



# ADVERTISING AND SALES MEDIA KIT



## ADVERTISING AND MARKETING SALES DIRECTOR

Email: [sales@westjem.org](mailto:sales@westjem.org) Phone: (800) 884-2236

Fax: (414) 276-334 Website: [www.westjem.com/media-kit](http://www.westjem.com/media-kit)

**CIRCULATION:** 2,000 print and 13,000 electronic. 10,000 monthly hits on [www.westjem.com](http://www.westjem.com), [westjem.org](http://westjem.org), and PubMed Central

FOLLOW US ON   AND AT [WWW.WESTJEM.COM](http://WWW.WESTJEM.COM)

## DISTINGUISHED OPEN-ACCESS EMERGENCY MEDICINE JOURNAL

The *Western Journal of Emergency Medicine: Integrating Emergency Care with Population Health* (WestJEM) has been in publication since 2007. It is MEDLINE indexed and in all major medical databases. It is the premier open-access, peer-reviewed emergency medicine journal read by over 16,000 physicians, residents, and healthcare providers all over the world and over 200 distinguished emergency medicine chairs and program directors across the nation. We have over 5,000 monthly hits at our website [www.westjem.com](http://www.westjem.com).

Open-access means increased visibility, which means your advertisement will appear in:

- the print copies of the *WestJEM*.
- in the interactive, electronic issue with live links redirecting readers to your website.
- online at [www.WestJEM.com](http://www.WestJEM.com) with live links and full color.

## PUBLICATION NICHE

This journal focuses on the development of better systems to provide emergency care, including technology solutions critical to enhancing population health. Each issue focuses on a specific topic:

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• Behavioral Emergencies</li> <li>• Burden of Chronic Disease</li> <li>• Cardiology</li> <li>• Critical Care</li> <li>• Diagnostic Acumen</li> <li>• Disaster Preparedness and Population Health</li> <li>• Disaster Medicine and Emergency Medicine Services</li> <li>• ED Administration</li> <li>• Education and Physician Training</li> <li>• ED Access</li> </ul> | <ul style="list-style-type: none"> <li>• ED Operations</li> <li>• Endemic Infections</li> <li>• Legal Medicine and Medical Decision Making</li> <li>• Geriatrics and Elder Maltreatment</li> <li>• Healthcare Outcomes</li> <li>• Healthcare Utilization</li> <li>• Health Policy Perspectives</li> <li>• Infectious Diseases</li> <li>• Injury Control and Response</li> <li>• Injury Prevention and Population Health</li> </ul> | <ul style="list-style-type: none"> <li>• Intimate Partner and Sexual Violence</li> <li>• International Medicine</li> <li>• Patient Safety</li> <li>• Population Health Research Design P</li> <li>• Practice Variability</li> <li>• Prehospital Care</li> <li>• Provider Workforce</li> <li>• Societal Impact on Emergency Care</li> <li>• Technology in Emergency Medicine</li> <li>• Treatment Protocol Assessment</li> <li>• Wit in Emergency Medicine</li> </ul> |
|---|--|--|

# PRINT ADVERTISING RATES

Advertisement Size	Print Issue	Electronic Issue*	3 or more issues prepaid
Full Page	\$1,000	\$800	25% discount
1/2 Page	\$750	\$500	25% discount
1/4 Page	\$500	\$300	25% discount

\* Electronic advertisements will be included in one *WestJEM* and once *CPC-EM* publication.

## NOTES

Prices listed above indicates per issue. Black and white only for non-cover ads in print only. All advertisements will be in color online in the electronic interactive issue. Ad inserts available upon request. Each year, 6 electronic issues and 4 print issues are published. Upon prepaying for 3 or more issues, a 25% discount will be applied. *WestJEM* reserves the right to decline any advertising, CME and job board postings including those that do not conform to the ethical standards and principles of fair practice through California ACEP, the American College of Osteopathic Emergency Physicians, the California Chapter of AAEM and AAEM. Thank you for adhering to the principles of fair practice through AAEM.

## CANCELLATIONS

All cancellations must be received in writing by the reservation deadline and will incur a 25% non-refundable administrative fee. The publication deadlines are subject to change.

## PRINT ISSUES: WestJEM

Issue Number	Publication Month*	Ad Materials Deadline
Summer Compilation	Summer 2018	May 1, 2018
Fall Compilation	Fall 2018	September 1, 2018
Special Issue	Winter 2019	December 1, 2018

\*Publication month is subject to change.

## ONLINE ISSUES:

<i>WestJEM</i>		
Issue Number	Publication Month*	Ad Materials Deadline
2	Winter 2018	February 1, 2018
3	Spring 2018	April 1, 2018
4	Summer 2018	June 1, 2018
5	Fall 2018	August 1, 2018
6	Fall 2018	October 1, 2018
1	Winter 2019	December 1, 2018

\*Publication month is subject to change.

<i>CPC-EM</i>		
Issue Number	Publication Month*	Ad Materials Deadline
1	Winter 2018	January 1, 2018
2	Spring 2018	April 1, 2018
3	Summer 2018	July 1, 2018
4	Fall 2018	October 1, 2018

\*Publication month is subject to change.

# ADVERTISING SPECIFICATIONS

All ad materials must be received at least 3 weeks before the ad materials deadline. Ad materials are not final until accepted and billing completed.

## FILE SIZE

Please provide 0.25" from all trim edges.

AD SIZE	AD DIMENSIONS
Full page	8" x 10.5"
1/2 page	8" x 5"
1/4 page	4" x 5"

## FILE FORMAT

Acceptable files are .eps, .jpeg, .tiff, .pdf, or Illustrator. All files must be in full color and at least 600 dpi. All ads will be posted online in full color unless otherwise noted. Proofs of all ads will be emailed and need to be approved prior to publication.

## AD DELIVERY

Email all ads to sales@westjem.org. Please contact WestJEM Advertising and Marketing Sales Director for alternative file delivery options.

## INSERT SPECIFICATIONS

All inserts will be placed within the polybag wrapping. Ad dimensions still apply.

## NOTES

Corrections to digital ads are limited to minor text changes. Contact the WestJEM Advertising and Marketing Sales Director for immediate assistance if changes need to be made after the ad materials deadline. Please note that not all revisions may be possible.

## AD DESIGN

WestJEM can design your ad as long as all text and graphics are provided. You must notify WestJEM at least 6 weeks in advance of the ad materials deadline. All ad proofs will require signed approvals prior to publication. Additional fees may apply.

## PRINT AD SAMPLES:

### 1/2 PAGE AND 1/4 PAGE

### FULL PAGE

### FULL SPREAD

# PRINT AD INSERTION ORDER FORM

To request space in the print issue, please fill out the order form and email to sales@westjem.org.

## CONTACT INFORMATION:

Name: \_\_\_\_\_

Company/ Agency: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## PRINT AD DISTRIBUTION:

YES! I want to run a print ad in the following issues:

### WestJEM: Electronic Issues

- Winter 2018 - Volume 19 Issue 2
- Spring 2018 - Volume 19 Issue 3
- Summer 2018 - Volume 19 Issue 4
- Fall 2018 - Volume 19 Issue 5
- Fall 2018 - Volume 19 Issue 6
- Winter 2019 - Volume 20 Issue 1

### WestJEM: Print Issues

- Summer 2018 - Summer Compilation
- Fall 2018 - Fall Compilation
- Winter 2019 - Volume 20 Issue 1 (CDEM/CORD Special Issue)

### CPC-EM: Electronic Issues

- Winter 2018 - Volume 2 Issue 1
- Spring 2018 - Volume 2 Issue 2
- Summer 2018 - Volume 2 Issue 3
- Fall 2018 - Volume 2 Issue 4

\*Two selections may be selected for electronic advertisements.

I want to run the following ad type:

- Full page       1/2 page       1/4 page

Payment option:     VISA       MasterCard       Discover

Cardholder's Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date (MM/DD/YY): \_\_\_\_\_

**Note: Please attach a sample of the advertisement to this form.  
Publication month is subject to change.**

\_\_\_\_\_  
Signature

WestJEM is the official journal of:

