



ACADEMY OF  
*Management*

# AOM CONNECTIONS 2020 MEDIA KIT

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*SHARE > CONNECT > GROW*

Contact:

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# AOM Connections



*Imagine connecting with more than 20,000 scholars, educators and business professionals from 120 countries or exhibiting at the world's largest meeting of management and organization scholars. What would that mean for your business and your brand exposure? I invite you to connect with our members and followers to share your message and grow awareness of your organization with our audiences.*

*The Academy of Management is the preeminent professional association for management and organization scholars. Our worldwide members are professors and Ph.D. students in business schools at universities, academics in related social science and other fields, and practitioners who value knowledge creation and application. Founded in 1936, our global community is growing stronger than ever as we offer more ways to connect and communicate in today's digital world. We hold the largest Annual Meeting of 11,000+ attendees who present scholarly research and we publish top ranking scholarly journals that are among the most prestigious, frequently cited and widely circulated publications in management and business studies.*

*Through our AOM Connections offerings, you can grow your market share and create lasting relationships. We'd love to match you with custom opportunities to connect with our audiences by exploring these outreach possibilities with AOM.*

*Sincerely,*

*Jacqueline Coyle-Shapiro*

**Jacqueline A-M. Coyle-Shapiro**  
President  
Academy of Management

# Who Is the Academy of Management?

The Academy of Management (AOM)'s worldwide audience consists of professors and Ph.D. students in business, management, and the social sciences; and management professionals who value knowledge creation and application; and business professionals seeking to improve the management of their organizations. Founded in 1936, our global community is nearly 20,000 strong and spans more than 115 countries. By connecting with AOM members through our connection opportunities, your products and services will be brought to the attention of some of the world's most influential management professionals.

AOM shares the collective expertise, knowledge and demonstrated leadership in the field of management with the next generation of leaders to build a vibrant community of scholars by markedly expanding opportunities to connect and explore ideas.

With AOM sponsoring your company's brand or product, you will automatically connect with top influencers in the field of management, which will help you to gain notoriety with a wide audience.

AOM's members are also leaders and influencers in their communities. They're engaged with their schools and hometowns, they travel around the world to research and present their findings, but most importantly, they're the people who others look to for knowledge and advice.

Expand your outreach by choosing a package that best suits your company's needs. Advertise in our research journals, at our Annual Meeting, through our job board, website, mobile app, member emails, and other communications.



*Connecting with AOM's members through our advertising, exhibits and event sponsorship allows you to make a lasting impression with some of the world's leading management professionals.*

# AOM by the Numbers

## AOM MEMBERSHIP

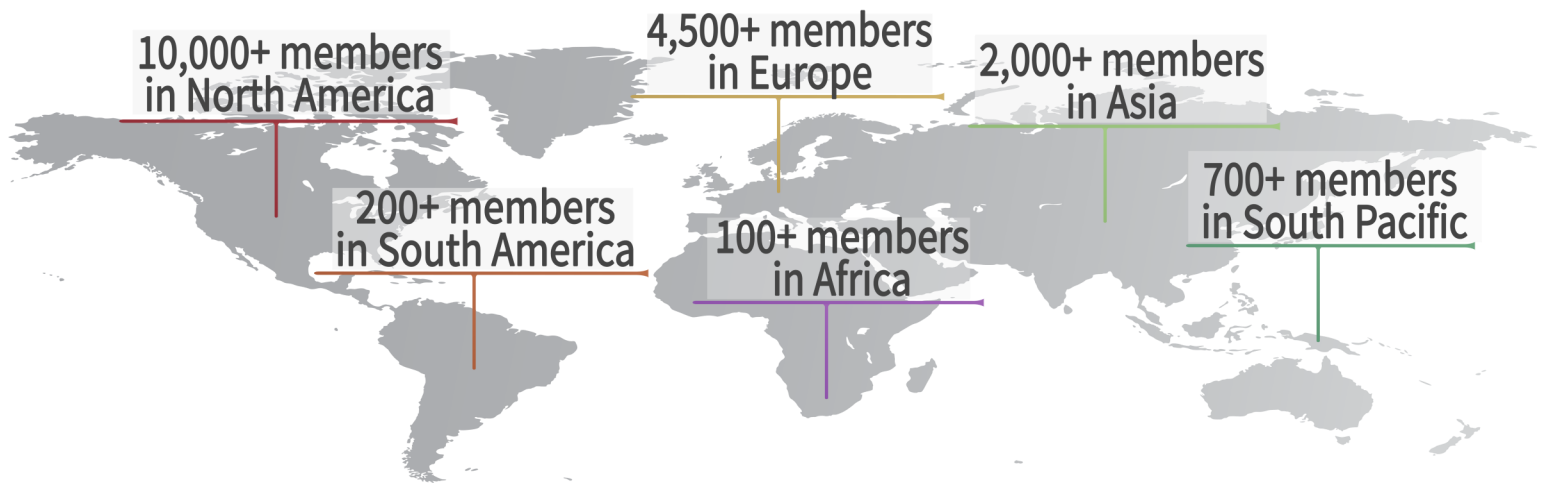
**18,000+ members**

*(with thousands joining each year)*

**120 represented countries**

## AOM.org

**1.2 million** sessions  
**2.7 million** unique views  
**3.5 million** page views  
**2.92** average page views per session  
**3:09** minutes average session duration  
**2.21** average number of sessions per user



## AOM PUBLICATIONS

6 top-ranked academic journals

*Insights* online magazine

*AcadeMY News* newsletter

## Journals.AOM.org

**3,630,670** sessions  
**6,623,372** unique views  
**8,689,590** page views  
**2.39** average page views per session  
**2:06** average session duration



**ACADEMY NEWS**

# AOM Journals



**AOM journal research is regularly cited by media outlets such as *Forbes*, *Wall Street Journal* and *Fortune***  
[news.aom.org](http://news.aom.org)

## **Academy of Management Annals**

*Academy of Management Annals* (Annals) publishes current, in-depth and integrative reviews of research advances in management. Often called "reviews with an attitude," Annals papers summarize and/or challenge established assumptions and concepts, pinpoint problems and factual errors, inspire discussions, and illuminate possible avenues for further study. Reviews published in Annals move above and beyond descriptions of the field because they motivate conceptual integration and set agendas for future research.



### **Publication Dates**

- January (ads due by December 1)
- July (ads due by June 1)

### **Ranking**

- 1 out of 217 in the category of Management
- 1 out of 147 in the category of Business

### **Impact Factor\***

12.289 (5-Year Impact Factor: 18.616)

## **Academy of Management Discoveries**

Publishes phenomenon-driven empirical research that theories of management and organizations neither adequately predict nor explain. Data on these poorly understood phenomena can come from data such as ethnographic observations, lab and field experiments, field surveys, meta-analyses, construct validation research, and replication studies. AMD includes exploratory research at the pre-theory stage of knowledge development, where it is premature to specify hypotheses, and which generates surprising findings likely to stimulate and guide further exploration and analysis.



### **Publication Dates**

- March (ads due February 1)
- June (ads due May 1)
- September (ads due August 1)
- December (ads due November 1)

\*2018 Journal Citation Reports

# AOM Journals

## ***Academy of Management Journal***

*Academy of Management Journal* (AMJ) publishes empirical research that tests, extends or builds management theory and contributes to management practice. Empirical methods include qualitative, quantitative, field, laboratory, meta-analytic, and mixed methods. Published research makes strong empirical and theoretical contributions relevant to management practice. Authors produce original, insightful, interesting, important and theoretically bold research that demonstrates a significant value-added contribution to the field's understanding of an issue or topic.



### **Publication Dates**

- February (ads due by December 15)
- April (ads due by February 15)
- June (ads due by April 15)
- August (ads due by June 15)
- October (ads due by August 15)
- December (ads due by October 15)

### **Ranking**

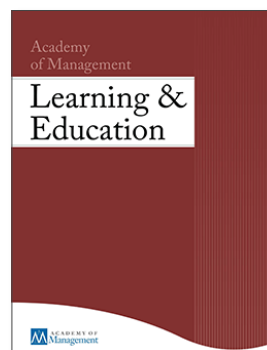
- 9 out of 217 in the category of Management
- 9 out of 147 in the category of Business

### **Impact Factor\***

7.191 (5-Year Impact Factor: 11.4891)

## ***Academy of Management Learning and Education***

*Academy of Management Learning and Education* (AMLE) publishes theory, empirical research, reviews, critiques, and resources that address the processes of management teaching, and the learning that results from it, to contribute to management learning and education. Additionally, AMLE publishes work that addresses important issues in the institutional environment and administration of business schools and their stakeholders. The journal's emphasis is on the study of management learning and education in all types of settings—schools and universities as well as businesses and public and non-profit organizations.



### **Publication Dates**

- March (ads due January 15)
- June (ads due April 15)
- September (ads due July 15)
- December (ads due October 15)

### **Ranking**

- 11 out of 243 in the category of Education
- 56 out of 147 in the category of Management

### **Impact Factor**

3.274 (5-Year Impact Factor: 4.902)

## Academy of Management Perspectives

*Academy of Management Perspectives* (AMP) publishes papers with policy implications based on management research. AMP articles leverage management theory to understand contemporary behavioral, socioeconomic and technological trends, highlighting their implications for the public interest or relying on a strong evidence base of empirical findings to inform public policy. Authors develop connections between management evidence and public policy concerns by (1) critically assessing the impact of management theory and research on public policy; (2) summarizing empirical evidence to emphasize their policy implications; (3) identifying policy concerns that should motivate the development of new management theory and research; and/or (4) establishing a research agenda that informs public policy.



### Publication Dates

- February (ads due December 15)
- May (ads due March 15)
- August (ads due June 15)
- November (ads due September 15)

### Ranking

- 43 out of 217 in the category of Management
- 31 out of 147 in the category of Business

### Impact Factor\*

3.857 (5-Year Impact Factor: 8.932)

## Academy of Management Review

*Academy of Management Review* (AMR) publishes theoretical insights that advance our understanding of management and organizations. Articles extend theory in ways that develop testable knowledge-based claims. Authors develop new management and organization theory, significantly challenge or clarify existing theory, synthesize recent advances and ideas into fresh or new theory, or initiate a search for new theory by identifying and delineating a novel theoretical problem. The contributions of AMR articles often are grounded in normal science disciplines of economics, psychology, sociology or social psychology as well as nontraditional perspectives, such as the humanities.



### Publication Dates

- January (ads due November 15)
- April (ads due February 15)
- July (ads due May 15)
- October (ads due August 15)

### Ranking

- 2 out of 217 in the category of Management
- 2 out of 147 in the category of Business

### Impact Factor

10.632 (5-Year Impact Factor: 14.170)

# AOM Publications

## Academy of Management Insights



*Insights* is an online magazine for managers and business leaders that translates the best academic research findings into a succinct format and transforms peer-reviewed management research into actionable evidence for the workplace. *Insights* also produces videos and infographics that make management research easy to understand, share with others.

### Impressions

33,000+ annual visits to [aom.org/Insights](http://aom.org/Insights)

### Distribution

23,000+ monthly newsletter subscribers

### Topic List

*c-suite, careers, behavior, CSR, diversity, emotions, entrepreneurship, gender, HR, innovation, leadership, motivation, performance, policy, well-being*

## AcadeMY News

*AcadeMY News* is the Academy of Management's interactive electronic newsletter for members. Each issue offers timely and relevant content from across our membership communities, providing a unique opportunity for members to learn about what's happening around the Academy through the diverse voices of its contributors. Updates from the Divisions and Interest Groups and across our greater global network of management scholars make *AcadeMY News* an invaluable resource for members to access association news and featured content, celebrate and share in the recognition of outstanding colleagues, and connect to events, activities and opportunities.

### Distribution

24,000+ monthly subscribers

### Notable Issues

Year in Review  
Annual Meeting  
Awards & Recognition





# Connect with AOM

*We offer year-round opportunities for your organization to stay top-of-mind with our audience online, at our events, and in our journals.*

**Advertising on AOM.org** allows your company or product to be viewed by millions of members and non-members alike in the field of management.

**Advertising in AOM journals and publications** gains your company distinction with those who are interested in the latest research in management. Being that each journal has a unique tone and audience, advertising with the right journal is an efficient way to target your advertisements.

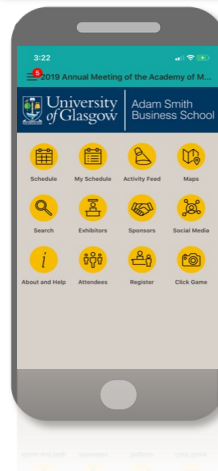
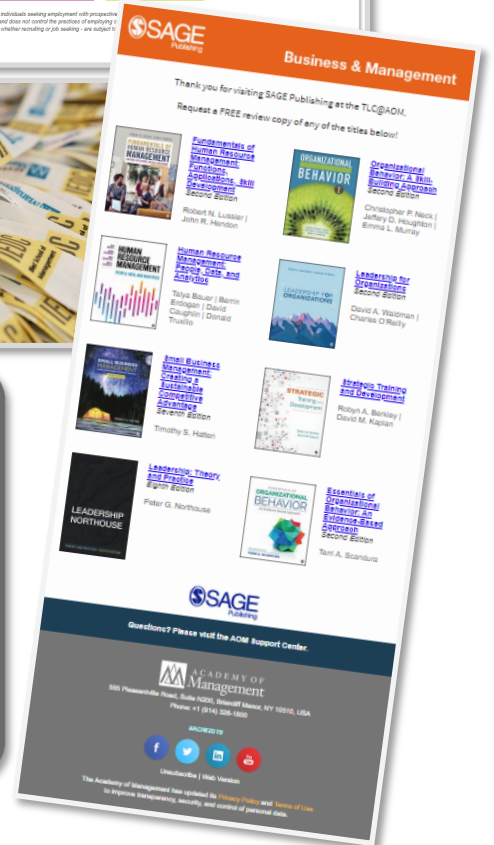
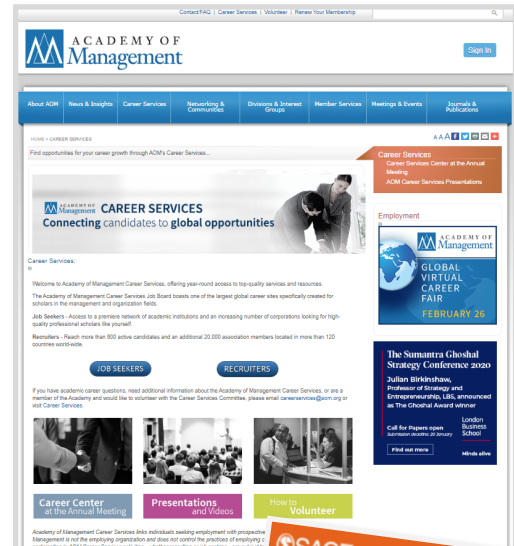
**Advertising at an AOM event** connects your brand with thousands of executives and academics on a global scale from all disciplines of management and business.

**Advertising through AOM's member emails** will allow your advertisement to quickly reach a wide audience of executives, academics, students, and emeriti.

**Advertising on AOM's mobile app** is essential to reaching management professionals.

**Advertising with Career Services** will connect your company with promising candidates at the Annual Meeting, on our job board or through virtual career fairs.

**Advertising on AOM Insights** connects your product or company with engaged business professionals who are interested in the latest trends and news in management.



# Connection Opportunities

## ANNUAL Meeting BRANDING

Reach

Investment

◆Lanyards/name badge holder	13,000	\$22,500
◆Water bottles	12,000	\$17,500
◆Hotel key cards	6,000+	\$10,500
◆Pens	10,000	\$11,500
◆Tote bags	10,500	\$18,500
◆Phone card holder	10,000	\$ 8,500
◆Mobile app	7,000+ users	\$15,500

## EVENTS

◆All-Academy Reception	1,500 attendees	\$14,500
◆Networking Breakfast & Presidential Address	1,000 attendees	\$11,500
★◆Exhibit Hall Opening Reception	1,300 attendees	\$ 9,500
◆Exhibit Hall Breaks (5 breaks)	1,000 visitors	\$ 9,500
★◆New Attendee Welcome Room	2,500 visitors+	\$ 8,500
★◆New Member Orientation	200 attendees	\$ 8,500
★◆TLC@AOM	550 attendees	\$17,500

- ★ Includes speaking opportunity
- ◆ Exclusive

Email [sponsorship@aom.org](mailto:sponsorship@aom.org) to connect with our team

# Connection Opportunities

## ANNUAL Meeting ADVERTISING

Reach

Investment

Program advertisement	5,000 distribution	
-Full page, 4 color		\$2,500
-Inside front cover, 4 color		\$3,000
-Inside back cover, 4 color		\$2,750
Mobile app banner advertisement	7,000 +users	\$1,500
◆Online meeting registration advertisement	11,000+ registrants	\$2,000
◆Media cube (branded structure w/60 second video)	11,000+ viewers	\$4,500
30 second video on Media Cube	11,000+ viewers	\$3,500
30 second video on Online Program	11,000+ viewers	\$3,500
Technology Center branding (screen savers, signage, etc.)	11,000+ viewers	\$3,500
Venue-specific Customized Signage Opportunities		Price varies
◆Branded Floor plans	11,000 attendees	\$5,500
Sponsored ad in AOM email to attendees	11,000 recipients	\$2,500

◆Exclusive

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# Connection Opportunities

## ANNUAL Meeting

Reach

Investment

## CAREER SERVICES

Career Services Center Sponsor	1,000 attendees	\$10,000
Standard employer package	1 table, 1 advertisement	\$749
Double employer package	2 tables, 2 advertisements	\$1,174
Triple employer package	3 tables, 3 advertisements	\$1,499
Additional job posting		\$299
Additional table		\$150
School banner display	1,000 viewers	\$100
Marketing email to target event attendees	1,000 recipients	\$3,000
Private interview room at Career Services Center		\$3,000

# Connection Opportunities

## AOM.org

### DIGITAL ADS

Reach

Investment

AOM.org advertisement (90 days)	894,000 impressions	\$3,000
AcadeMY newsletter ad	25,000 subscribers	\$1,000
Sponsored ad in AOM email to members		\$5,500

### CAREER SERVICES

10,000 impressions, 50,000 page views per month

Single 30/60/90-day job posting		\$299/\$499/\$750
Three 60-day job postings		\$1,275
Five 60-day job postings		\$1,975
Ten 60-day job postings		\$3,475
Three 30-day job postings		\$799
Five 30-day job postings		\$1,299
Ten 30-day job postings		\$2,399
Featured job		\$200
Digital job video presented by Digi-Me		\$200
Social recruiting		\$125
Featured Employer		\$2,250
30/60/90/180/365-day featured employer		\$625/\$1,200/\$1,800/\$3,500/\$6,950
30/60/90-day retargeting job enhancement		\$350/\$650/\$900

# Connection Opportunities



Reach

Investment

◆ Online meeting registration advertisement	500+ viewers	\$2,000
◆ Customized Signage Opportunities, Venue Specific	500+ attendees	Price varies
◆ Lanyards/name badge holder	500 distributed	\$4,000
◆ Hotel key cards (if applicable)	500 distributed	\$3,000
◆ Pens	500 distributed	\$3,000
◆ Tote bags	500 distributed	\$3,000
Speaking Opportunity		\$400-\$1,000
Marketing email to target attendees	Up to 500 recipients	\$.50/recipient

## JOURNAL ADS

One time Print ad to run in one (1) issue of all six (6) AOM publications	8,500 distribution	\$1,500
Online ad on Journals.aom.org (90 days)	404,000 impressions	\$2,000
<i>Insights</i> newsletter ad	25,000 subscribers	\$1,000
<i>Insights</i> online ad (90 days)	33,000 impressions	\$1,000

◆ Exclusive

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# Annual Meeting Sponsorship Levels

	Diamond	Platinum	Gold	Silver	Bronze
Benefits	\$25,001-\$30,000+	\$20,001-\$25,000	\$15,001-\$20,000	\$10,001-\$15,000	\$1,000-\$10,000
Description in the Annual Meeting program and sponsorship webpage	750 words	500 words	250 words	250 words	250 words
Hyperlinked ad/post(s) to all attendees in the Connect@AOM Annual Meeting community	Two	Two	One	One	One
Complimentary Annual Meeting registration(s)	Three	Two	Two	One	One
Company description and logo in sponsor listing on the Annual Meeting mobile app	X	X	X	X	X
Name and logo featured in the Presidential Address recognition video, on the media cube and on AOM.org	X	X	X	X	X
Listing on the Registration sponsor banner	X	X	X	X	X
Out and About Exhibitor Table at one of the AOM Technology Centers	X	X	X	X	
Logo on the AOM Annual Meeting website landing page	X	X	X		
10x10 in-line booth in the exhibit Hall (AOM assigns booth)	X	X			

Email [sponsorship@aom.org](mailto:sponsorship@aom.org) to connect with our team

# Customized Opportunities

Have an idea for a unique, custom sponsorship opportunity?

Connect with the AOM team to create a unique sponsorship opportunity that best suits your advertising objectives. We are looking forward to bringing your idea to life!

By customizing your sponsorship, you will be able to:

- Use your creativity to design an advertisement that will benefit your business
- Connect with your target audience in a medium that you see fit
- Bring your vision to life with AOM

## MECHANICAL REQUIREMENTS

### PRINT

#### Journal ads:

all ads are full page vertical: 8.75 × 10.75

#### Annual Meeting Program ads:

all ads are full page vertical: 8 × 10

#### File formats:

hi resolution PDFs with fonts embedded or outlined

### DIGITAL

#### AOM.org:

ads are sized 250 × 250 px

#### Journals.AOM.org:

ads are 728 × 90px for banner ads and 160 × 600px for tower ads

#### Mobile App banner ads:

Needed in two sizes: 640 × 150px and 552 × 150px

#### File formats:

Jpeg or animated GIFs up to 1 MB

## AOM CONTACT

### Megan Johnson, CMP, CEM

Assistant Director

Annual Meeting & Conference Services

555 Pleasantville Road, Suite N200

Briarcliff Manor, NY 10510

Phone: +1 (914) 326-1822

Email: [sponsorship@aom.org](mailto:sponsorship@aom.org)

## CONTACT FOR ANNUAL MEETING PRINT PROGRAM & AOM.ORG DIGITAL ADS

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