



ACPM

American College of Podiatric Medicine

Education | Research | Advocacy

Corporate Opportunities

Digital Advertising and Partnerships





Advertise with ACPM

Dynamic Community

Join over 1,500 certified podiatric physicians within ACPM—a community committed to excellence.

Elite Fellows

ACPM Fellows, certified by ABPM and APMA members, embody top-tier expertise in podiatric medicine—your gateway to a distinguished audience.

Advocacy for Excellence

ACPM champions the importance of robust scientific knowledge and clinical skills in podiatric practice—align your brand with a commitment to excellence.

Targeted Opportunities

Explore diverse avenues! ACPM provides industry providers exclusive channels to showcase products and services, ensuring maximum visibility among our engaged community.

Elevate your brand with ACPM—an influential force in podiatric advancement!



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ACPM Growth

Since the Beginning of 2020, ACPM has increased its Fellowship numbers by 100%!

- We now have a thriving community of over 1,500 Fellows and 300 students, for an impressive total membership of 1,800, marking a historic milestone as the largest in our organization's history.
- Our dynamic partnership with ABPM has fueled collaborative marketing efforts, enhancing the visibility and credibility of ACPM, providing advertisers and sponsors with an unparalleled platform for engagement.
- As we continue our growth, we are targeting the next generation of podiatric physicians. With 600 new DPMs gaining ABPM certification annually, ACPM is at the forefront for expansion, since most DPMs certified are eligible to join ACPM as a Fellow. This offers an exciting opportunity to connect with a dynamic and influential audience.



ACPM Fellow/Member Demographics

MEMBER TYPE

Fellows: 1432

Associates: 11

Residents & Students : 512

MEMBER AGE

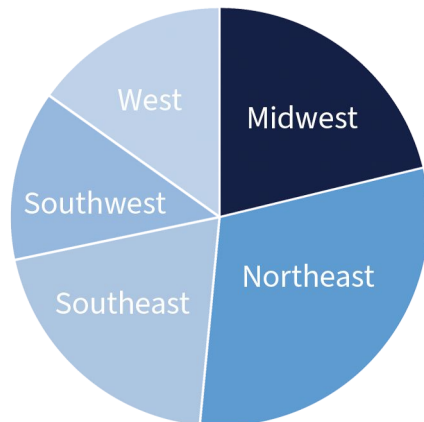
50+ Years Old: 485

39-50 Years Old: 245

38 and Under: 344

NA: 96

MEMBER GEOGRAPHY



Content Channels from ACPM

- Introducing ACPM's revolutionary ACPM e-Learning POD (Podiatry On Demand) – the premier online CME/MOC delivery platform. With over 100 impactful lectures in our library, we're setting the standard for dynamic professional development.
- The 3rd Edition of Review Text is widely distributed in digital form to students and residents for seamless access and enhanced learning.
- Unlock a prime advertising opportunity with our exclusive lectures designed for residents and students, spotlighting podiatric pathology and practice management.
- Weekly, we connect with over 4,000 DPMs through Foot & Ankle Weekly e-News, ensuring your brand captures a targeted and influential audience. Foot & Ankle Weekly is a powerful advertising choice with diverse options, including engaging video ads and exclusive sponsored content opportunities.
- We keep our members actively involved and well-informed through our weekly and quarterly e-newsletters. Seize the chance to connect with the ACPM membership on a weekly, quarterly, or dual basis!

Educational Topics/Categories

Unlock premium visibility for your products/services by partnering with ACPM and featuring them alongside compelling content on the following topics:

- IMAGING/RADIOLOGY
- LABORATORY MEDICINE
- PHARMACOLOGY
- EMERGENCY MEDICINE
- FOOT/ANKLE TRAUMA
- PHYSICAL MEDICINE & REHAB
- BIOMECHANICS
- FOOT ORTHOSES & PEDORTHICS
- SPORTS MEDICINE
- GENERAL PEDIATRICS
- COMMON PEDIATRIC DEFORMITIES
- ANESTHESIA
- SURGICAL CRITERIA & COMPLICATIONS
- GENERAL MEDICINE
- PVD
- RHEUMATOLOGY
- DERMATOLOGY
- ENDOCRINOLOGY
- NEUROLOGY
- INFECTIOUS DISEASE
- WOUND CARE
- OSSEOUS NEOPLASMS
- PUBLIC HEALTH



ACPM Member Online Dashboard

ACPM Member Online Dashboard Banner Ads

Ensure your banner ad grabs attention every time an ACPM member logs into their online dashboard—the primary interface for accessing all exclusive member benefits. Stand out in their personalized space and elevate your brand visibility.

Member Dashboard Banner Pricing & Ad Specs

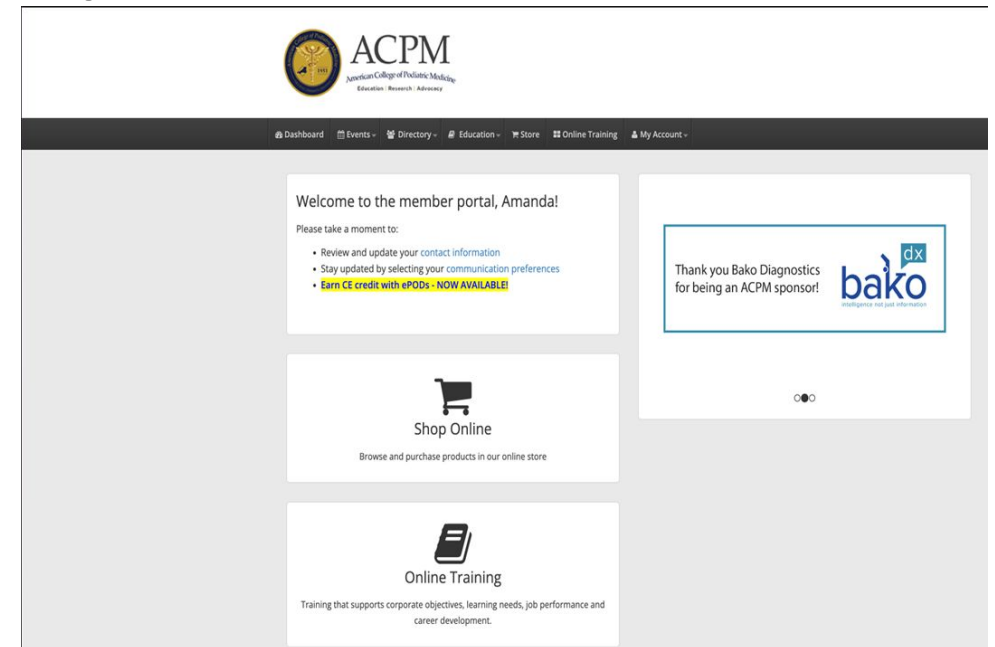
1 month = \$300/mo

3 month = \$275/mo

6 months = \$250

12 months = \$225

Ad Specs: 728 x 90



ACPM Weekly Email Newsletter

ACPM Weekly email

Experience the impact of the ACPM weekly email reaching all 1800+ ACPM members.

This weekly newsletter allows us to stay connected with our dynamic community, ensuring members are consistently informed about organization news and reminded of their exceptional ACPM benefits.

Weekly email Banner Ad Pricing & Specs

1 x = \$300/ea

3x = \$250

2 x = \$275/ea

4x = \$225

Ad Specs: 600 x 300



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ACPM Quarterly Newsletter

Quarterly Newsletter

Put your brand at the heart of ACPM's updates with our Quarterly Newsletter, a comprehensive reflection of the most significant organization news over the preceding three months.

With engaging content and insightful highlights, our Quarterly Newsletter is the key to staying abreast of the ACPM journey.

Join us and celebrate your brand with this opportunity.



Banner Pricing & Ad Specs

1x = \$300

2x = \$275

3x = \$250

4x = \$225

Ad Specs: 728 x 90

Foot & Ankle Weekly

Foot & Ankle Weekly



Foot & Ankle Weekly
A news and information resource from the ACPM.

Elevate your brand with Foot & Ankle Weekly – a curated collection of peer-reviewed research and articles sourced from the profession's most trusted publications. Delivered weekly to an exclusive audience of 4,234 DPMs, this e-publication offers a prime advertising opportunity for your brand.

Join our valued advertisers and explore a multitude of options to showcase your products or brand. From traditional displays to cutting-edge video ads, we provide versatile advertising solutions that ensure your brand captivates our engaged readership. Seize the chance to connect with a targeted audience of podiatric professionals actively seeking the latest advancements in their field. Elevate your advertising strategy with Foot & Ankle Weekly and leave a lasting impression on the leaders of podiatric excellence.

Foot & Ankle Weekly is distributed via Multi-View.

To view the complete media kit for Foot & Ankle Weekly, [CLICK HERE](#)





Event Sponsorship Opportunities

Silver Sponsorship - \$2,500

Benefits:

- Logo Placement: Your company logo prominently displayed on event promotional materials, including event website, email invitations, and social media posts.
- Virtual Booth: Access to a virtual booth space to showcase your products or services, engage with attendees through live chat, and share multimedia content.
- 2 Complimentary Registrations: Two complimentary registrations for your team to attend the virtual event and participate in all sessions and networking activities.

Gold Sponsorship - \$4,500

Benefits:

- All Silver Sponsorship Benefits, plus:
- Exclusive Session Sponsorship: Opportunity to sponsor a dedicated session during the event, with the option to provide branded content or presentations to engage attendees.
- Branded Swag: Option to provide branded swag items or promotional materials to be included in virtual event attendee swag bags.



Event Sponsorship Opportunities

Platinum Sponsorship - \$6,000

Benefits:

- All Gold Sponsorship Benefits, plus:
- Premium Logo Placement: Your company logo featured as a top-tier sponsor on all event materials, maximizing brand exposure and credibility.
- Keynote Speaker Introduction: Opportunity to introduce a keynote speaker or session, positioning your company as a thought leader and industry expert.
- Exclusive Networking Opportunities: Access to exclusive networking sessions.
- Dedicated Email Blast: Customized email blast sent to event attendees highlighting your company's products, services, or special offers.
- 4 Complimentary Registrations: Six complimentary registrations for your team to fully engage with all aspects of the virtual event and maximize networking opportunities.





Partnership Opportunities

Platinum Plus Sponsorship - \$25,000

Benefits:

- **Extended Promotion:** Enjoy 12 months of continuous promotion and visibility through ACPM's various marketing channels, including website, email newsletters, social media, and event promotions.
- **Featured Content:** Opportunity to contribute a featured article or blog post on ACPM's website, providing valuable insights and thought leadership to our audience.
- **Exclusive Webinar:** Host an exclusive webinar or virtual event in collaboration with ACPM, targeting our audience of podiatric professionals and industry stakeholders.
- **Recognition as an Organization Premier Partner:** Position your company as a premier partner of ACPM, demonstrating a long-term commitment to supporting our mission and initiatives within the podiatric medicine community.

The Platinum Plus Sponsorship offers an exceptional opportunity for companies looking to achieve sustained visibility, engagement, and brand recognition within the podiatric medicine community over an extended period.

Contact ACPM

Ready to start showcasing your products and services alongside content from the ACPM and receive exposure to a dedicated group of podiatric physicians?

Contact Us:

916-866-9445 | info@acpmed.org | acpmed.org

The ACPM enhances and advocates for the practice of podiatric medicine by providing innovative education and promoting podiatric physicians in public health and welfare.



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