



# Advertising Policy

## NAEMSP's® AUDIENCE

The National Association of EMS Physicians is an organization of physicians and other professionals partnering to provide leadership and foster excellence in the subspecialty of EMS medicine.

**The majority of our physician members provide medical direction for an EMS pre-hospital system, and are key decision makers for the products and protocols used in the system.** NAEMSP® promotes meetings, publications and products that connect, serve and educate our members. In addition, the Association acts as a resource and advocate of EMS related decisions in cooperation with organizations throughout the country, including agencies of the Federal Government.

### CIRCULATION -

Approx. 1,600 (44% of our members are Medical Directors)	63% Physicians	5% Residents	2% Students
	26% Professional	3% Fellows	1% International

## ADVERTISING OPPORTUNITIES

- **NAEMSP® Website**

With an average of approximately 200 visits per day, the NAEMSP® website offers:

- [Home Page](#) – the opportunity to place a Display Ad (potentially scrolls if multiple advertisers)
- [Job Postings Page](#) – where Classified/Job Ads can be placed
- **NAEMSP® E-News** is a monthly e-mail sent to NAEMSP® Members, usually the second week of the month. We ask that ads be submitted by the first of each month in order to ensure inclusion in that month's issue.
- **Bundled Advertising: Website/E-News**

Special rate is available if you choose to advertise in multiple ways, on both the NAEMSP® website (two months) and E-News (one month)

Additional opportunities include:

- **NAEMSP® Annual Meeting**
  - Exhibit Booths
  - Support Opportunities
  - Advertising Exposure
- [Prehospital Emergency Care \(PEC\)](#) – the official journal of NAEMSP®

## ADVERTISING POLICY

The National Association of EMS Physicians® Editorial Board reserves the right to approve all advertising. A complimentary copy of the publication is sent to each advertiser.

### GUIDELINES

1. The order form shall indicate the number of ads to appear in any year and, if possible, should indicate the specific issues for placement. Payment is due before a tear sheet or complimentary issue will be sent.
2. Cancellation of any one ad agreement will require a 30-day notification prior to the scheduled publication date. The remainder of the multiple insertion agreement will remain in effect. If two (2) ads of a three-time insertion order are canceled, the advertiser or agent will be invoiced for the full one-time rate for the remaining ads and any subsequent cancellations will be invoiced for the remainder of the insertions at the full one-time rate.
3. Advertisement is to be submitted in appropriate format.
4. Payment is required up front. **Purchase orders will not be accepted; invoices will not be issued.**

## ADVERTISING RATES AND ARTWORK SPECIFICATIONS

### **NAEMSP® Website OR E-News**

**Display Advertisements:** Ads will be located on right side of the NAEMSP® website's home page. The dimensions are approximately 400 pixels wide by 300 pixels high (at a minimum) and must be submitted as jpg, png or gif file.

	1-2 Months	3-6 Months	Over 6 months
Set-up Fee	\$450	\$450	\$450
Monthly Maintenance Fee	\$60/mo.	\$50/mo.	\$40/mo.

**Classified/Job Ads:** Ads will be located on the Job Postings page under the Resources menu. Content must be submitted in Word file; logo must be sent as .tif, eps or jpg file.

	1-2 Months	3-6 Months	Over 6 months
Set-up Fee	\$175	\$175	\$175
Monthly Maintenance Fee	\$60/mo.	\$50/mo.	\$40/mo.
Company Logo Included	\$50 (in additional to set-up fee)		

Posting to EMS Fellows and Fellowship Graduates Community page - \$25

To receive discounts for multiple months, advertising must be placed and paid up front and at one time.

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### **Bundle - Website/E-News**

- NAEMSP® website for two months, and
- E-News for one month

**Classified/Job Ads - \$350 flat rate;**

**Display Ads - \$900 flat rate**

Send order form, ad and any other supplemental information (logo files, etc.) to:	NAEMSP® Executive Office 4400 College Boulevard, Suite 220 Overland Park, KS 66211 info-NAEMSP@NAEMSP.org  Phone (913) 222-8654 or (800) 228-3677
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### **Prehospital Emergency Care (PEC)**

Prehospital Emergency Care (PEC) is NAEMSP®'s scientific journal. For information on advertising in PEC, email is publisher, Taylor and Francis, at [jeff@leonardmedia.com](mailto:jeff@leonardmedia.com) (215-675-9208, ext. 201). Different deadline dates will apply for PEC advertising.