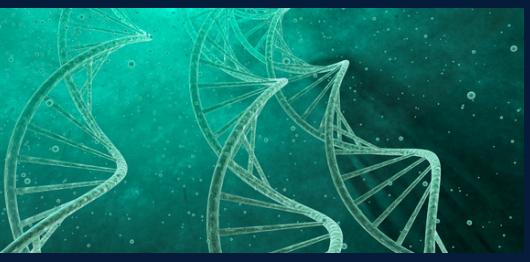
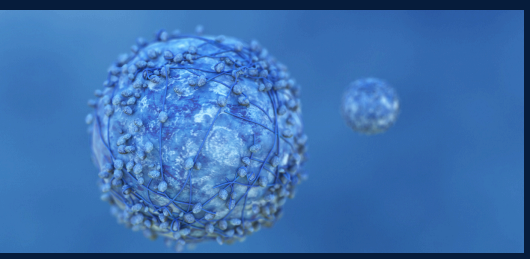
AMP DIGITAL PRODUCTS CATALOG

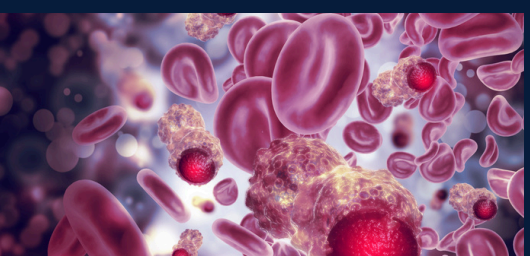
CONNECTING YOU TO MOLECULAR PROFESSIONALS













ABOUT US

The **Association for Molecular Pathology** (AMP) was founded in 1995 to provide structure and leadership to the emerging field of molecular diagnostics.

AMP's more than **3,000 members** include individuals from academic and community medical centers, government and industry. They include pathologist and doctoral scientist laboratory directors, basic and translational scientists, technologists and trainees.

AMP is a **nonprofit corporation**, incorporated in the state of Maryland, and tax exempt under IRC 501(c)3.



MISSION

AMP advances the clinical practice, science and excellence of molecular and genomic laboratory medicine through education, innovation and advocacy to enable highest quality health care.

VISION

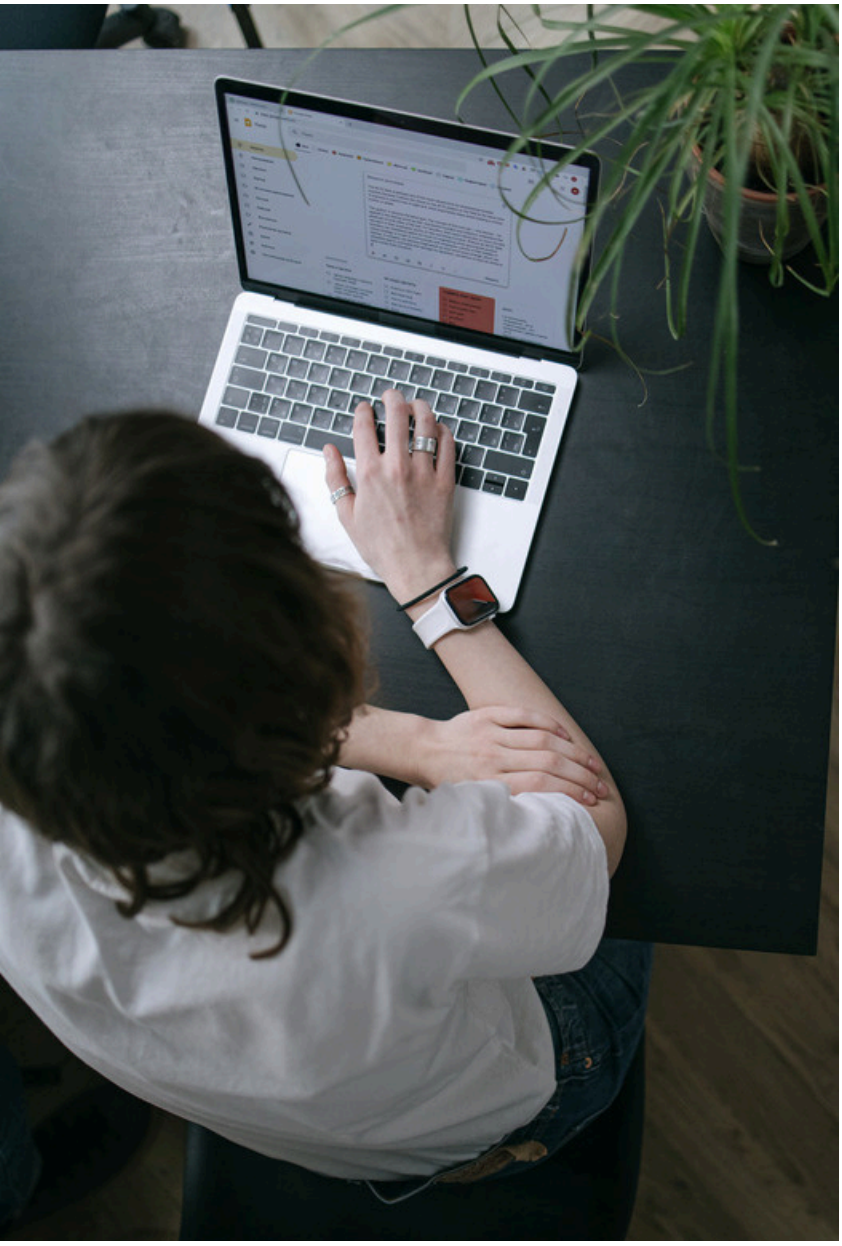
AMP provides global expertise in molecular testing that drives patient care.

AMP Association for Molecular Pathology

BRAND AWARENESS

Price: $5,000

Increase visibility among AMP members and the broader molecular diagnostics community. Ideal for product awareness, brand building, publication promotion and service announcements.



INCLUDES

- One newsletter banner or in-line advertisement to 9,000 AMP members and learners
- One sponsored social media campaign (on all AMP channels)

SPECIFICATIONS & DELIVERABLES

- Newsletter advertisement: 700×100 px banner plus URL or 300×300 px image plus 240-character description and URL
- Social media campaign: 240-character limit, including URL; one 1200×1200 px image

METRICS PROVIDED

- Email open rate, click-through rate, ad click rate and social performance.

LEAD GENERATION

Price: $12,500

Drive traffic, generate leads and reinforce messaging across multiple touchpoints. Ideal for product awareness, brand building, publication promotion and service announcements.



INCLUDES

- One promotional email to 9,000 AMP members and learners
- One sponsored social media campaign (on all AMP channels)
- One website retargeting campaign (50,000 impressions guaranteed)

SPECIFICATIONS & DELIVERABLES

- Social media campaign: 240-character limit, including URL; one 1200×1200 px image
- Retargeting campaign of AMP.org and AMP meeting website visitors; recommended graphics: 728×90, 300×250 and 160×600 px

METRICS PROVIDED

- Email performance, social performance and retargeting performance.

THOUGHT LEADERSHIP

Price: $13,500

Position your organization as an educational and scientific leader. Ideal for educational initiatives, emerging technologies and scientific content.

Important note: Limited availability. Contact us for details on timing.



INCLUDES

- One live Online Corporate Workshop, including:
  - Five marketing emails to AMP members and learners promoting the workshop
  - AMP event calendar and newsletter listing promoting the workshop
  - One organic social media campaign promoting the workshop
  - Registration management, webinar platform and archived recording
- One newsletter banner or in-line advertisement with a message of your choosing
- One sponsored social media campaign with a message of your choosing

SPECIFICATIONS & DELIVERABLES

- Sponsor provides speakers, content and presentation materials for workshop
- Sponsor recognition in workshop emails, social media, registration page and event calendar

METRICS PROVIDED

- Workshop registrations, attendance, newsletter advertisement performance and sponsored social performance.

INTEGRATED CAMPAIGN

Price: $22,500

AMP's most comprehensive digital marketing solution. Ideal for major product launches, annual campaigns and maximum visibility.

Important note: Limited availability. Contact us for details on timing.



INCLUDES

- One live Online Corporate Workshop, including:
  - Five marketing emails to AMP members and learners promoting the workshop
  - AMP event calendar and newsletter listing promoting the workshop
  - One organic social media campaign promoting the workshop
  - Registration management, webinar platform and archived recording
- One newsletter banner or in-line advertisement with a message of your choosing
- One promotional email on a topic of your choosing
- One sponsored social media campaign with a message of your choosing
- One website retargeting campaign (50,000 impressions guaranteed)

SPECIFICATIONS & DELIVERABLES

- Sponsor provides speakers, content and presentation materials for workshop
- Sponsor recognition in workshop emails, social media, registration page and event calendar

METRICS PROVIDED

- Comprehensive reporting across all campaign components.

RECRUITMENT

Price: $550

Reach AMP members actively engaged in molecular pathology careers. Ideal for hiring and talent acquisition.



INCLUDES

- Two recruitment emails (plain text with URL)
- One newsletter promotion

SPECIFICATIONS & DELIVERABLES

- Distributed to inboxes of approximately 3,100 AMP members twice
- Plain-text job description with URLs permitted

METRICS PROVIDED

- Delivery and click activity.

ADD-ON & ONE-OFF OPTIONS

Price: Varies

Purchase additional advertising to go with your package or purchase a stand-alone option without a package.



ADD-ONS

If you purchase a package, you can add on these items at a discounted rate.

- Additional newsletter banner or in-line advertisement — $2,500
- Additional sponsored social media campaign — $2,000
- Additional website retargeting campaign — $3,000
- Additional promotional email — $7,000
- Additional recruitment package — $500

À LA CARTE PRICING

If you would prefer to purchase only one-off items, the rates are below.

- Newsletter banner or in-line advertisement — $3,000
- Sponsored social media campaign — $2,500
- Website retargeting campaign — $3,500
- Promotional email — $7,500
- Online Corporate Workshop — $8,500
- Recruitment advertisement — $350

ANNUAL MEETING & EXPO

Become an exhibitor for this dynamic gathering that draws 2,000+ molecular diagnostics professionals. Connect, share insights and be part of the next breakthroughs and advancements in patient care. Contact exhibits@amp.org.

OPPORTUNITIES

Branded Giveaways
- Badge Lanyards
- Water Bottles
- Hotel Keycards

Digital Advertising
- Mobile App
- Promo Emails
- Newsletter Advertising

Education
- Corporate Workshops
- Special Programs Day
- Innovation Spotlight Stages

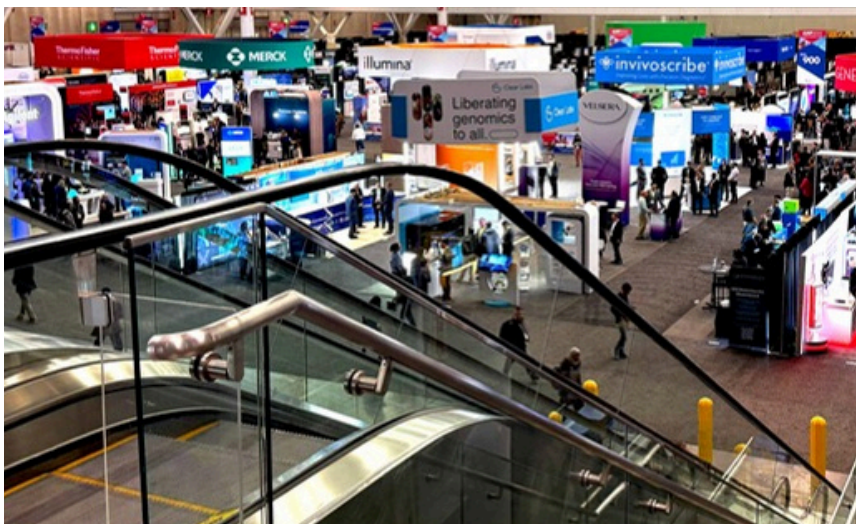
Meals, Breaks & Events
- Lunch
- Social Event
- Coffee Stations

Meeting Space
- Ancillary Events
- Independent Satellite Symposia

Onsite Branding & Signage
- Banners
- Column Wraps
- Escalators
- Aisle Signs

Print Advertising
- Program Book Ads
- Attendee/Mailing Lists

Digital Sponsorships
- Newsletter Advertising
- Social Media Advertising
- Website Retargeting



GENERAL POLICIES



- Content must be submitted at least one week prior to deployment.
- Live Online Corporate Workshop inventory is limited and offered on a first-come, first-served basis.
- Advertising in October, November and December may be restricted to AMP Annual Meeting & Expo exhibitors and offerings highlighted at the meeting.
- AMP reserves the right to review all submitted content and refuse inappropriate submissions.
- AMP's public-facing materials adhere to its official stylebook. We ask that you accommodate AMP's stylistic choices — such as particular punctuation, abbreviation and capitalization — in deliverables.







CONTACT US

Questions? Email AMP Marketing and Communications Director Angela Hopp at ahopp@amp.org.

