

## AAIM - Alliance for Academic Internal Medicine

AAIM is a consortium of five academically focused specialty organizations representing departments of internal medicine at medical schools and teaching hospitals in the United States and Canada. This unique file is the best way to reach a large audience of academic healthcare faculty, medical school Deans, DIO's, Program Directors and more. Email "IS" available. Contact your representative for more information.

### SEGMENTS

11,626	Total Universe / Universe Rate	\$235.00/M
11,626	Active Members- Member Rate	\$235.00/M
10,801	*Active Member Email - Member Rate	\$350.00/M

### MEDIA TYPE

Business



### SOURCE

Membership, Opt-in, Direct response

### GEOGRAPHY

USA

### MAINTENANCE

Market Entry	<b>01/01/2010</b>
New to Manager	<b>08/05/2013</b>
Counts Through	<b>07/31/2021</b>

### DATA CARD MAINTENANCE

New To System	<b>08/05/2013</b>
Last Update	<b>08/12/2021</b>
Next Update	<b>01/31/2022</b>
Update Frequency	<b>SEMIANNUALLY</b>

### DESCRIPTION

**See pricing example below**

AAIM consists of the Association of Professors of Medicine (APM), the Association of Program Directors in Internal Medicine (APDIM), the Association of Specialty Professors (ASP), the Clerkship Directors in Internal Medicine (CDIM), and the Administrators of Internal Medicine (AIM). Through these organizations, AAIM represents department chairs and chiefs; clerkship, residency, and fellowship program directors; division chiefs; and academic and business administrators as well as other faculty and staff in departments of internal medicine and their divisions.

## Postal & Matching Email

Designated Institutional Official  
DIO's - 376  
Dean of Medical School - 171  
Chief Resident - 997

## By Individual Alliance Groups

Administrators of Internal Medicine (AIM) 1,571  
Association of Professors of Medicine (APM) 252  
Association of Program Directors in  
Internal Medicine (APDIM) 5,802  
Association of Specialty Professors (ASP) 3,465  
Clerkship Directors of Internal Medicine (CDIM) 1,442  
Medicine-Pediatrics Program Directors Association (MPPDA) 248

**By Specialty**

Allergy & Immunology - 59  
Cardiology - 362  
Cardio Vascular Disease - 63  
Endocrinology - 302  
Gastroenterology - 319  
Geriatrics - 191  
Hematology/Hepatology/Oncology - 261  
Hospitalist - 310  
Infectious Disease - 387  
Nephrology - 342  
Pulmonary & Critical Care Medicine - 378  
Rheumatology - 224

Counts are subject to change with each update.

EXAMPLE PRICING FOR 2020

***Example member rate pricing calculation with and without selects  
(Minimum order postal pricing based on 3,000 contacts, email 1,500  
contacts.***

- 1.) *To order a random sample of 1,500 contacts from the entire member list use a multiplier of 3 x \$235 plus the formatting fee \$100*
- 2.) *Include an Alliance Group add \$15 per every one thousand contacts or .15 each contact*

*Note: As more selections are made, the audience becomes smaller and more targeted*

Interest Area	<b>\$15.00/M</b>	Value	<b>not available</b>
Job Title	<b>\$15.00/M</b>		
Specialty	<b>\$15.00/M</b>	<b>MINIMUM ORDER</b>	
Alliance Group	<b>\$15.00/M</b>	Minimum Quantity	<b>3,000</b>
State	<b>\$15.00/M</b>	Minimum Price	<b>\$0.00</b>

---

**GENDER**

Male	<b>52%</b>
Female	<b>48%</b>

---

**NET NAME ARRANGEMENTS**

**Net Name is not allowed**

---

**EXCHANGES**

**Exchange is not allowed**

---

**REUSE**

**Reuse is not allowed**

---

**CANCELLATION**

Charges **\$200.00/F**

---

**CANCELLATION INSTRUCTIONS**

Orders may not be cancelled after file delivery, invoice amount is due in full. Postal orders will be subject to a \$200 cancellation fee prior to delivery in the event a purchase request is received. Email order cancellations prior to delivery will incur a \$175 cancellation fee.

---

**KEY CODING**

**Key Coding is available**

Charges **\$5.00/M**

---

**ADDRESSING**

Formatting and Email delivery	<b>\$100.00/F</b>
NCOA Processed	<b>\$95.00/F</b>
*Email Set Up (2 Tests)	<b>\$150.00/F</b>
*Additional Tests Each After 2	<b>\$50.00/F</b>

---

**SPECIAL INSTRUCTIONS**

Sample mail piece and anticipated mail date required for list rental approval. All rentals are for one time use only. List must be destroyed after use. Lists may not be uploaded to a crm or used for telemarketing research. NCOA is applied upon request. Email Ordering - Client Supplied HTML with opt out link and corporate address must be included at the bottom of the offer. Email design services available. Please inquire with Smart Source Media. Prepayment required. All orders are based on a minimum qty of 3000 contacts. All email offers are deployed by Smart Source Media. Email records are not released to the end user.