AMERICAN NEUROLOGICAL ASSOCIATION®
THE HOME FOR ACADEMIC NEUROLOGY

# ANA WEEKLY NEWSLETTER ADVERTISING OPPORTUNITIES

Year-Round Digital Engagement with the Neurology Community

Position your organization in front of the academic neurology community through ANA's trusted weekly communications. These opportunities complement Annual Meeting and educational sponsorship offerings by providing **consistent, year-round visibility, engagement, and thought leadership positioning**.

**Reach:** ~3,500 academic neurology professionals, including leading experts, clinicians, researchers and trainees.

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## Industry Partner Advertising Opportunities

*(Pharma, Biotech, Medical Device Companies)*

1. **SPONSORED CONTENT FEATURE**
   A concise promotional feature highlighting your organization, product, or initiative within the newsletter.
   - Company logo
   - 200–250 words of promotional copy
   - Call-to-action/direct link
     **Ideal for:** Product launches, announcements, clinical updates, educational resources
     **Rate:** $1,500 per issue

2. **FEATURED PARTNER PLACEMENT**
   Premium placement at the top of the newsletter, ensuring your brand is one of the first things readers see.
   - Company logo
   - Headline (or short promotional message)
   - Call-to-action/direct link
     **Ideal for:** Brand awareness, event promotion, product visibility
     **Rate:** $2,000 per issue

3. **MID-NEWSLETTER SPOTLIGHT**
   A premium in-line feature that combines a branded banner with expanded promotional content for greater visibility and engagement.
   - Banner graphic
   - 2–3 paragraphs of promotional copy
   - Call-to-action/direct link
     **Ideal for:** Major campaigns, conference promotion, product awareness, organizational initiatives
     **Rate:** $2,500 per issue

## Industry Partner Promotional Packages

Designed to increase brand visibility, promote products and initiatives, and support lead generation.

1. **BRAND AWARENESS PACKAGE – $4,500** *($500 savings!)*
   A streamlined campaign designed to build visibility and strengthen brand recognition.
   - (1) Sponsored Content Feature
   - (1) Dedicated Campaign E-blast

2. **PROMOTIONAL PACKAGE – $9,000** *($1,000 savings!)*
   A comprehensive campaign designed to promote a product, initiative, or key announcement through multiple newsletter placements.
   - (2) Sponsored Content Features
   - (2) Dedicated Campaign E-blasts

   **Campaign duration:** 6 weeks

3. **INTEGRATED DIGITAL CAMPAIGN – $11,000** *($1,500 savings!)*
   A multi-channel campaign designed to maximize visibility and engagement across ANA digital platforms.
   - (2) Mid-Newsletter Spotlights
   - (2) Dedicated Campaign E-Blasts
   - (2) Social Media Posts

   **Campaign duration:** 8 weeks

## Academic Institutions & Nonprofit Advertising Opportunities

Discounted rates are available for academic institutions and nonprofits seeking to promote educational programs, research initiatives, and community-focused efforts.

1. **SPONSORED CONTENT FEATURE**
   A concise promotional feature highlighting your organization, program, initiative, or educational resource within the newsletter.
   - Company logo
   - 200–250 words of promotional copy
   - Call-to-action/direct link

     **Ideal for:** Program announcements, educational resources, research updates, events, and organizational initiatives
     **Rate:** $750 per issue

2. **FEATURED PARTNER PLACEMENT**
   Premium placement at the top of the newsletter, ensuring your organization is one of the first things readers see.
   - Company logo
   - Headline (or short promotional message)
   - Call-to-action/direct link

     **Ideal for:** Event promotion, program awareness, organizational announcements, and institutional visibility
     **Rate:** $1,000 per issue

3. **MID-NEWSLETTER SPOTLIGHT**
   A premium in-line feature that combines a branded banner with expanded promotional content increase awareness and engagement.
   - Banner graphic
   - 2–3 paragraphs of promotional copy
   - Call-to-action/direct link

     **Ideal for:** Educational programs, conferences, grant initiatives, recruitment efforts, and major organizational campaigns
     **Rate:** $1,500 per issue

## Academic Institutions & Nonprofit Promotional Packages

Designed to amplify academic and nonprofit initiatives, highlight educational programming, and foster engagement with the neurology community.

1. **AWARENESS PACKAGE – $2,750** *($500 savings!)*
   A streamlined campaign designed to build visibility and strengthen brand recognition.
   - (1) Sponsored Content Feature
   - (1) Dedicated Campaign E-blast

2. **PROMOTIONAL PACKAGE – $5,500** *($1,000 savings!)*
   A comprehensive campaign designed to promote a product, initiative, or key announcement through multiple newsletter placements.
   - (2) Sponsored Content Features
   - (2) Dedicated Campaign E-blasts

   **Campaign duration:** 6 weeks

3. **INTEGRATED DIGITAL CAMPAIGN – $7,300** *($1,500 savings!)*
   A multi-channel campaign designed to maximize visibility and engagement across ANA digital platforms.
   - (2) Mid-Newsletter Spotlights
   - (2) Dedicated Campaign E-Blasts
   - (2) Social Media Posts

   **Campaign duration:** 8 weeks

## Enhance Your Reach

Extend your visibility beyond newsletter placements with additional digital promotional opportunities designed to reach the ANA audience across multiple channels.

- **Dedicated E-Blasts (~3,500 recipients)**
  A targeted eblast delivered directly to the ANA audience to promote your program, initiative, event, or announcement.
  **Industry:** $3,500 per e-blast
  **Academic/Nonprofit:** $2,500 per e-blast

- **Social Media Amplification**
  Increase awareness and engagement through promotion across ANA social media channels.
  **Industry:** $600 per post
  **Academic/Nonprofit:** $400 per post
  *3-Post Bundle:*
  **Industry:** $1,500
  **Academic/Nonprofit:** $1,000

14.7k followers

11.8k followers

10.7k followers

2.8k followers

*(as of July 2026)*

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