RPA APP
MOBILE ENGAGEMENT
24/7

MARKETING OPPORTUNITIES

RPA offers a variety of options for in-app sponsorship. Our app allows sponsors to reach our network in ways that are not disruptive but instead present opportunities for effective interaction and engagement. Advertising in this dedicated environment helps sponsors place themselves in front of a targeted audience to gain greater results. Sponsorship options include—

BANNER ADS**
These clickable advertisement images can be placed in many different locations throughout the app to increase your brand awareness.

MONTHLY RATES:
- $4,000/1 Month
- $7,000/2 Months
- $9,000/3 Months

YEARLY RATE:
- $36,000/12 Months

TECHNICAL REQUIREMENTS:
1242 x 165 Pixels 72 dpi, JPEG.
Ads must be submitted 30 days prior to posting in the app.
RPA cannot accept ads with third-party hosting.

SPONSORED CONTENT
These can include videos, images, documents, articles or links. Users can like, comment, and share this content which can be promotional, educational or fit specific marketing objectives.

MONTHLY RATES:
- $3,000/1 Month
- $5,000/2 Months
- $6,000/3 Months

YEARLY RATE:
- $24,000/12 Months

SPLASH SCREEN*
With your logo placed on the opening screen, it is continually viewed as users access the app.

MONTHLY RATES:
- Please call or email for rates and frequency

*please call or email for rates and frequency
SPONSORED EVENT SESSIONS
Sponsored event sessions provide opportunities to reach attendees and to position your organization as a thought leader. Individual sessions within an event agenda can be accompanied with a sponsored tag to promote a partnership.
MONTHLY RATES:
► $3,000/1 Month
► $5,000/2 Months
► $6,000/3 Months
YEARLY RATE:
► $24,000/12 Months

SPONSORED POLLS
Polls in the news feed offer you opportunities to easily collect feedback or data from our network. Polls can be used to make important organizational decisions.
MONTHLY RATES:
► $1,500/1 Month
► $2,000/2 Months
► $2,550/3 Months
YEARLY RATE:
► $10,200/12 Months

SPONSORED PUSH NOTIFICATIONS
Push notifications are prime real estate for instant messages and announcements delivered directly to our users. Sponsors can take advantage by deploying a notification that takes recipients to corresponding content in the app, removing the need for a search. This is the quickest way to grab network-wide attention.
MONTHLY RATES:
► $2,000/1 Month
► $3,000/2 Months
► $3,825/3 Months
YEARLY RATE:
► $15,300/12 Months

*Exclusive Placement – These sponsorship opportunities are also available for exclusivity.
**Banner Ads – These ads are placed at the bottom of the News Feed by default.

For additional placement options throughout the app, please call Katrina Murray at 301-468-3515 ext. 14 or email kmurray@renalmd.org.
### RESERVATION FORM

#### CONTACT INFORMATION

Company Name: 

Contact Person: 

Phone: Fax: Email: 

Address: 

City: State: Zip Code: 

Signature: Date: 

#### INSERTION INFORMATION

- [ ] Banner Ads**
- [ ] Splash Screen*
- [ ] Sponsored Content
- [ ] Sponsored Event Sessions
- [ ] Sponsored Polls
- [ ] Sponsored Push Notifications

#### INSERTION FREQUENCY

- [ ] 1 Month
- [ ] 2 Months
- [ ] 3 Months
- [ ] 12 Months

(For quotes on additional months, please call Katrina Murray at 301-468-3515 ext. 14 or email kmurray@renalmd.org)

#### INSERTIONS MONTH(S)

- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] June
- [ ] July
- [ ] August
- [ ] September
- [ ] October
- [ ] November
- [ ] December

#### PAYMENT/BILLING INFORMATION

Total amount due: ______________

(Please refer to Marketing Opportunities for rates. Call RPA regarding Exclusive placement and additional placements for Banner Ads.)

- [ ] Check made payable to Renal Physicians Association

Mail with Reservation Form to: 1700 Rockville Pike, Suite 220, Rockville, MD 20852

- [ ] VISA  -  [ ] MasterCard  -  [ ] American Express  -  [ ] Discover

Credit Card Number: ______________ Exp. Date: ___________ CVV Number: ___________

Name on the Card: ________________

Signature: ________________

Credit Card Billing Address: ________________

City: State: Zip Code: ________________

Please mail, email, or fax reservation form to:

RPA Advertising
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