Advertising with AMEE MedEdWorld

MedEdWorld is an international network through which organisations, medical schools, teachers and students from around the globe share ideas, common experience and expertise, and collaborate in the further development of medical education.

The website also plays a key role during and between AMEE conferences by allowing attendees to communicate new developments. The annual AMEE conference is a key medical education meeting which attracts over 4,000 delegates each year.

The MedEdWorld website offers academic and commercial organisations the opportunity to promote their activities, services and products to a community of individuals and organisations who share one common interest; a passion for medical education.

In 2018 the MedEdWorld website attracted an average of 5,093 visitors a month. These visitors accessed the site from 178 countries.

Advertisers are invited to engage with this audience through a range of highly competitive advertising packages.

The MedEdWorld Audience

Where do MedEdWorld visitors come from?

- **Europe**: Over 34,000 unique visitors
- **Americas**: Over 225,000 unique page views
- **Middle East & Asia**: Over 668,000 page views
- **Oceania**: Over 225,000 unique page views

In 2018 MedEdWorld attracted:
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- Over 668,000 page views
- Over 225,000 unique page views

CONTACT US

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12 Airlie Place, Dundee, DD1 4HJ, UK
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www.facebook.com/AMEE.International
https://twitter.com/AMEE_Online
www.youtube.com/user/ameeonline
www.linkedin.com/company/amee
instagram.com/amee_online

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www.youtube.com/user/ameeonline
www.linkedin.com/company/amee
instagram.com/amee_online
Why Advertise on MedEdWorld?

- The MedEdWorld website offers academic and commercial organisations the opportunity to promote their activities, services and products to a community of individuals and organisations who share one common interest, a passion for medical education.
- Over 5700 visits a month on average in 2018, with visitors accessing the site from over 180 countries.
- Advertisers are invited to engage with this audience through a range of highly competitive advertising packages.

Other Opportunities

- AMEE 2019 Sponsorship Opportunities.
- AMEE 2019 will take place in Vienna, Austria - 24-28 August 2019.
- AMEE is pleased to offer space to commercial and academic exhibitors wishing to engage with AMEE delegates from around the world.
- Over 3,000 participants from over 90 countries are expected to attend.

How to submit your advert

Advert should be submitted to mededworld@dundee.ac.uk and should be 180x180 pixels. JPEG images are preferred. Advertisers should include:

- Where they would like their advert to be placed. For example on the Homepage, or in the News, AMEE News, Reflections, Courses, Conferences, Learning Technology, Glossary, MedEdPublish, MedEdWorld Select, Publications, Resources or Webinars areas.
- The calendar month they would like their advert to go live.
- Please note there is a premium for August and September, all requests are subject to availability.
- One URL may be linked per advert. The advert will be linked to this URL directing visitors to promoted items or services.

How will your advert look?

- Adverts are full colour square images placed in the column on the right of the MedEdWorld website and can be placed on the Homepage, or in the News, AMEE News, Reflections, Courses, Conferences, Learning Technology, Glossary, MedEdPublish, MedEdWorld Select, Publications, Resources or Webinars areas.
- There is a maximum of three adverts per page.
- Each advert will appear for one calendar month. Advertisers are invited to request their preferred month which can be reserved subject to availability.
- Advertisers should provide one URL per advert. The advertising image will be linked to this URL directing visitors to promoted activities, products or services.

MedEdWorld Online Advertising Terms and Conditions:

- All advertisements and landing pages are subject to review by the MedEdWorld Team.
- MedEdWorld/AMEE reserve the right to decline any submitted advertisements.
- All adverts and landing pages must be appropriate for the MedEdWorld audience. Payment should be received by AMEE/MedEdWorld in full a minimum of one calendar month in advance of the agreed date of the campaign. Cancellation On written notice to MedEdWorld, one calendar month or more before the campaign start date, advertisers may cancel a campaign, without penalty.

MedEdWorld Online Advertising Rates

<table>
<thead>
<tr>
<th>Advert</th>
<th>Commercial Organisations</th>
<th>Academic Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£600/€685 per calendar month (£700/€800 August or September)</td>
<td>£450/€515 per calendar month (£525/€600 August or September)</td>
</tr>
<tr>
<td>One advert featuring on the Homepage only.</td>
<td>£500/€570 per calendar month (£600/€685 August or September)</td>
<td>£375/€430 per calendar month (£450/€515 August or September)</td>
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<tr>
<td>One advert featuring on a page other than the Homepage - please choose from Webinars, Conferences, Courses or Resources</td>
<td>£300/€350 per calendar month (£350/€415 August or September)</td>
<td>£150/€170 per calendar month (£200/€230 August or September)</td>
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<tr>
<td>Two month advertising package.</td>
<td>A 20% discount is offered when advertising over two consecutive months</td>
<td>A 20% discount is offered when advertising over two consecutive months</td>
</tr>
<tr>
<td>Three month advertising package.</td>
<td>A 25% discount is offered when advertising over three consecutive months</td>
<td>A 25% discount is offered when advertising over three consecutive months</td>
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