



**2025**

**Digital Advertising Media Kit**

# About Us

## American Association of Clinical Endocrinology



- Founded in 1991, we are a global, inclusive community of more than 6,000 endocrine-focused clinical members and over 28,000 engaged health care professionals.
- **Websites:** [pro.aace.com](https://pro.aace.com) | [aace.com](https://aace.com)
- **Website traffic:** 225,000 average monthly views

# AACE Run of Site Ads

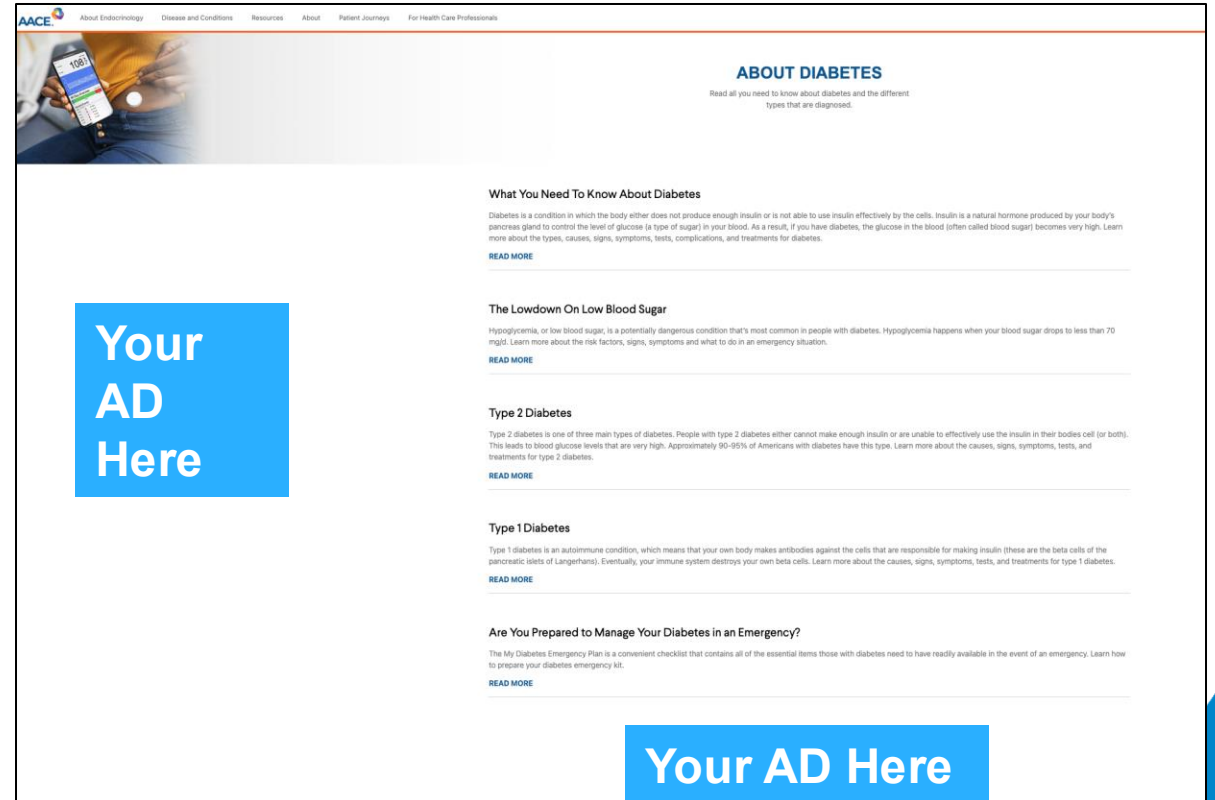
## Connect with endocrinologists and care team members.

- Utilize [pro.aace.com](http://pro.aace.com) to reach AACE members, endocrine care team members and clinicians searching for endocrine related education, resources, events & more.
- Utilize [aace.com](http://aace.com) to reach patients with endocrine diseases and their caregivers/public searching for disease information and support.
- AACE websites are a powerful resources for companies looking to reach engaged, targeted audiences.
- Assets: 728x90px Leaderboard , 300x250 Box

*Pricing varies based on ad placement, impressions and length of program.*

# aace.com

- **For our patients**, we translate the complex science of some of the world’s most serious, endemic and fast-growing diseases in order to optimize their care.
- **For the public**, we proactively educate and communicate about endocrine diseases and the valuable role endocrinologists and care team members play in treating them.
- **aace.com** 58,000+ average monthly views



pro.aace.com

- For our members, we offer an inclusive community that shares and disseminates our collective knowledge, experience, ideas and ideals, giving each member a voice.
- pro.aace.com: 166K+ average monthly views

Your AD Here

Your AD Here

**DIABETES RESOURCES**

Access our diabetes courses featuring the latest advancements and information on improving diabetes diagnosis and treatment. Click here to access The GLP-1 RA's Role in the Management of Diabetes: Tools for the Primary Care Professional presentation slides.

Create a free account to receive the latest diabetes resources. [Create Account](#)

**Online Education**

**AACE CERTIFICATE**  
Fundamentals of Diabetes Technology  
CME: 3 | Hours: 1.7  
Item #: 19400001 | Expires: 9/30/2026  
Start: 5/13/2024 | Expires: 9/30/2024  
This introductory and comprehensive online certificate program will explore diabetes technology, including continuous glucose monitoring (CGM), insulin pumps, wearable health pumps, and connected insulin pens.  
\$296 | Renewed Members - \$226 | Engaged Members - \$196  
[Learn More](#) [Register](#)

**AACE CERTIFICATE**  
Insulin Diabetes  
CME: 3 | Hours: 1.7  
Item #: 19400002 | Expires: 9/30/2026  
The updated Diabetes Certificate is a comprehensive program that prepares healthcare professionals to effectively manage diabetes and hyperglycemia in hospitalized patients.  
\$296 | Renewed Members - \$226 | Engaged Members - \$196  
[Learn More](#) [Register](#)

**FREE COURSE**  
GLP-1 RA's Role in the Management of Diabetes: Tools for the Primary Care Professional  
CME: 1.5 | ABIM MOC: 1.5  
Starts: 10/31/2024 | Expires: 10/31/2025  
This program aims to equip primary care professionals with the skills to manage type 2 diabetes more effectively, particularly those who may be hesitant to prescribe newer GLP-1 RA therapies.  
[Learn More](#) [Register](#)

**Clinical Guidance**

2022 AACE Consensus Statement: Comprehensive Type 2 Diabetes Management Algorithm  
This algorithm provides concise visual guidance in the form of algorithms to assist with clinical decision-making for the management of persons with type 2 diabetes mellitus and related comorbidities.  
[Read More](#)

AviMD Integrates AACE Guidelines  
AviMD, a software platform that brings clinical evidence into the workflow to help clinicians streamline decisions and save time, has partnered with AACE to integrate clinical guidance documents into the AviMD platform.  
[Read More](#)

2022 Clinical Practice Guidelines for Development of a Diabetes Mellitus Comprehensive Care Plan  
This updated guideline provides recommendations for the care and management of people with or at risk for diabetes mellitus at every stage, including prevention, diagnosis, and treatment.  
[Read More](#)

**Free CGM Resources**

Step By Step CGM Guide  
View a step-by-step guide to getting started with CGM devices in your practice.  
[Read More](#)

Device Comparison  
Compare and contrast FDA-approved CGM systems to find what is right for each individual patient and your practice.  
[Read More](#)

Action Plan  
An action plan is an important part of the diabetes care plan and can be implemented after the initial review of the ADP Report. Here is an example action plan for you to use in your own practice.  
[Read More](#)

**Additional Resources**

**AACE Patient Journey of Diabetes Technology**  
The more your patient knows about diabetes technology, the better equipped they will be to manage their diabetes and reduce their risk of complications. Provide them with a reliable, informative resource by pointing them to the AACE Patient Journey of Diabetes Technology. This journey is derived from our clinical guidance documents and reviewed by the Diabetes Sisters, a leading patient advocacy organization.  
[Read More](#)

**AACE Podcast Episode 59: Early Detection of Type 1 Diabetes**  
Early detection and monitoring of Type 1 Diabetes (T1D) are crucial for ensuring patient outcomes and quality of life. Join clinical experts Lindsay S. Pineskus, MD, FACO, FACD, Jeff Longo, MD, FAAP, FACD, SACD, and David Johnson, MD, FACD, FACD, as they discuss the growing prevalence of T1D, the importance of antibody screening, the different stages of T1D, screening guidelines, patient counseling, and how early intervention can help delay progression and reduce complications. Support for this podcast is provided by Sanofi.  
[Learn More](#)



# AACE Retargeting

## Remain top-of-mind with AACE site visitors.

- Site retargeting reaches previously unattainable audiences, to build brand awareness and extend reach with aace.com site visitors..
- AACE will retarget the site visitors and programmatically deliver your message to these audiences as they continue consuming content online.
- Assets: 4 banners, 728x90px, 160x600px, 300x250px, 320x50px

*Pricing varies based on impressions and length of program.*



**Programmatically retarget site visitors after they leave the AACE website.**

# Metrics and Customization

## **AACE's reporting team provides monthly metrics:**

- Impressions
- Clicks/CTR

## **Customization and Expanded Opportunities:**

AACE works with companies to design advertising and promotional campaigns to reach specific goals. We tailor creative solutions to connect you with endocrinologists, health care professionals, and/or patients and their caregivers.

- Additional branded and sponsored content offerings.



## **Advertising Sales Contact**

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