



## 2020 Print and Media Guide

**ACEP***Now*  
The Official Voice of Emergency Medicine

## Editorial

**ACEP Now** is an official publication of the American College of Emergency Physicians, also known as ACEP. 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 and broadcasts 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

**ACEP Now** has an average qualified circulation of 40,400.

Source: BPA Worldwide Brand Report for the six-month period ended June 2019.

### ACEP Now at a Glance

<b>Issuance</b>	<b>Monthly</b>
<b>Established</b>	<b>1981</b>
<b>Society Affiliation</b>	<b>American College of Emergency Physicians</b>
<b>Circulation</b>	<b>40,400</b>
<b>Circulation Verification</b>	<b>BPA Worldwide</b>

## Contacts

### Kelly Miller

Display Advertising

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### Dean Mather

Display Advertising

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E: [dmather@mrvica.com](mailto:dmather@mrvica.com)

### Dave Surdel

Manager, Sales, Reprints

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E: [commercialreprints@wiley.com](mailto:commercialreprints@wiley.com)

## Black & 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

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

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

## Color Rates *(in addition to B&W rates)*

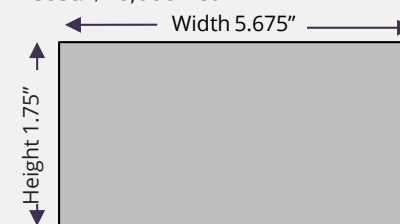
4-color rates \$2,045

### Insert Rates *(Please note: Inserts Rates are for supplied B&W color inserts)*

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



## 2020 ACEP Now Publication Schedule

Vol/ Issue	Issue Cover Date	Closing Date	Materials Due Date	Inserts Due Date
39:1	January	12/12/19	12/19/19	12/30/19
39:2	February	1/13/20	1/21/20	1/30/20
39:3	March	2/12/20	2/19/20	2/26/20
39:4	April	3/12/20	3/20/20	3/27/20
39:5	May	4/13/20	4/20/20	4/27/20
39:6	June	5/12/20	5/19/20	5/26/20
39:7	July	6/12/20	6/19/20	6/27/20
39:8	August	7/13/20	7/20/20	7/27/20
39:9	September	8/12/20	8/19/20	8/26/20
39:10	October	9/11/20	9/18/20	9/25/20
39:11	November	10/12/20	10/19/20	10/26/20
39:12	December	11/12/20	11/19/20	11/30/20

### Bonus Distribution

October Issue: ACEP20 Scientific Assembly and Annual Meeting, October 26 – 29, 2020 in Dallas, TX

### 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

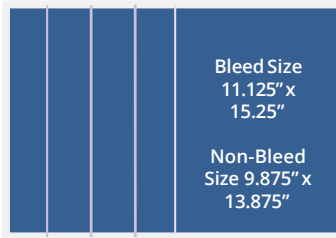
### Earned Frequency

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.

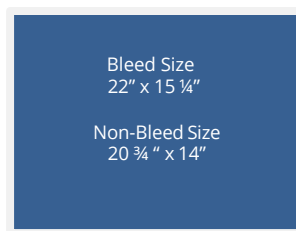


## Ad Specifications

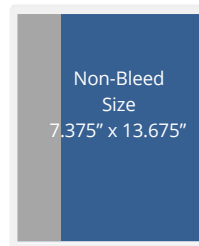
### KING-SIZE PAGE



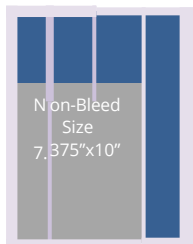
### KING-SIZE SPREAD



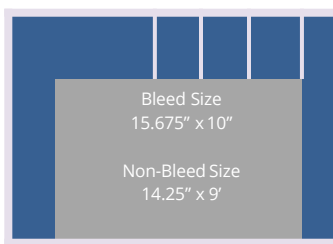
### 3/4 VERT.



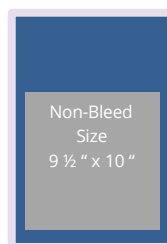
### ISLAND PAGE



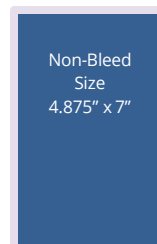
### ISLAND SPREAD



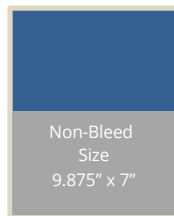
### 3/4 HORIZ.



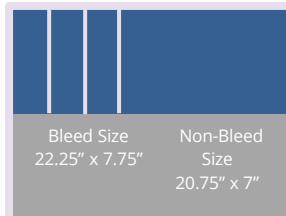
### 1/4 VERT.



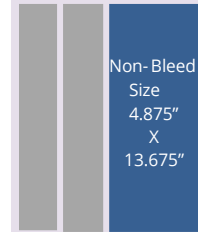
### 1/2 HORIZ.



### 1/2 HORIZ. SPREAD



### 1/2 VERTICAL



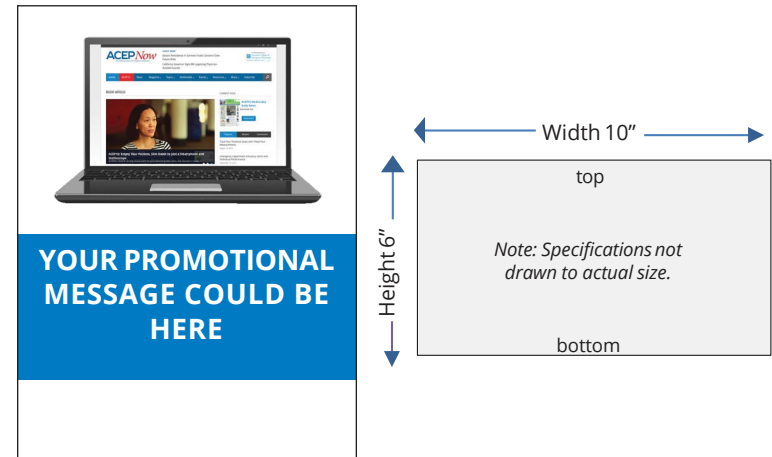
**JOURNAL TRIM SIZE:** 10.875" x 15"

**LIVE MATTER:** Allow 0.25" safety from all trim edges

**TYPE OF BINDING:** Saddle-stitch

## Cover Tips

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



### COVER TIP SPECIFICATIONS

**Final Trim:** 10" x 6"

- **Bleed Size:** 10.25" x .25" (0.125" bleed on all four sides)
- **Live Area:** 9.5" x 5.5" (0.25" on all four sides)

**Ink:** CMYK

**Quantity:** Check with your sales representative.

## Print Advertising Information

### Split Runs

#### A: SPECIFICATIONS

- Split runs can be either geographic (state or zip code) or demographic.
- Inserts and run-of-book (ROB) advertising units are accepted.
- Split-run insertions will count toward earning frequency discounts.
- 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.
- Split-run additional production charges are commissionable.
- Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.

#### B: SPLIT-RUN RATES—INSERTS

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

#### C. SPLIT-RUN RATES—RUN-OF-BOOK

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

### CONTRACT & COPY REGULATIONS

- 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.
- Publisher reserves the right to put the word "Advertisement" on advertising which, in the Publisher's opinion, resembles editorial material.
- Publisher guarantees uniform rates and discount to all advertisers using same amount and kind of space. No exceptions to published rates.
- 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.
- 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.
- Publisher reserves right to intersperse ad placements

### AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS

- Agency commission: 15% on all ads.
- 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.
- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

### SPACE CANCELLATIONS

Notification in writing of space cancellation must be received by space close deadline. Cover positions are non-cancelable 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.

## RUN-OF-BOOK REPRODUCTION REQUIREMENTS

### Black-and-White or Color Advertisements

- PDF/X-1a required
- All images must be CMYK (RGB, sRGB, 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

### Color Proofs

- Provide a digital proof with colorbars
- Proofs must be provided at 100%size

### 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 15.25". Inserts must have 0.125" bleed on top, left, right, and bottom of trims. Live text must be at least 0.25" from final trim size. In addition, we recommend at least 0.375" on the left and right sides of final trim size.
- **Island insert supplied size:** 8.875" x 11", includes 0.125" trim from the head. No gutter grind-off. Jogs to head.
- **Supply multiple-leaf inserts folded.**
- **Quantity:** Please contact your advertising sales representative
- **Carton packing required:** Quantity, publication and month of issue must be clearly labeled on outside of cartons.

## QUANTITY

**Please contact your advertising sales representative for exact number of inserts needed**

## SHIPPING OF INSERTS

### Hess Print Solutions

Attn: Audrey Thomas

ACEP Now, Volume: \_\_\_\_\_, Issue: \_\_\_\_\_

3765 Sunnybrook Road

Brimfield, OH 44240

E: [audreyt@bangprinting.com](mailto:audreyt@bangprinting.com)

## Digital Advertising on 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.

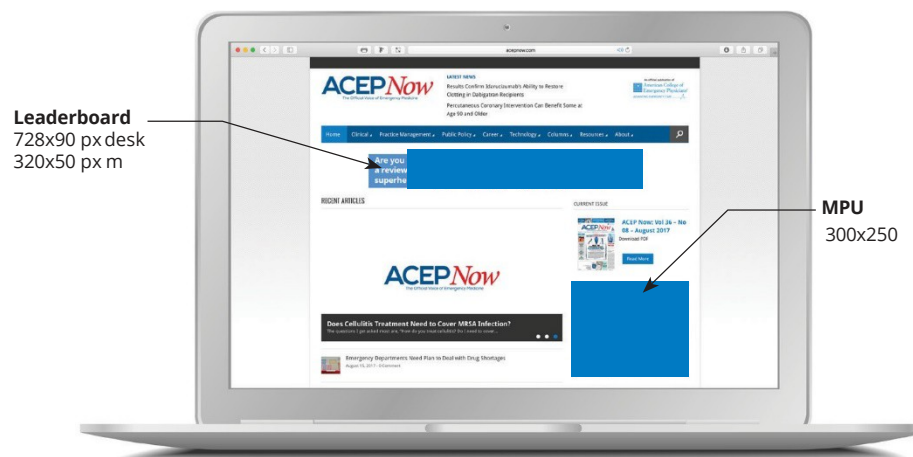
According to the June 2019 BPA Brand Report, **ACEPNow.com** has an average 74,998 users per month.

### Run-of-Site Advertising

- **ACEPNow.com** uses DoubleClick for Publishers (DFP) Premium to traffic digital ads, use of DoubleClick Tags is preferred.
- Leaderboard dimensions, submit ad creative in two sizes: 728 x 90 pixels for desktop browsers and 320 x 50 pixels for mobile. Expandable creative must be user initiated, expand down, and can accommodate a maximum final size of 728x310.
- MPU dimensions: 300 x 250 pixels. Expandable creative must be user initiated, expand left, and can accommodate a maximum final size of 550x250.
- GIF, JPG, PNG file types are accepted.
- HTML5 is accepted as long as files are provided with third-party tags.
- Max file size: 200KB
- Click-through URLs are required for all creative files.

### Submission lead times

- Standard & Native Ads: 5 business days prior to launch.
- Standard & Rich Media Ads (Third-Party Served): 5 business days prior to launch.
- Rich Media Ads: 10 business days prior to launch.
- Third-party ads must be live at time of submission.



**Leaderboard**  
728x90 px desk  
320x50 px m

**MPU**  
300x250

### HTML5 guidelines

DFP currently does not have any preset specifications set up for using HTML5 creatives. All HTML5 creatives must be provided as a third-party tag. File packages and URLs will not be accepted.

The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: <http://www.iab.net/html5>



## ACEP eNow eNewsletter

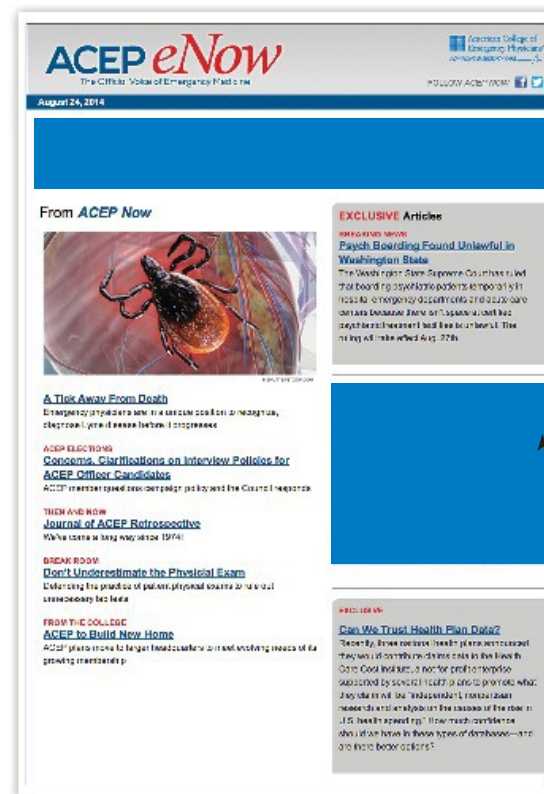
Reach 32,000+ opt-in subscribers with ads in **ACEP eNow**, the weekly eNewsletter for the ACEP. **ACEP eNow** features a combination of Industry News, “News from the College,” online-only articles, and the most popular recent articles from the print publication and the website.

Ads for **ACEP eNow** must be static GIF, PNG or JPEG format files with a maximum file size of 40 KB.

For ad prices and availability, please contact your advertising sales representative:

**Kelly Miller**  
 Display Advertising  
 P: 856-768-9360  
 E: [kmiller@mrvisa.com](mailto:kmiller@mrvisa.com)

**Dean Mather**  
 Display Advertising  
 P: 856-768-9360  
 E: [dmather@mrvisa.com](mailto:dmather@mrvisa.com)



### Leadership

- 728x90 px desktop
- 320x50 px mobile
- Gif, PNG and JPEG mats accepted
- Maximum file size: 40 KB

### MPU

- 300x250 pixels
- GIF, PNG and JPEG formats accepted
- Maximum file size: 40 KB



## Contact Us:

### **Kelly Miller**

Display Advertising

P: 856-768-9360

E: [kmiller@mrvica.com](mailto:kmiller@mrvica.com)

### **Dean Mather**

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### **Dave Surdel**

Manager, Sales, Reprints

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E: [commercialreprints@wiley.com](mailto:commercialreprints@wiley.com)

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We develop unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over 4 million articles from 1,500 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximize the impact of your brand.

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