



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.

- **Fellowship Advertising**

- **E-Blast** – Your advertisement may be sent to all current NAEMSP® members (Note: Vendor composes content of advertisement; NAEMSP sends the email to its members. Email addresses are *not* provided to the vendor.).

- **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; NAEMSP does not invoice in advance for goods or services.**

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.

Fellowship Advertising (\$25)

- Fellowship programs seeking applicants may post an ad on the [Fellowship page of the NAEMSP website](#).

E-Blast (\$1,000)

- Graphic-heavy ads should be provided as a jpg file (600 x 600 pixels).
 - Word-heavy ads (with one or two graphics) may be provided in a Word-type format.
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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*, please contact its publisher, Taylor & Francis:

Cynthia Kucera
201/767-4170
ckucera@cunnasso.com

Varying deadline dates and format requirements will apply for *PEC* advertising.