



**2022**

**ACEP Now**

The Official Voice of Emergency Medicine

**Media Guide**

# ACEP Now At A Glance

## 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 trust-worthy source for the most valuable and insightful information that impacts the practice of Emergency Medicine. That source is **ACEP Now**.

## 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
- Commentary on diversity, equity, and inclusion in 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 2021.

### ACEP Now at a Glance

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

## Contacts

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

**Dave Surdel**  
Manager, Sales, Reprints  
P: 781-388-8343  
E: [commercialreprints@wiley.com](mailto:commercialreprints@wiley.com)

# 2022 Print Advertising Rates

## Rates

Earned Rates: Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Ad Size	2022 Price
King Page	\$5,650
3/4 Page	\$5,055
Island Page	\$4,200
1/2 Page	\$3,940
1/4 Page	\$2,640

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

4-color rates	\$2,305
---------------	---------

## Premium Position premiums

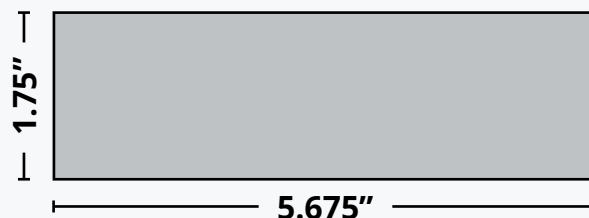
Inside Front Cover (Cover2)	35%
Inside Back Cover (Cover3)	25%
Outside Back Cover (Cover4)	50%

## 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.

## Front Cover Banner Ads

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



# 2022 ACEP Now Publication Schedule

Vol / Issue	Issue Cover Date	Closing Date	Materials Due Date	Inserts DueDate
41:1	January	12/10/2021	12/17/2021	12/21/2021
41:2	February	1/12/2022	1/19/2022	1/21/2022
41:3	March	2/11/2022	2/18/2022	2/22/2022
41:4	April	3/11/2022	3/18/2022	3/22/2022
41:5	May	4/12/2022	4/19/2022	4/22/2022
41:6	June	5/12/2022	5/19/2022	5/20/2022
41:7	July	6/10/2022	6/17/2022	6/20/2022
41:8	August	7/12/2022	7/19/2022	7/22/2022
41:9	September	8/12/2022	8/19/2022	8/22/2022
41:10	October	9/12/2022	9/19/2022	9/20/2022
41:11	November	10/12/2022	10/19/2022	10/24/2022
41:12	December	11/10/2022	11/17/2022	11/23/2022

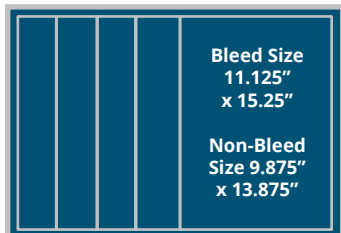
## Bonus Distribution

September Issue: ACEP22  
 Scientific Assembly and Annual Meeting, October 1–4, in San Francisco, CA

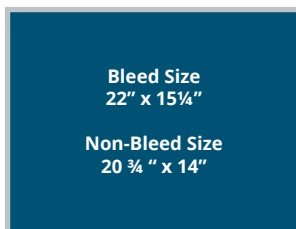


# Ad Specifications

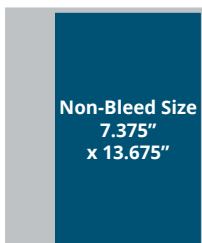
## KING-SIZE PAGE



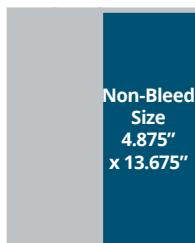
## KING-SIZE SPREAD



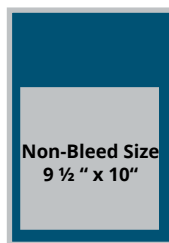
## 3/4 VERT.



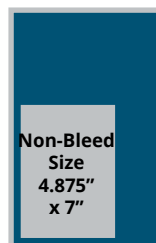
## 1/2 VERT.



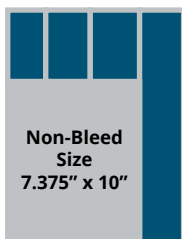
## 3/4 HORIZ.



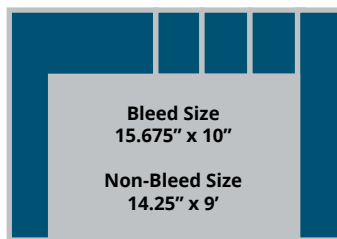
## 1/4 VERT.



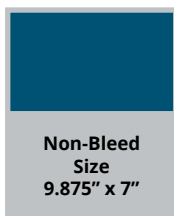
## ISLAND PAGE



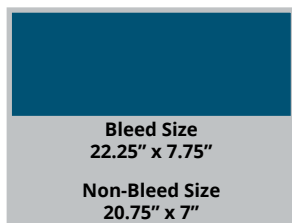
## ISLAND SPREAD



## 1/2 HORIZ.



## 1/2 HORIZ. SPREAD



**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 6.25"  
(0.125" bleed on all foursides)
- **Live Area:**  
9.5"x5.5" (0.25" on all four sides)
- **Ink:** CMYK
- **Quantity:**  
Check with your sales representative.



Note: Specifications not drawn to actual size.



# 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 dead-line. Cover positions are non-cancelable within 60 days of the issue's closing date. If space is canceled after the deadline or ad materials are received after the due date, the advertiser will be charged for the insertion.

# Print Advertising Info (cont'd)

## RUN-OF-BOOK REPRODUCTION REQUIREMENTS

### Black-and-White or Color Advertisements

- PDF/X-1 are 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 color bars
- 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 2021 BPA Brand Report, **ACEPNow.com** has an average 88,067 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.

## 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>



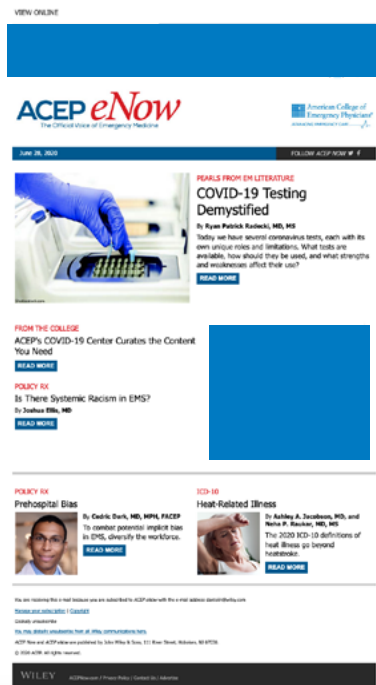
# ACEP eNow eNewsletter

Reach 32,000+ opt-in subscribers with ads in **ACEP eNow**, the weekly eNewsletter for 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.

Native advertising is also available on **ACEP eNow**, please contact your advertising sales representative:

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

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

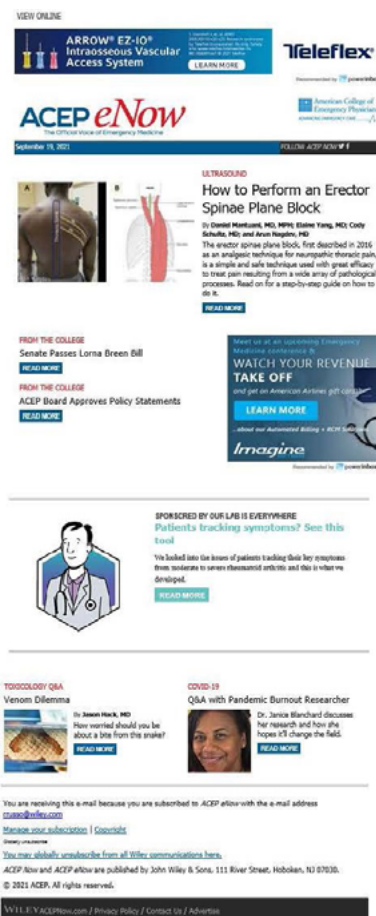


## Leaderboard

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

## MPU

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





**Contact Us:**

**Kelly Miller**

Display Advertising

P: 856-768-9360

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

**Dave Surdel**

Manager, Sales, Reprints

P: 781-388-8343

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

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

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.