

EMERGENCY MEDICINE NEWS

THE NEWS MAGAZINE FOR THE EMERGENCY CARE PROFESSIONAL



Circulation & Profile

CIRCULATION:

29,500. Emergency physicians, emergency medicine residents, emergency medicine physician assistants.

EDITORIAL PROFILE

Emergency Medicine News reports on the breaking news, trends, and other issues of medical importance in emergency medicine. In addition to news profiles and columns, regular departments include InFocus, the publication's CME activity, Toxicology Rounds, Pediatric Rounds, ID Rounds and Journal Scan. Monthly special reports investigate important timely emergency medicine topics.

Issuance and Deadlines

FREQUENCY: Monthly

Jan	11/19	Jul	5/29
Feb.....	12/29	Aug	6/30
Mar.....	1/29	Sep	7/29
Apr	2/26	Oct.....	8/28
May	3/30	Nov	9/29
Jun.....	4/29	Dec	10/26

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Submission

Display ads should be supplied electronically as PDF, EPS, or TIFF files, at a minimum of 600 dpi. Microsoft Word documents are accepted (for text only). All display ads not provided in the above format are subject to a black & white typesetting fee. Specify issue dates and include name, address and phone number.

MECHANICAL REQUIREMENTS

	WIDTH	HEIGHT
King (bleed)	10 3/4"	14 1/4"
King (Non bleed)	9 1/4"	12"
3/4 (V)	6 7/8"	12"
1/2 (H)	9 1/4"	5 7/8"
1/2 (V)	4 1/2"	12"
1/4 (V)	2 1/8"	12"
1/4 (H)	4 1/2"	5 7/8"
1/8 (V)	2 1/8"	5 7/8"
1/8 (H)	4 1/2"	2 7/8"

Journal Trim Size: 10 1/2" x 14"
Bleed Allowance: 1/8"

Rates

LINE RATES

\$5 per word with a \$350 minimum charge (60 words)

DISPLAY RATES (x rates are /issue)

	1x	3x
King Page	\$6,185	\$6,085
3/4 Page	5,485	5,410
1/2 Page	4,535	4,475
1/4 Page	2,655	2,630
1/8 Page	1,175	1,135

COLOR RATES

3 or 4 Color Process	\$1,860
1 Pantone Color	\$825
1 Color Process	\$655

Display/Color rates are agency commissionable.

Additional Advertising

INTERNET ADVERTISING RATES

Internet posting in conjunction with publication in the print edition of the journal is \$200 per month, or \$300 for early posting with a print ad. Other online advertising opportunities are available. Please contact your sales representative for details.

SPECIAL ISSUES

September 2009 issue—
American College of Emergency Physicians, Oct 5–8 Boston, MA

Payment

Prepayment of advertising is not required. Please provide a Purchase order or Reference number if you require one on the invoice.

Cancellation Policy

For ad cancellation please contact Melissa Moody directly via phone 410-528-4098 or 800-269-4339, fax 410-528-4452, or e-mail melissa.moody@wolterskluwer.com. Cancellations will not be accepted after issue closing date. However, your ad will be deleted from the next available issue and you will receive written confirmation of cancellation via fax or e-mail, indicating its last appearance and when you should receive your final invoice. Do not assume that your ad has been canceled unless you have written confirmation.

DO NOT INDICATE CANCELLATIONS ON INVOICES. ALL RATES AND MECHANICAL REQUIREMENTS ARE SUBJECT TO CHANGE WITHOUT NOTICE.