

# NEUROLOGYCAREERCENTER



## 2023 Advertising Opportunities

The World's Largest Neurology-focused Career Resource

[Careers.AAN.com](https://careers.aan.com)



# NEUROLOGYCAREERCENTER

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## No Other Job Board Offers More Access to Neurologists Than the AAN's Neurology Career Center

AAN.com

AANnews®

Career Compass

Neurology Jobs Email

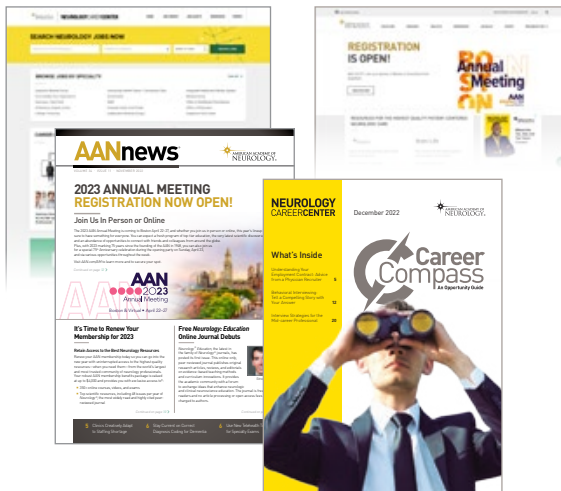
AANe-news™

AAN Annual Meeting

Neurology Career Week

AAN Fall Conference

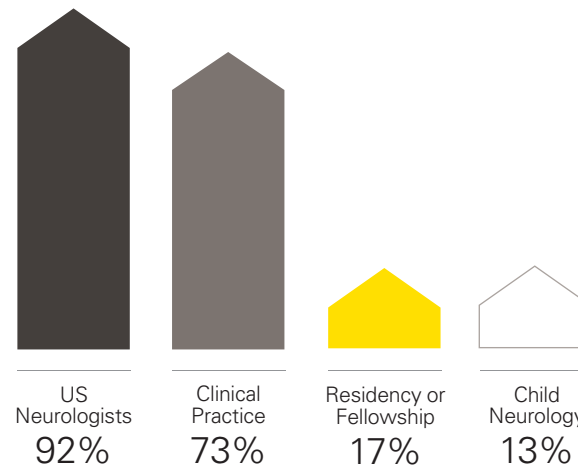
AAN Virtual Career Fair



### Our members = Your candidates

Established in 1948, the American Academy of Neurology is a professional association of more than 40,000 neurologists and neuroscience professionals dedicated to promoting the highest quality patient-centered neurologic care.

- Nearly 92% of US neurologists are members of the AAN
- US neurologist members average spending 73% of their time in clinical practice
- 17% of US AAN members are in a residency or fellowship
- 13% of US AAN member neurologists specialize in child neurology



### Neurologists are in demand

- Throughout most of the United States, the current demand for neurologist services already exceeds supply, and the demand for neurologists will be even higher by 2025.<sup>1</sup>
- Demand for neurologists will increase due to the aging US population, increased use of neurologic services, and more patients gaining access to the health care system due to the Patient Protection and Affordable Care Act.<sup>1</sup>
- Neurologists just entering the work force receive multiple offers; the typical AAN job seeker applies for five jobs and receives three offers before finishing a residency/fellowship.<sup>2</sup>

Sources:

<sup>1</sup> The AAN Workforce Task Force Report: Clinical Implications for Neurology, 2013.

<sup>2</sup> AAN Career Path Survey, 2011.

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## JOB GUIDE PACKAGE



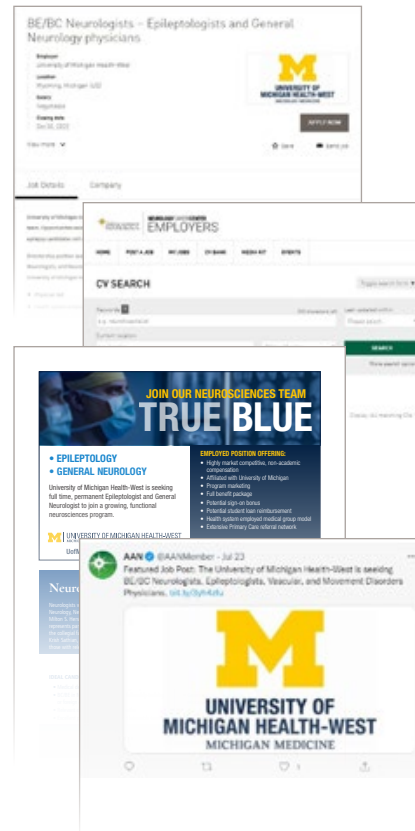
Reach neurology professionals at the AAN Summer Conference in July 2023.

### Included in package:

- Online ad on [AAN.com](https://www.aan.com) with logo
- CV database search access
- ¼ or ½ page display ad in the *Career Compass* job guide
- Job Tweet sent during the conference

Online	Print Ad	Price
30 days	¼ page job guide ad	\$1,995
60 days	½ page job guide ad	\$2,995
90 days	½ page job guide ad	\$3,325

## Included in Job Guide Package:



[AAN.com](https://www.aan.com) receives more than 2.5 million web sessions annually. In 2020, there were more than 130,000 job views with more than 4,400 applications.

Reach more than 1,000 registered job seekers in our CV database.

*Career Compass* job guide distributed on-site and electronically during the AAN Summer Conference and bundled with *AANnews*<sup>®</sup>, which reaches approximately 25,000 US members.

The AAN has more than 36,000 engaged followers to share your job posting with on Twitter.

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## JOBS EMAIL PACKAGE

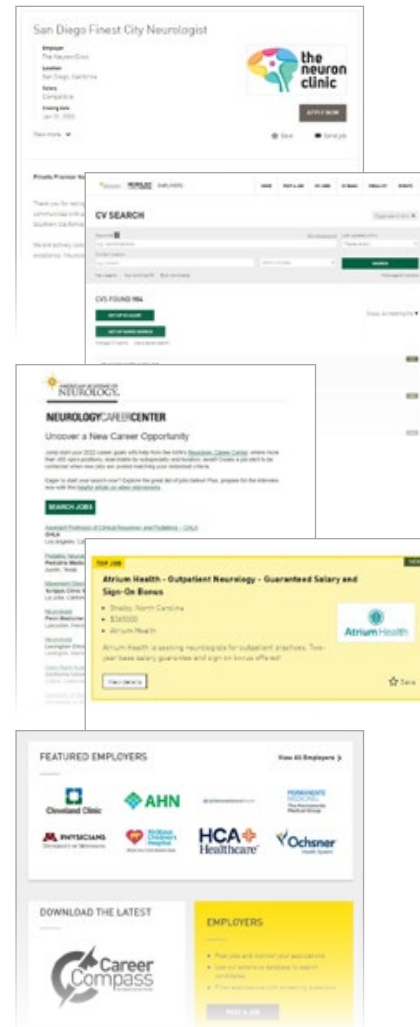


**Cast a wider net to attract experienced active and passive candidates with this package.**

- Highlighted online ad on [AAN.com](https://www.aan.com) with logo
- CV database search access
- Jobs email insertion
- Top Job placement
- Featured Employer designation

Online	Price
30 days	\$1,095
60 days	\$1,475
90 days	\$1,795

## Included in Jobs Email Package:



[AAN.com](https://www.aan.com) receives more than 2.5 million web sessions annually. In 2020, there were more than 100,000 job views with more than 2,600 applications.

Reach more than 1,000 neurology-only registered job seekers in our CV database.

Jobs email distribution:

- 18,000+ US members
- Open rate is 26%
- Click rate is 9%

Your job is the first to display in a relevant candidate search with the Top Job placement.

Gain exposure on the Neurology Career Center landing page as a Featured Employer.

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## TOP JOB PACKAGE

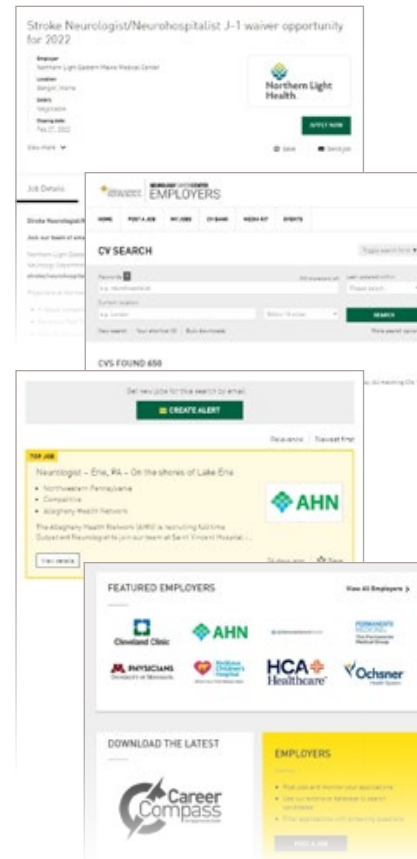


Attract attention of neurology professionals casually browsing for new opportunities.

- Highlighted online ad on [AAN.com](http://AAN.com) with logo
- CV database search access
- Top Job placement
- Featured Employer designation

Online	Price
30 days	\$995
60 days	\$1,365
90 days	\$1,595

## Included in Top Job Package:



[AAN.com](http://AAN.com) receives more than 2.5 million web sessions annually. In 2020, there were more than 100,000 job views with more than 2,600 applications.

Reach more than 1,000 neurology-only registered job seekers in our CV database.

Your job is the first to display in a relevant candidate search with the Top Job placement.

Gain exposure on the Neurology Career Center landing page as a Featured Employer.

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## BASIC PACKAGE

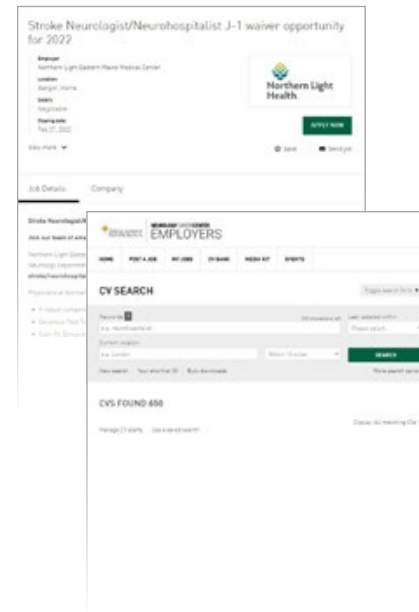


**A great package to attract candidates actively seeking a new role.**

- Online ad on [AAN.com](https://www.aan.com) with logo
- CV database search access
- A 25-pack of CV bank credits available as an add-on for \$395

Online	Price
30 days	\$525
60 days	\$850
90 days	\$1,065

## Included in Basic Package:



[AAN.com](https://www.aan.com) receives more than 2.5 million web sessions annually. In 2020, there were more than 100,000 job views with more than 2,600 applications.

Reach more than 1,000 neurology-only registered job seekers in our CV database.

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## AANNEWS PACKAGE

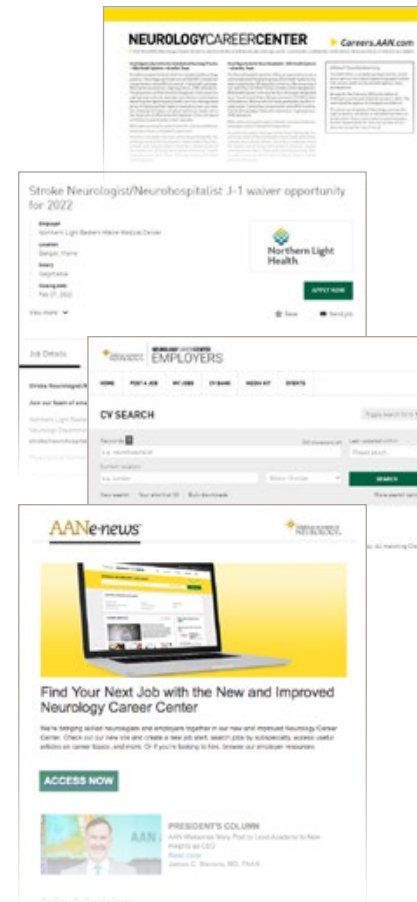


**A unique combination of print, online, and social media to reach potential candidates.**

- Online ad on [AAN.com](http://AAN.com) with logo
- CV database search access
- Insertion in *AANe-news*
- Print ad in *AANnews*, the monthly member news magazine of the AAN

Online	Price
30 days	\$1,695
60 days	\$1,850
90 days	\$1,995

## Included in the *AANnews* Package:



*AANnews*<sup>®</sup> publishes monthly and mails to more than 25,000 US members. Deadlines are always the first of the month prior to the mailing month.

[AAN.com](http://AAN.com) receives more than 2.5 million web sessions annually. In 2020, there were more than 100,000 job views with more than 2,600 applications.

Reach more than 1,000 neurology-only registered job seekers in our CV database.

*AANe-news*<sup>™</sup> is the member e-newsletter for the AAN.

- Circulation: 34,000
- Open rate: 31%
- Click-thru: 6%



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## Deadlines

The **Neurology Jobs Email** is a twice monthly email blast sent to AAN members. It features up to 25 job listings and links back to your online job on [AAN.com](http://AAN.com) for more information. *The AAN does not sell member email addresses. The Jobs Email is the only way to reach AAN members directly with your job posting.*

**\$395 when added to an advertising package**

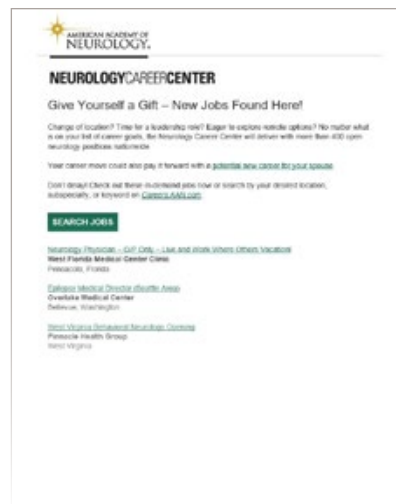
Open Rate	Click-thru
26%	9%

## 2023 Neurology Jobs Email Deadlines

Send Date	Deadline
January 6	December 13
January 20	January 4
February 3	January 19
February 17	February 2
March 3	February 15
March 17	March 2
March 31	March 16
April 14	March 30
April 28	April 13
May 12	April 27
May 26	May 11
June 9	May 24
June 23	June 7
July 7	June 21
July 21	July 6
August 4	July 20
August 18	August 3
September 1	August 17
September 15	August 30
September 29	September 14
October 13	September 28
October 27	October 12
November 10	October 25
November 24	November 6
December 8	November 21
December 22	December 7

The **Career Compass job guide** is the only on-site job guide distributed at the AAN Annual Meeting and Fall Conference. Your ad in the *Career Compass* job guide reaches more than 25,000 AAN members bundled with *AANnews*®, the AAN's monthly member magazine. Plus, your reach is extended with bonus distribution at the AAN Annual Meeting and Fall Conference.

Issue	Mail Date	Deadline—Reservation	Deadline—Artwork	Circulation
AAN Annual Meeting	May 1, 2023	March 8, 2023	March 8, 2023	23,000+
Residents Issue I	July 1, 2023	May 10, 2023	May 10, 2023	23,000+
Fall Conference	October 1, 2023	August 9, 2023	August 9, 2023	23,000+
Residents Issue II	December 1, 2023	October 10, 2023	October 10, 2023	23,000+





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## Virtual Career Fair

The Neurology Career Center’s virtual career fair is a unique, neurology-specific online career event designed to connect employers and job seekers. Candidates can explore employer information and open positions and either apply for specific positions or enter the Zoom virtual space to meet with individual employers based on their interests. The convenient online event format is available in desktop or mobile.

The October 2021 Virtual Career Fair was attended by 161 candidates (116 applications and 2,043 job views).

Date and Time	Deadline—Reservation	Cost
May 3 12:00 p.m.–3:00 p.m. ET	April 26	\$495 + the cost of an advertising package
May 4 4:00 p.m.–7:00 p.m. ET		
October 26 12:00 p.m.–3:00 p.m. ET	October 18	\$495 + the cost of an advertising package
October 27 4:00 p.m.–7:00 p.m. ET		

Your participation in a Virtual Career Fair includes:

- Custom booth in virtual event space on [AAN.com](http://AAN.com)
- Individual Zoom breakout room for candidate interviews
- Access to the candidate CV database
- Event support

Not sold separately. Available as an add-on option for \$495 when purchasing any advertising package.



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## Advertising Add-on Options

The Neurology Career Center has convenient add-on options available to ensure you receive a custom advertising experience that connects the right candidate with your job opening! Add-ons are available when purchasing any advertising package—you will be asked if you want to add on any options on the payment screen.

### Virtual Career Fair: \$495

A unique, neurology-specific online career event designed to connect employers and job seekers

### Jobs email: \$395

Cast a wider net with a one-time insertion of your job posting in an email sent to 18,000 members

### AANe-news™: \$395

A one-time insertion of your job posting in the AAN member e-newsletter

### Job tweet: \$395

Your job listing and logo posted from the AAN Twitter account (30,000+ followers)

### Facebook post: \$295

Your job listing posted from the AAN Facebook account (40,000 followers)

### Top Job: \$295

Your online job highlighted and programmed to rise to the top in a relevant candidate search

### 25-pack of CV credits: \$395

Credits unlock candidate CVs stored in the Neurology Career Center's CV bank



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## Policy

Orders for print and online classified advertising must be submitted electronically at [Careers.AAN.com](http://Careers.AAN.com).

The American Academy of Neurology reserves the right to alter copy to fit general style and typesetting standards. The AAN reserves the right to decline, withdraw, or edit advertisements at its discretion. Every care is taken to avoid mistakes, but responsibility cannot be accepted by the AAN for clerical or printing errors.

Without limiting Neurology Career Center's terms, conditions, and policies, Neurology Career Center in accordance with Department of Justice guidelines:

- Prohibits any job posting that requires US citizenship or lawful permanent residence in the US as a condition of employment, unless otherwise required in order to comply with law, regulation, executive order, or government contract.
- Prohibits any job requirement or criterion in connection with a job posting that discriminates on the basis of citizenship status or national origin.

For complete EEO guidelines, please refer to the [official resource](#).

## Contacts

### Customer Service:

Amy Schoch  
(612) 928-6122  
[careers@aan.com](mailto:careers@aan.com)

Tabitha Sanbower  
(612) 928-6177  
[careers@aan.com](mailto:careers@aan.com)

For Mail List Rentals:  
INFOCUS, (800) 708-LIST  
[customerservice@infocuslists.com](mailto:customerservice@infocuslists.com)