

2015

Print & Digital Media Kit



ACEP Now

The Official Voice of Emergency Medicine

Print Publication Information

Editorial

ACEP Now is an official publication of the American College of Emergency Physicians. Emergency physicians rely on *ACEP Now* for indispensable content that can be used in daily practice.

ACEP is the specialty society for Emergency Medicine, and *ACEP Now* is the official voice of Emergency Medicine. With a rapidly evolving health care system, emergency physicians need a trustworthy source for the most valuable and insightful information that impacts the practice of Emergency Medicine. That source is *ACEP Now*.

Written by physicians for physicians, each issue delivers cutting edge news, practice changing tips, regulatory updates, and the most up to date information on health care reform.

ACEP Now delivers:

- Breaking news & news from the college
- Practice trends & industry trends
- FDA coverage & clinical trial results
- Expert opinion & insightful commentary
- Public policy & medical-legal issue coverage
- Therapy area-specific content (i.e., Cardiology, Geriatrics, Pediatrics)
- Practice area-specific content (i.e., Ultrasound, Intraosseous Infusion Systems)
- Business-related content covering the business of emergency medicine

Circulation

With a circulation of nearly 37,000, including over 30,000 ACEP Members and 4,000 non-member emergency physicians, *ACEP Now* has the largest circulation among emergency medicine specialty print publications. Because ACEP acknowledges the vital role of physician extenders in emergency medicine, *ACEP Now* also reaches over 2,000 members of the Society of Emergency Medicine Physicians Assistants.

Specialty	Total Qualified	Percent of Total
Members of the American College of Emergency Physicians	30,359	83.3
Emergency Physicians	4,056	11.1
Members of the Society for Emergency Physicians Assistants	2,042	5.6
Total Qualified Circulation	36,457	100

Source: July 2014 BPA Audit

ACEP NOW AT A GLANCE

ISSUANCE	Monthly
ESTABLISHED	1991
SOCIETY AFFILIATION	American College of Emergency Physicians
CIRCULATION	34,415 Emergency Physicians 2,042 Emergency Physicians Assistants
CIRCULATION VERIFICATION	BPA Worldwide

Michael Lamattina

Display Advertising Sales

P 781.388.8548

E mlamattina@wiley.com

Kurt Polesky

Business Development

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Dave Surdel

Reprints

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Kevin Dunn

Recruitment Advertising Sales

P 201.767.4170

E kdunn@cunnasso.com

Advertising Rates

Black and White Advertising Rates

Ad Size	1x	6x	12x	24x	36x	48x	72x
King	\$6,645	\$6,385	\$6,125	\$5,985	\$5,850	\$5,725	\$5,515
3/4 Page	5,880	5,640	5,415	5,285	5,110	4,990	4,930
Island Page	4,880	4,690	4,485	4,395	4,290	4,195	4,100
1/2 page	4,450	4,280	4,100	4,015	3,920	3,880	3,745
1/4 Page	2,865	2,750	2,630	2,575	2,575	2,575	2,575

Insert Rates

Ad Size	1x	6x	12x	24x	36x	48x	72x
2-Page A-size	\$10,055	\$9,660	\$9,240	\$9,055	\$8,835	\$8,640	\$8,445
2-Page King	13,690	13,155	12,620	12,330	12,050	11,795	11,360
4-Page A-size	20,105	19,325	18,480	18,105	17,675	17,285	16,890
4-Page King	27,375	26,305	25,235	24,660	24,100	23,585	22,720
6-Page A-size	30,160	28,985	27,715	27,160	26,510	25,925	25,340
6-Page King	41,065	39,460	37,855	36,985	36,155	35,380	34,085
8-Page A-size	40,210	38,645	36,955	36,215	35,350	34,565	33,785
8-Page King	54,755	52,610	50,470	49,315	48,205	47,175	45,445

Please note: Inserts Rates are for supplied B&W or color inserts

Color Rates (In addition to black and white rates)

4-Color rates	2,045
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Premium Ad Positioning

Inside Front Cover (Cover 2): Earned King Rate + 35% + Color

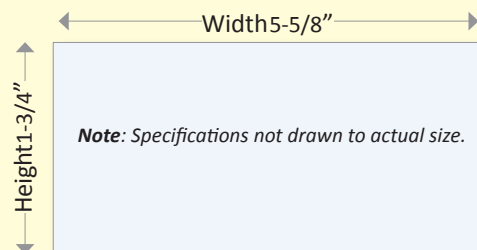
Inside Back Cover (Cover 3): Earned King Rate + 30% + Color

Outside Back Cover (Cover 4): Earned King Rate + 50% + Color

Center Spread: Earned King Rate + 25% + Color

Front Cover Banner Ads

- Advertisement runs on the lower right-hand corner of the cover
- Cost: \$10,000 net



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Print Advertising Information

Earned Frequency

Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g., a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

Split Runs

A. SPECIFICATIONS

1. Split runs can be either geographic (state or zip code) or demographic.
2. Inserts and run-of-book (ROB) advertising units are accepted.
3. Split-run insertions will count toward earning frequency discounts.
4. All split-run ROB advertising units must be the same size. No units larger than one king-size page plus one island page will be accepted.
5. Split-run additional production charges are commissionable.
6. Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.

B. SPIT-RUN RATES—INSERTS

7. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost.
8. If utilizing 26-50% of the publication's circulation rate is 60% of the full-run cost.
9. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost.
10. No production charges for inserts.

C. SPLIT-RUN RATES—RUN-OF-BOOK

11. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
12. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
13. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
14. Split-run Production Charges—Run of-book: \$900 per split-run page.

Business Reply Cards (BRCs)

Business reply cards (BRCs) will be accepted on a space-available basis. Cost = Earned frequency rate of ROB island page + 20%. Please consult Production Department for specifications, as cards must be approved for compliance with bindery requirements (submit 5 samples or comp). Client is strongly advised to get approval of cards from the USPS Business

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Print Advertising Information

Contracts and Insertion Orders

John Wiley & Sons, Inc.
350 Main Street, Malden, MA 02148
Attn: Mike Lamattina, Advertising Sales
Tel: 781-388-8548
mlamattina@wiley.com

CONTRACT AND COPY REGULATIONS

- a. All contracts and contents of advertisements are subject to the approval of the Publisher. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
- b. Publisher reserves the right to put the word "Advertisement" on advertising which, in the Publisher's opinion, resembles editorial material.
- c. Publisher guarantees uniform rates and discount to all advertisers using same amount and kind of space. No exceptions to published rates.
- d. Rates are subject to change with 90 days notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
- e. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, Publisher reserves the right to repeat a former ad.

AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS

- a. Agency commission: 15% on all ads.
- b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, Publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due for contracted and published ad space.
- c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

POLICY ON PLACEMENT OF ADVERTISING

Interspersed

SPACE CANCELLATIONS

Notification in writing of space cancellation must be received by space close deadline. Cover positions are noncancelable within 60 days of the issue's closing date. If space is cancelled after the deadline or ad materials are received after due date, the advertiser will be charged for the insertion.

2015 ACEP Now Publication Schedule

Issue Cover Date	Ad Space Closing Date	Ad Materials Due Date	Inserts Due Date
January	12/12/14	12/17/14	12/22/14
February	01/13/15	01/18/15	01/26/15
March	02/14/15	02/19/15	02/24/15
April	03/12/15	03/17/15	03/25/15
May	04/14/15	04/17/15	04/22/15
June	05/13/15	05/20/15	05/26/15
July	06/12/15	06/17/15	06/24/15
August	07/14/15	07/17/15	07/24/15
September	08/12/15	08/17/15	08/25/15
October	09/14/15	09/17/15	09/23/15
November	10/14/15	10/19/15	10/23/15
December	11/10/15	11/13/15	11/20/15

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Print Advertising Information

Cover Tips

- Cost includes Wiley printing of your creative provided to specifications (one-sided, 4-color)
- Issue polybagged per postal regulations
- Cost per issue: \$23,500 net

SPACE RESERVATIONS

Available on a first-come, first-served basis. Please consult your sales representative.

COVER TIP SPECIFICATIONS

Final Trim: 10" x 6"

- **Bleed Size:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **Live Area:** 9 1/2" x 5 1/2" (1/4" on all four sides)

Stock: 80# Coated Text

Ink: CMYK

Quantity: Check with your sales representative.

SHIPPING OF INSERTS

Conveo Publisher Services

Attn: Gladys Stauffer

ACEN

3575 Hempland Road

Lancaster, PA 17601

Phone: 717.285.6722



Your promotional message could be here.



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Ad Specifications

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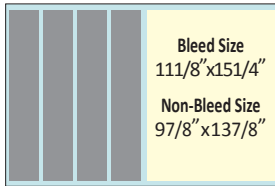
Kevin Dunn

Recruitment Advertising Sales

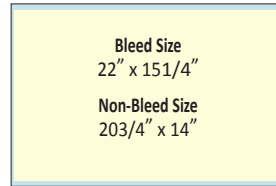
P 201.767.4170

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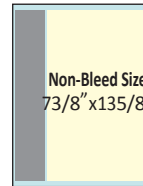
King-size Page



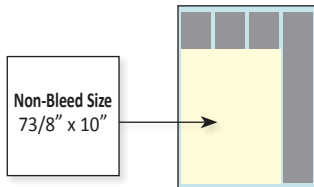
King-size Spread



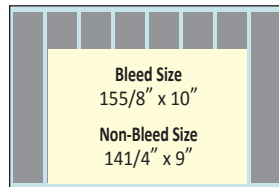
3/4 Vertical



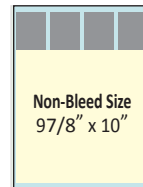
Island Page



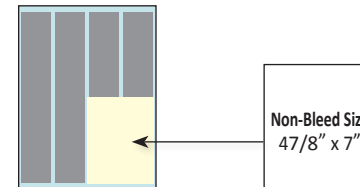
Island Spread



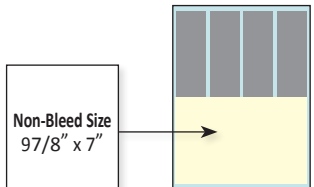
3/4 Horizontal



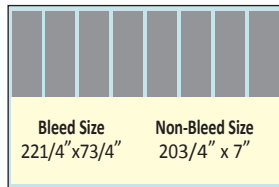
1/4 Page Vertical



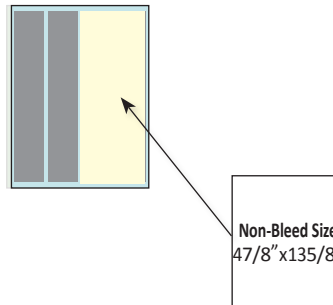
1/2 Horizontal



1/2 Horizontal Spread



1/2 Page Vertical



JOURNAL TRIM SIZE: 107/8" x 15"

LIVE MATTER: Allow 1/4" safety from all trim edges

TYPE OF BINDING: Saddle Stitch

Printing Information

BINDING

- Saddle Stitch

FULL BLEEDS

- Trim: 10 7/8" x 15"
- Keep live matter 1/2" from all trim edges

HALFTONE SCREEN

- 133-line screen recommended

RUN-OF-BOOK REPRODUCTION REQUIREMENTS

a. Black-and-White or Color Advertisements

- PDF/X-1a required
- All images must be CMYK (RGB, SRBG, or ICC lab color will not be accepted)
- All files must be at 100%
- Digital files will not be altered or manipulated
- Ads can be accepted via FTP

b. Color Proofs

- Provide a digital proof with color bars.
- Proofs must be provided at 100% size

c. Provider Information

Please provide the following with your media:

- Publication name and issue date
- Advertiser, product and agency name
- Contact name and phone number
- Directory of disk or CD

INSERTS AND INSERT REQUIREMENTS

General Conditions

- **King insert supplied size:** Trim with bleed is 11" x 15 1/4" Inserts must have 1/8" bleed on top, left, right and bottom of trims. Live text must be at least 1/4" from final trim size. In addition, we recommend at least 3/8" on the left and right sides of final trim size.
- **Island insert supplied size:** 8 1/8" x 11", includes 1/8" trim from the head. No gutter grind-off. Jogs to head.
- Supply multiple-leaf inserts folded.
- **Quantity:** 44,000
- **Carton packing required:** Quantity, publication and month of issue must be clearly labeled on outside of cartons.

QUANTITY

Consult your representative as quantity varies

Shipping of Inserts

Cenveo Publisher Services
Attn: Gladys Stauffer
ACEN
3575 Hempland Road
Lancaster, PA 17601
Phone: 717.285.6722

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Digital Advertising Information

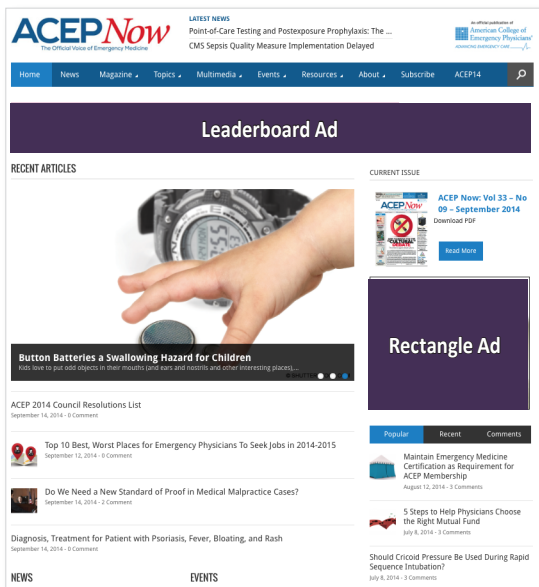
ACEPNow.com

ACEPNow.com is the online destination for emergency physicians who rely on content created by emergency physicians for emergency physicians that can be used in daily practice

ACEPNow.com provides emergency-medicine specific news along with practice-changing tips, regulatory updates, and the most up-to-date information on health care reform.

Run-of-Site Advertising

ACEPNow.com offers 300x250 Rectangle Ads, and 728x90 Leaderboard Ads.



Ad Creative Specifications

Wiley uses Doubleclick for Publishers (Premium) to traffic ads.

Maximum file size for all file types is 200kb

Dimensions accepted*:

- Skyscraper (120x600 or 160x600)
- Rectangle (300x250)

* All ads must match the pixel width and height exactly

ACCEPTED FILE FORMATS

- gif or .jpeg
- Flash (.swf)
- DoubleClick tags (preferred)
- 3rd party tags from DFP certified vendors found here: <http://bit.ly/third-party-ads>.

IMPORTANT NOTES ABOUT RICH MEDIA

- We do accept Rich Media ads
- We do accept expandable creatives
- Max file size is 200kb inclusive of a back-up gif image.
- Max frame rate is 18fps, max looping is 3
- Leaderboard must expand down (no more than 180 pixels long) and skyscraper must expand left (no more than 320 pixels wide)
- Audio must be user initiated
- Max animation length 15 seconds
- Controls: "Close X", Play, Pause, Rewind, Volume. Font is 16 pt

IMPORTANT NOTES ABOUT FLASH

- Flash should be saved in the lowest possible version (ideally 7 and up) so that these can reach the widest possible audience. Only .swf are accepted (no html)
- Flash must be accompanied by a backup gif or jpeg
- Files must contain a clickTag in order for DFP to count clicks.

THE ACTIONSCRIPT SHOULD BE CODED WITHIN A BUTTON LAYER USING THESE GUIDELINES:

ActionScript 2

- Use the get URL function
- The URL should be: `_level0.clickTag`
- The target window is set to `"_blank"`

ActionScript 3

Use the navigateToURL object

- The URL should be: `root.loaderInfo.parameters.clickTag`
- The target window is set to `"_blank"`
- Variables set to `"navigateToURL"`

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Digital Advertising Information

eNewsletters

Reach opt-in subscribers with ads in ACEP Now's weekly eNewsletter which features a combination of Industry News, "News from the College", online-only articles, and the most popular recent articles from the print publication and the website.

ACEP eNow
The Official Voice of Emergency Medicine

August 24, 2014

American College of Emergency Physicians
ADVANCING EMERGENCY CARE

FOLLOW ACEP NOW

Your Banner Ad Here

From **ACEP Now**

A Tick Away From Death
Emergency physicians are in a unique position to recognize, diagnose Lyme disease before it progresses

EXCLUSIVE Articles

BREAKING NEWS
Psych Boarding Found Unlawful in Washington State
The Washington State Supreme Court has ruled that boarding psychiatric patients temporarily in hospital emergency departments and acute care centers because there isn't space at certified psychiatric treatment facilities is unlawful. The ruling will take effect Aug. 27th.

Your Banner Ad Here

EXCLUSIVE
Can We Trust Health Plan Data?
Recently, three national health plans announced they would contribute claims data to the Health Care Cost Institute, a not-for-profit enterprise supported by several health plans to promote what they claim will be "independent, nonpartisan research and analysis on the causes of the rise in U.S. health spending." How much confidence should we have in these types of databases—and are there better options?

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