

ACEP NOW

The Official Voice of Emergency Medicine

MEDIA GUIDE 2025

MEDIA GUIDE



ACEP Now At A Glance

Editorial

ACEP Now is owned by the American College of Emergency Physicians (ACEP) and is one of its official publications. 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 for the field, published on behalf of the society by Wiley. 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**.

ACEP Now Delivers:

- Breaking news and broadcasts from the college
- Practice & 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 January 2024.

ACEP Now at a Glance

Issuance

Bi-Monthly

Established

1981

Society Ownership

American College of Emergency Physicians

Circulation

40,400

Circulation Verification

BPA Worldwide

Circulation

Kelly Miller

Display Advertising

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2025 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	2025 Price
Full page color	\$8,440
Full page mono	\$5,485
Half page color	\$6,795
Half page mono	\$3,840

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.

Frequency Rate Discount

Frequency	Discount
1x	0%
3x	4%
6x	8%
12x	12%
24x	16%

Color Rates (in addition to B&W rates)

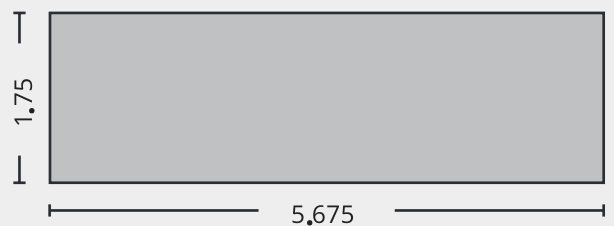
4-color rates	\$2,955
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Premium Position Premiums

Inside Front Cover (Cover2)	Earned page rate + 40% (plus color)
Outside Back Cover (Cover4)	Earned page rate + 60% (plus color)

Front Cover Banner Ads

- Advertisement runs on the lower right-hand corner of the cover
- Cost: net



2025 ACEP Now Publication Schedule

Vol / Issue	Issue Cover Date	Closing Date	Materials Due Date	Inserts Due Date
44:1	January	10 Dec 24	17 Dec 24	20 Dec 24
44:2	March	12 Feb 25	19 Feb 25	21 Feb 25
44:3	May	11 Apr 25	18 Apr 25	23 Apr 25
44:4	July	12 Jun 25	19 Jun 25	24 Jun 25
44:5	September	7 Aug 25	14 Aug 25	18 Aug 25
44:6	November	13 Oct 25	20 Oct 25	23 Oct 25



PLUS

Extracting External Auditory Canal Foreign Bodies
SEE PAGE 21

FORENSIC FACTS
Facetious Disorder
SEE PAGE 22

FIND IT ONLINE
The new online case and practice tools, plus content for and online courses go to www.acepnow.com

EM CASES

Managing Adult Asthma

Risk stratification of asthma and preventing bounce backs

By ANTON HELLMAN, MD, CCFP(EM), FCFP

The past decade has seen a significant increase in larger and more intense forest fires were contributing to poor health in the United States. One of the consequences of the increase in forest fires was more air pollution. The incidence of asthma is higher than in any other developed country in the world. The most common childhood asthma recurrence is in the case of acute asthma. In fact, a recent study out of California found that 10 percent more asthma exacerbations presenting to emergency departments (EDs) when there was visible wildfire smoke in the city. Asthma presentations by EDs have increased recently. Ten people die from asthma daily in the United States, double that ten years ago.

CONTINUED on page 14

Discharging Hypertensive ED Patients

Is it time to change our approach?

By BRETT R. TODD, MD, FACEP

Meeting elevated blood pressure (BP) in patients being discharged from the emergency department (ED) is often a challenge for emergency physicians (EPs). Often, EPs refrain from prescribing anti-hypertensive therapy on discharge due to a perception that many of these patients may not require ED care, and the likelihood of adverse outcomes, such as stroke or myocardial infarction, is minimal. Furthermore, EPs can find this patient population challenging or frustrating to manage, as they have been made anxious or concerned about an insurance audit or myocardial infarction and frequently frightened by an outside health care provider who has little understanding of the real risk of acute, severe outcomes. Yet with nearly half of patients treated and discharged from the ED registering an elevated BP reading during their visit, hypertension is a problem that EPs cannot ignore.

Hypertension is a well-established long-term risk factor for adverse cardiovascular outcomes and premature mortality, which is why managing hypertension is routine.

CONTINUED on page 13

Bonus Distribution

September Issue: ACEP25
Scientific Assembly and Annual Meeting
September 7-10 in Salt Lake City, Utah

Ad Specifications

Cover Tips

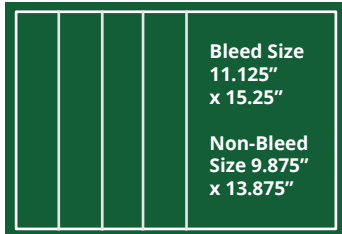
Available on a first-come, first-served basis. Please consult your sales representative.

COVER TIP SPECIFICATIONS

Final Trim: 10" x 6"

- **Bleed Size:**
10.25" x 6.25"
(0.125" bleed on all four sides)
- **Live Area:**
9.5" x 5.5" (0.25" on all four sides)
- **Ink:** CMYK
- **Quantity:**
Check with your sales representative.

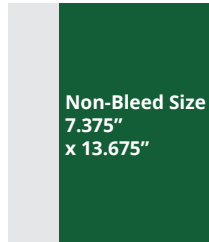
KING-SIZE PAGE



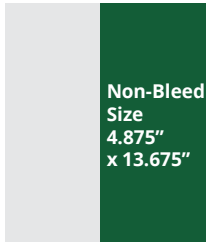
KING-SIZE SPREAD



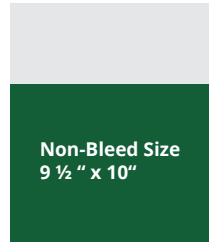
3/4 VERT.



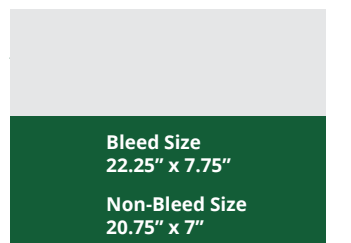
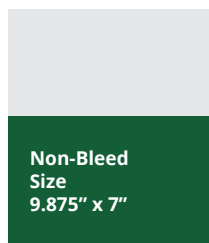
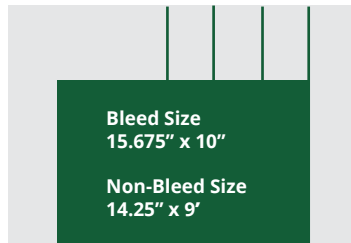
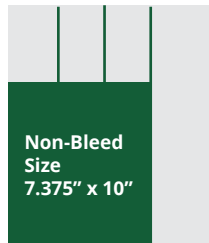
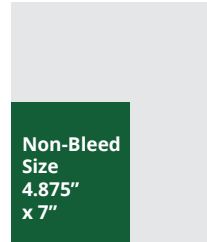
1/2 VERT.



3/4 HORIZ.



1/4 VERT.

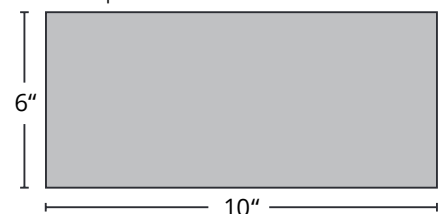


JOURNAL TRIM SIZE: 10.875" x 15"

LIVE MATTER: Allow 0.25" safety from all trim edges

TYPE OF BINDING: Saddle-stitch

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 deadline. 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 Information

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: Shawanna Kuntzman

ACEP Now, Volume:, Issue:

3765 Sunnybrook Road

Brimfield, OH 44240

E: Shawanna.Kuntzman@sheridan.com

Digital Advertising on ACEPNow.com

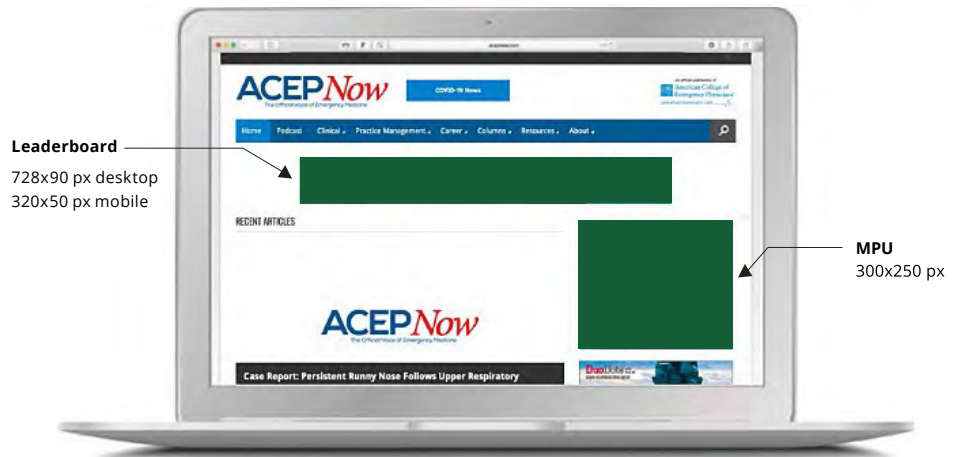
ACEPNow.com is the online destination for emergency physicians who rely on content created by emergency physicians for emergency physicians that can be used in daily practice.

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

ACEPNow.com Website Activity*

Page Impressions	113,416
Visits	80,590
Unique Browsers	67,310

*BPA Brand report avg monthly for 6 months ending january 2024



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 728 x 310.
- MPU dimensions: 300 x 250 pixels. Expandable creative must be user initiated, expand left, and can accommodate a maximum final size of 550 x 250.
- 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:

<https://www.iab.com/guidelines/html5/>

For detailed digital advertising specifications, visit:

<https://corporatesolutions.wiley.com/assets/downloads/wol-advertising-specifications.pdf>

ACEP eNow eNewsletter

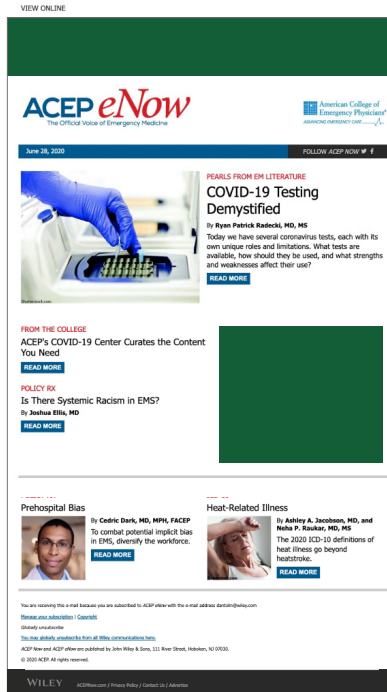
Reach 32,000+ opt-in subscribers with ads in **ACEP eNow**, the weekly eNewsletter for ACEP. **ACEP eNow** features a combination of Industry News, "News from the College," online-only articles, and the most popular recent articles from the print publication and the website.

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 in **ACEP eNow**, please contact your advertising sales representative.

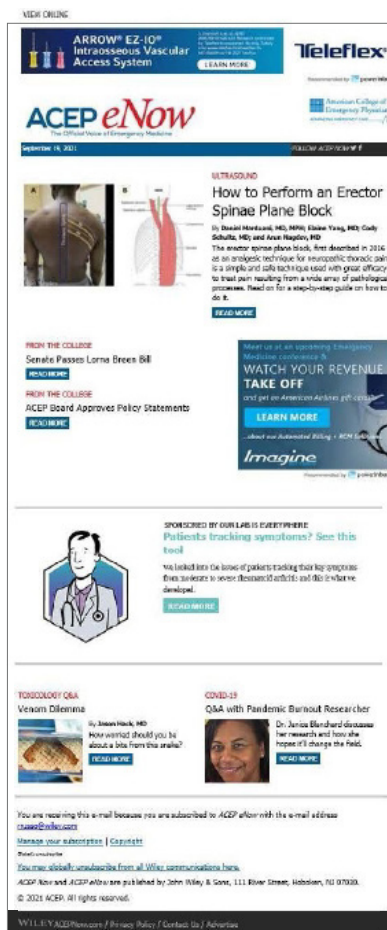
For ad prices and availability, please contact your advertising sales representative:

Kelly Miller
Display Advertising
P: 856-768-9360
E: kmiller@mrvica.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: 40 KB



MOVE BEYOND ADVERTISING

Elevate your brand and take
your message to new levels!

Whether it be publication, content, events or educational solutions, we can help you find the right communication mix and channels to reach your goals.

Explore how you can engage your audience even further by integrating **Wiley communication solutions** or **independent medical education** initiatives with your advertising plans.



Communications Solutions

Be a thought leader in your field with tailored solutions to deepen the reach and impact of your scientific narrative



Reprints and Article Discovery Packages

Position your brand alongside primary peer-reviewed journal content and extend its impact through additional enhancements designed to elevate reach and engagement (e.g. Infographics, Expert Commentaries, Wiley Audio).



Supplements

Grow visibility through valued Wiley titles / Society brands. Reach engaged journal subscribers on a key topic by sponsoring a collection of articles on a common theme.



Key Opinions in Medicine (KOM)

Deliver your messages and engage target specialists alongside authoritative, independent content on a specific subject. Disseminate expert-led reviews, collated updates and conference takeaways through trusted journals.

NEW! All KOMs are now available on [Wiley Online Library Focus](#), a platform that is integrated with the prestigious Wiley Online Library. With 430 journals spanning 37 health specialties and over 8.5 million monthly visitors, get ready for unparalleled reach and impact.



Education Solutions

Build credibility for your messages and drive engagement through validated content and collaboration with experts



Webinars and elearning

Advance knowledge and understanding of the latest research and clinical practices with webinars and elearning modules. Educate healthcare professionals in a digital, interactive environment with optional CME accreditation.



Conference Hubs

Deepen HCP knowledge of conference outcomes and maximize the impact of medical conferences before, during, and after the event. Sponsor an independently-led online resource sharing exclusive data and expert insights.



Knowledge Hubs

Raise your scientific profile alongside trusted content and address a knowledge gap with customized, editorial board-developed educational platforms on a topic of interest.

Amplify your programs with **extended reach packages, translations, run-ons, content feeds, infographics, and expert commentaries**

Partner with Wiley to ensure success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by learning what you need to achieve. From there, our subject matter experts will work with you to design a high-impact program that incorporates the right channels, audience, and tactics to make an impact in your field. We make it easy for you from start to finish, with expert project management for seamless execution from development to delivery.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at corpsolutions@wiley.com

WILEY

Communications and Events & Education solutions may vary by title or society

Contact

Kelly Miller

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Dave Surdel

Reprint Sales Manager, US & EMEA

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E: commercialreprints@wiley.com

About Wiley

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 bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,900+ journals and over 8 million articles.

Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at corpsolutions@wiley.com