

# ACEP NOW

The Official Voice of Emergency Medicine

# MEDIA GUIDE 2024

# 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 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 June 2020.

## ACEP Now at a Glance

### Issuance

Monthly

### Established

1981

### Society Affiliation

American College of Emergency Physicians

### Circulation

40,400

### Circulation Verification

BPA Worldwide

## Circulation

### Kelly Miller

Display Advertising

P: 856-768-9360

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

### Dave Surdel

Reprint Sales Manager, US & EMEA

P: 781-325-3749

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

# 2024 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	2024 Price
Full page color	\$8,700
Full page mono	\$6,180
Half page color	\$6,830
Half page mono	\$4,310

## 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
1-2x	0%
3-6x	3%
7-9x	6%
10-24x	9%

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

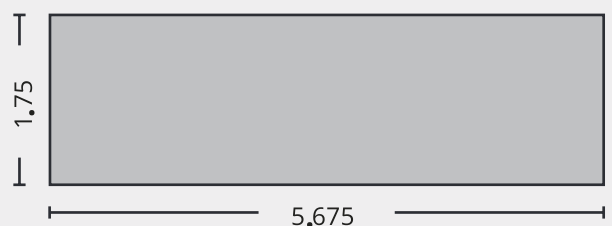
4-color rates	\$2,520
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## Premium Position Premiums

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

## Front Cover Banner Ads

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



# 2024 ACEP Now Publication Schedule

Vol / Issue	Issue Cover Date	Closing Date	Materials Due Date	Inserts Due Date
43:1	January	12/12/23	19/12/23	22/12/23
43:2	February	12/01/24	22/01/24	25/01/24
43:3	March	12/02/24	20/02/24	23/02/24
43:4	April	12/03/24	19/03/24	22/03/24
43:5	May	12/04/24	19/04/24	24/04/24
43:6	June	10/05/24	17/05/24	22/05/24
43:7	July	12/06/24	19/06/24	24/06/24
43:8	August	12/07/24	19/07/24	24/07/24
43:9	September	12/08/24	19/08/24	22/08/24
43:10	October	11/09/24	18/09/24	23/09/24
43:11	November	11/10/24	18/10/24	23/10/24
43:12	December	08/11/24	18/11/24	21/11/24



2023 Volume 42 Number 8 | FACEBOOK/ACEPFAN | INSTAGRAM/ACEPNATION | TWITTER/ACEPNOW | ACEPNC

**PLUS**

**PHENIC FACTS**  
I Need to Call the Police?  
SEE PAGE 18

**NEWS FROM EM LIT**  
Dually Circling rd "Reasonable Practice"  
SEE PAGE 19

**NOT ONLINE**  
one clinical photo and a text, plus dozens of optical phone, go to @acepnow.com

**2023 ACEP ELECTIONS PREVIEW** ✓

**MEET THE PRESIDENT-ELECT AND COUNCIL OFFICER CANDIDATES**

*The candidates discuss ACEP strategy and member needs*

Each year, ACEP's Council elects new leaders for the College at its meeting. The Council, which represents all 33 chapters, 45 sections of membership, the Association of Academic Chairs of Emergency Medicine, the Council of Emergency Medicine Residency Directors, the Emergency Medicine Residents' Association, and the Society for Academic Emergency Medicine, will elect four members to the ACEP Board of Directors when it meets in October, along with a new President-Elect, Council Speaker and Council Vice Speaker.

Last month, we learned about the emergency physicians running for the Board. This month, let's meet the candidates for President-Elect, Council Speaker, and Council Vice Speaker.

CONTINUED on page 6

**Mindfulness for the EM Doc**

Three simple and ways to practice mindfulness: Before, during and after shift

by ALEX KOOL MD

Emergency medicine is There's one cheap, fast, and useful tip: and how, in you may achieve returns of spiritual attention in a college student with pulmonary embolism, who was neurologically intact. The next may feel inadequate as you realize situations you practice will never up by your patient. You may all and money for a drug great gr and his family or listen to an advise an recount their service and You may ponder your life decision a decade of specialized education patient calls you share and dual sandwich at your face.

The emotions and thoughts s with our work are one of the res burnout rates and levels of one such high in emergency medical staff, time is short. Emergency spend only 5 to 10 percent of the

CONTINUED on page 12

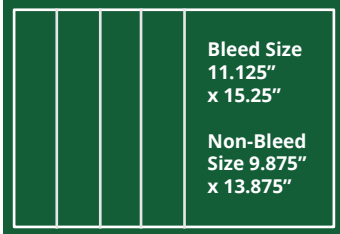
## Bonus Distribution

September Issue: ACEP24  
Scientific Assembly and Annual Meeting  
September 29–October 2 in Las Vegas, Nevada



# Ad Specifications

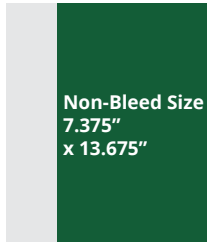
## KING-SIZE PAGE



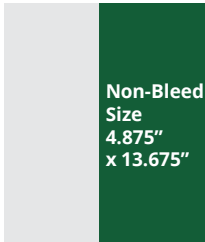
## KING-SIZE SPREAD



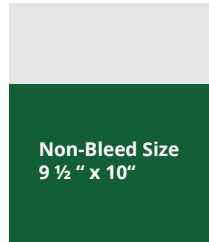
### 3/4 VERT.



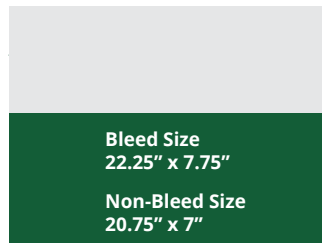
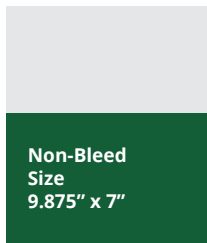
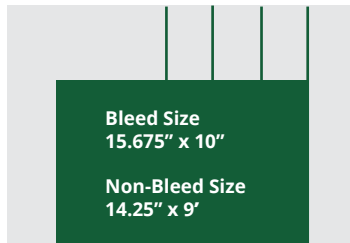
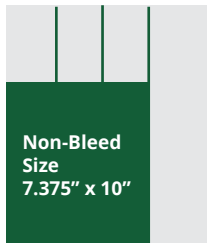
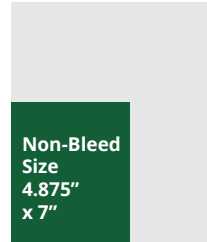
### 1/2 VERT.



### 3/4 HORIZ.



### 1/4 VERT.



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

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

**TYPE OF BINDING:** Saddle-stitch

## Cover Tips

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

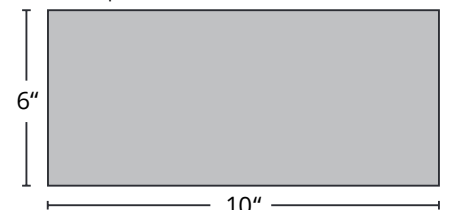
## COVER TIP SPECIFICATIONS

Final Trim: 10" x 6"

- **Bleed Size:**  
10.25" x 6.25"  
(0.125" bleed on all four sides)
- **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 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

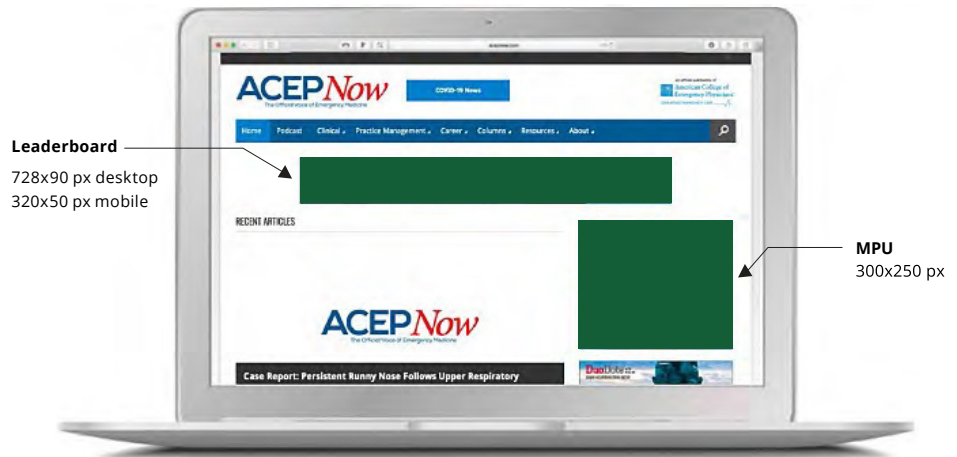
E: [Shawanna.Kuntzman@sheridan.com](mailto:Shawanna.Kuntzman@sheridan.com)

# 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.

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 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:

<http://www.iab.net/html5>

For detailed digital advertising specifications, visit:

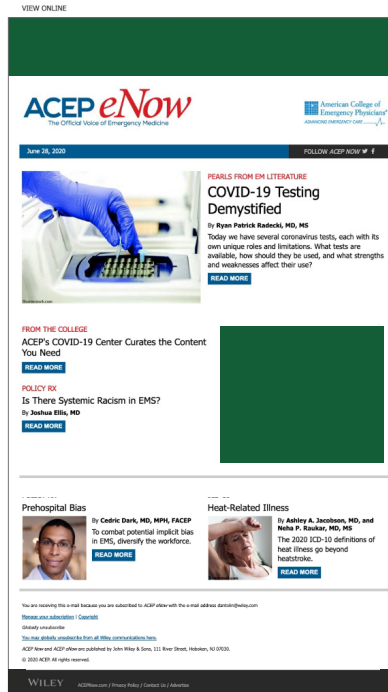
<https://corporatesolutions.wiley.com/assets/downloads/wol-advertising-specifications.pdf>



# 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.

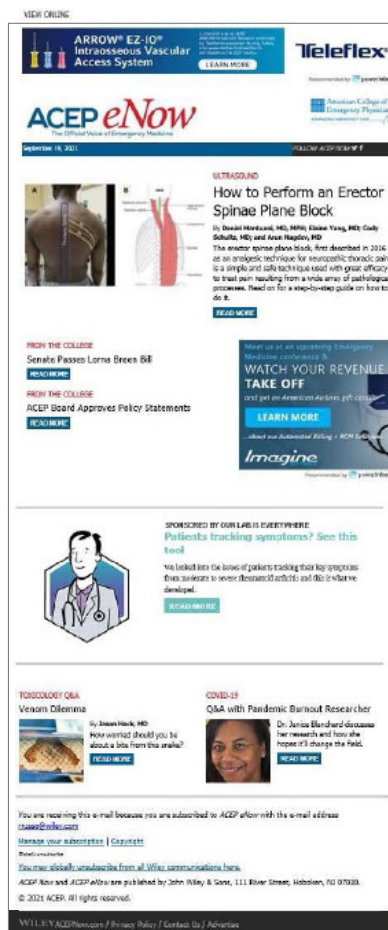
Ads for **ACEP eNow** must be static GIF, PNG or JPEG format files with a maximum file size of 40 KB.



- 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

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@mrvida.com](mailto:kmiller@mrvida.com)

# 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.



Coming next year : the new KOM that is integrated with the prestigious **Wiley Online Library**. With 430 journals spanning 37 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](mailto:corpsolutions@wiley.com)

WILEY

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

# Contact

## Kelly Miller

Display Advertising

856-768-9360

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

## Dave Surdel

Reprint Sales Manager, US & EMEA

781-325-3749

E: [commercialreprints@wiley.com](mailto: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 1,700+ 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](mailto:corpsolutions@wiley.com)