web	Email	Mobile
Leaderboard	728 × 90	728 × 90	300 × 50
Rectangle	300 × 250	120 × 250	300 × 50
Button	300 × 90	120 × 90	300 × 50

\* Leaderboards will appear at the top of the website and be rotated within the e-newsletter. All sizes are width by height in pixels.

## Trends Online

Ad size	Web	Mobile
Rectangle	300 × 250	300 × 50

All sizes are width by height in pixels.

## AAHA Learning

Ad size	Web
Middle banner	900 × 150
Side banner	425 × 150

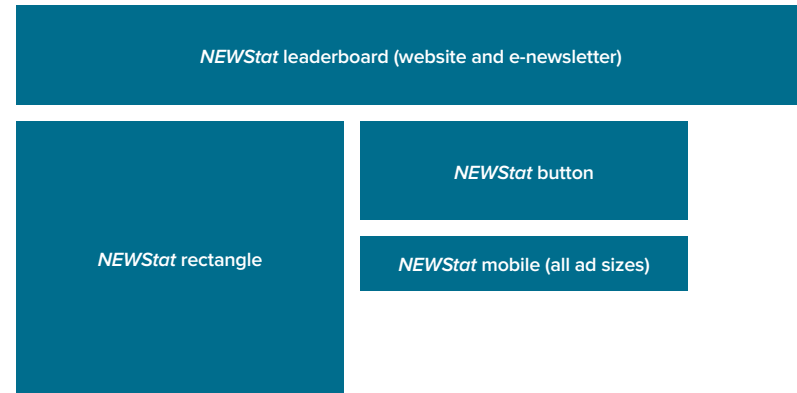
All sizes are width by height in pixels.

## JAAHA Online

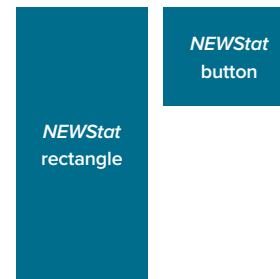
Ad size	Web
Banner	468 × 60
Tower	160 × 600
Button	180 × 150

All sizes are width by height in pixels.

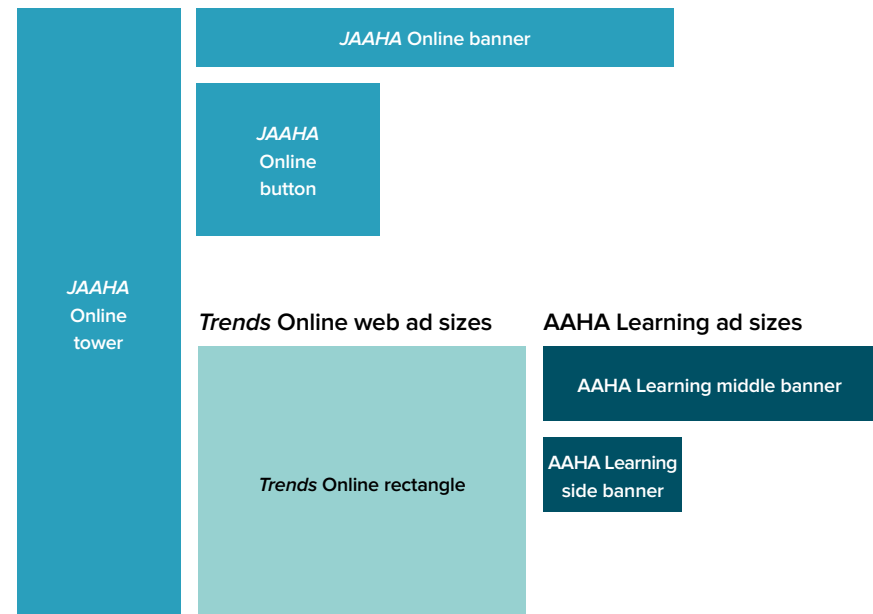
## NEWStat web ad sizes



## NEWStat email ad sizes



## JAAHA Online ad sizes





# Resources

**AAHA means more of what you need to know, when you need to know it.**

## 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. Please call 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.

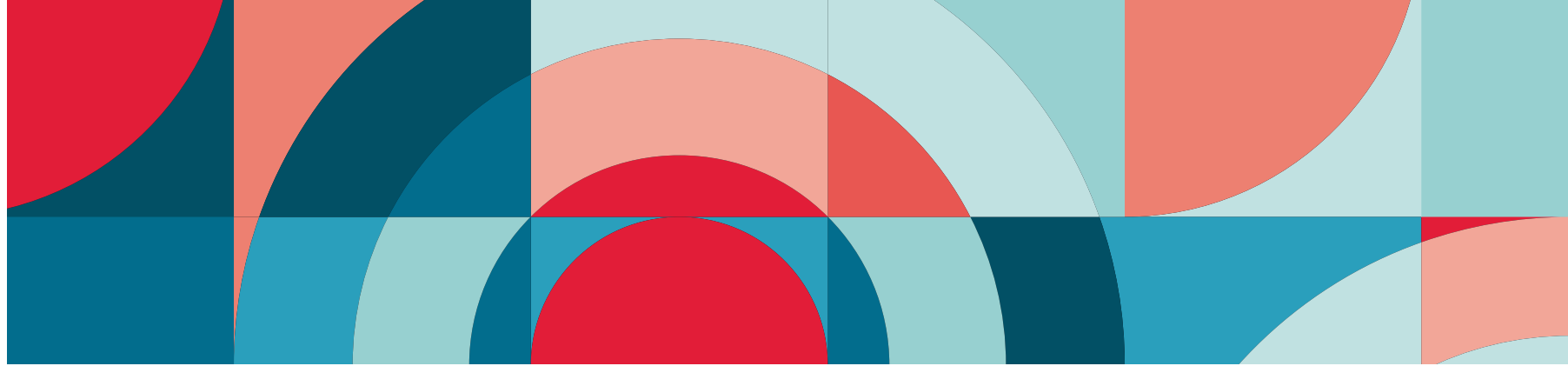
## Liability

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. We will only accept the physical graphic files (GIF, JPG, etc.) and a link to the advertiser's website as detailed in the media kit for each of the corresponding sites or e-newsletters.





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## Contact

Reach out and connect with AAHA more! We would love to hear from you.

### **Janice Trumpeter, DVM**

#### **Deputy Chief Executive Officer**

Strategic Alliance Program, sponsorship  
303-242-6890  
janice.trumpeter@aaha.org

### **Stephanie Pates**

#### **National Sales Manager**

Advertising sales, Connexity advertising sales, Strategic Alliance Program, sponsorship  
866-450-2828  
stephanie.pates@aaha.org

### **Judi Kodner Casey**

#### **Corporate Programs and Advertising Specialist**

Strategic Alliance Program, sponsorship, Connexity  
877-845-9696  
judi.casey@aaha.org

### **Sean Thomas**

#### **Advertising and Sales Manager**

Advertising sales  
720-345-4339  
sean.thomas@aaha.org

### **Jennifer Beierle**

#### **Advertising Specialist**

Advertising materials, mailing list sales, Strategic Alliance Program, advertising  
720-963-4439  
jennifer.beierle@aaha.org