



# 2024 MEDIA KIT

Western Journal of Emergency Medicine (WestJEM)

Clinical Practice and Cases in Emergency Medicine (CPC-EM)



UC Irvine Health





## IMPACT

*WestJEM* is ranked 7th of EM Journal worldwide in 2022 Clarivate's Expanded Index with a 2-year Impact Factor of 3.1

*WestJEM* is ranked 5th of general EM journals worldwide by Google Scholar

*WestJEM* is ranked 5th in Scopus/Scimago Journal and Country Rank index, and 2nd among EM open access journals worldwide

### EDITORIAL FOCUS - *WestJEM*

- *Western Journal of Emergency Medicine: Integrating Emergency Care with Population Health* (*WestJEM*) has been in publication since 2007 and followed previously as the California Journal of Emergency Medicine.
- It is the premier open-access, peer-reviewed emergency medicine journal read by 12,000 physicians, residents, and healthcare providers all over the world and over 200 distinguished emergency medicine chairs and program directors across the nation.



## IMPACT

Now indexed in Scopus – Elsevier's abstract and citation database – 37 out of 79 general EM journals and since inception full text in PubMed Central (PMC)

*CPC-EM* is one of the few case report journals in the world to be widely indexed: PubMed, PMC, Scopus, Clarivate Emerging Sources, Google Scholar

### EDITORIAL FOCUS - *CPC-EM*




- Latest research in patient care, case reports, and images in emergency medicine.
- Fully open-access, peer reviewed, international professional journal.
- Encourages submissions from faculty and residents of established and developing EM programs throughout the world.

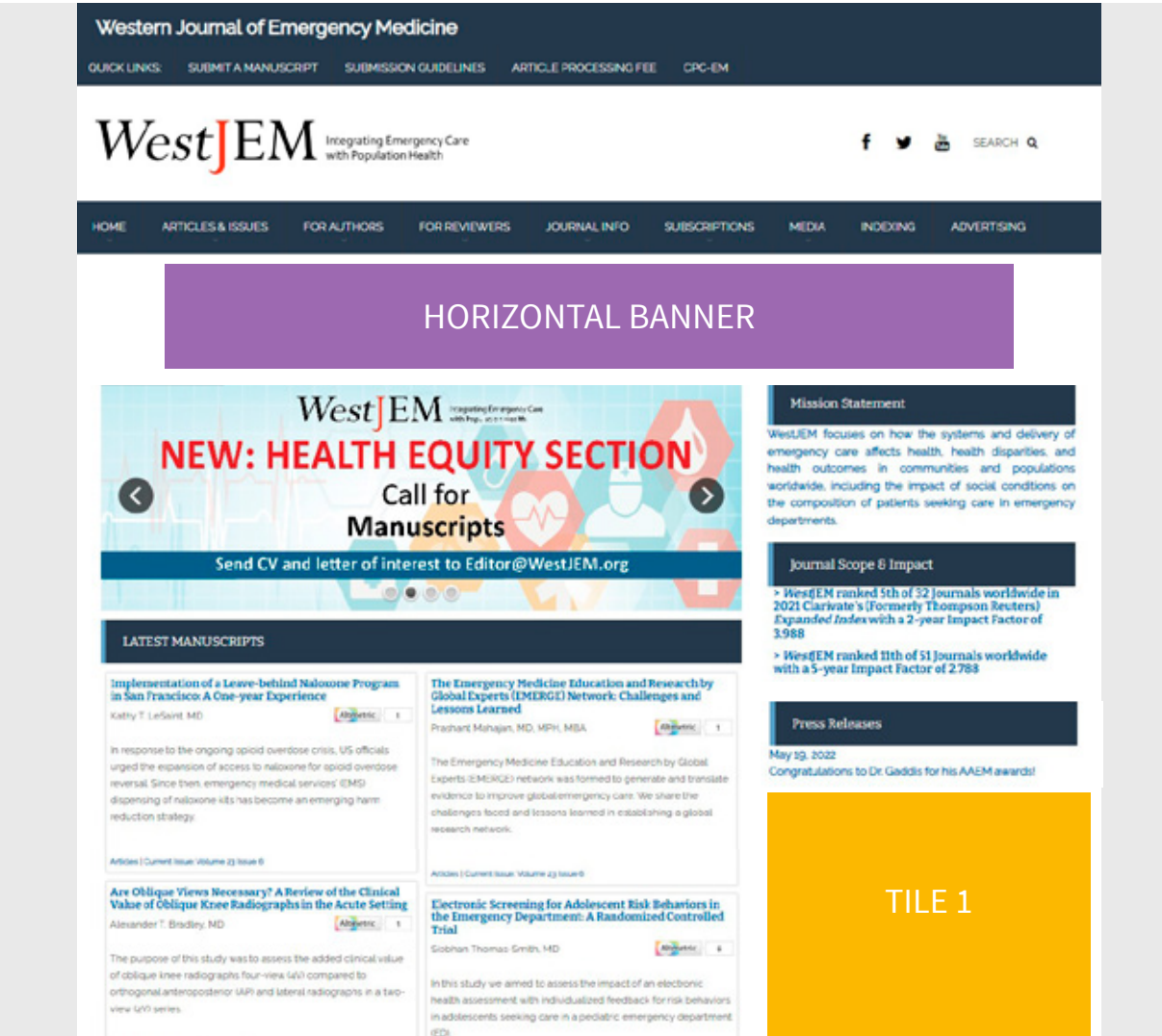
WWW.WESTJEM.ORG

15,000+ MONTHLY SESSIONS

25,000+ MONTHLY PAGE VIEWS

## ONLINE AD RATE PER MONTH

AD SIZE	1X	3X	6X	12X
 Horizontal Banner / 728 x 90	\$1,025	\$994	\$963	\$932
 Tile 1 / 660 x 497 pixels	\$953	\$922	\$891	\$860
 Tile 2 / 660 x 497 pixels	\$922	\$891	\$860	\$829



The screenshot displays the WestJEM website interface. At the top, the header includes the journal title 'Western Journal of Emergency Medicine' and navigation links. Below this is a dark blue navigation bar with links like 'HOME', 'ARTICLES & ISSUES', and 'FOR AUTHORS'. A large purple horizontal banner is positioned below the navigation bar, containing the text 'HORIZONTAL BANNER'. Below the banner, the main content area features a large blue and white graphic with the text 'NEW: HEALTH EQUITY SECTION' and 'Call for Manuscripts'. To the right of this graphic is a 'Mission Statement' box. Below the graphic, there are two columns of article previews. The left column shows 'Implementation of a Leave-behind Naloxone Program in San Francisco: A One-year Experience' by Kathy T. LeSaint, MD. The right column shows 'The Emergency Medicine Education and Research by Global Experts (EMERGE) Network: Challenges and Lessons Learned' by Prashant Mahajan, MD, MPH, MBA. Below these are two more article previews: 'Are Oblique Views Necessary? A Review of the Clinical Value of Oblique Knee Radiographs in the Acute Setting' and 'Electronic Screening for Adolescent Risk Behaviors in the Emergency Department: A Randomized Controlled Trial'. On the right side of the main content area, there is a 'Journal Scope & Impact' box and a 'Press Releases' box. At the bottom right, there is a large yellow box labeled 'TILE 1'.

For More Information Contact

Onkar Sandal, Advertising Sales Executive // onkar.sandal@kwglobal.com // (785) 289-2612



## TABLE OF CONTENTS [TOC] ALERT


12,000 recipients receive a Table of Contents (TOC) email alert when a new issue is posted.

### Banner Size:


546 x 96 pixels

### Price per email:

	1X	3X	7X
Banner 1	\$1,288	\$1,185	\$1,030
Banner 2	\$1,082	\$979	\$876
Banner 3	\$927	\$824	\$721



Banner 1




News and Announcements

- WestJEM would like to congratulate the winners of the **Top Poster Awards** at the XIIIth Mediterranean Emergency Medicine Congress. [Click here](#) to view the winning poster authors and titles.
- The **COEM/CORD Special Issue in Education** will now accept submissions on a "rolling" basis. [Click here](#) to view all the details on the new submission process. You can submit your papers for this special issue by [clicking here](#). The deadline for the January 2024 issue is October 15.
- Submit your research to the **AAEMRSA and WestJEM Population Health Research Competition**. This competition, to be held during the **2024 AACE Scientific Assembly** in Austin, TX, is open to medical students and residents and is designed to showcase research in areas that affect the health of populations of patients in and around the ED. [Click here](#) for more information. The deadline to submit is October 30.

Click to read the full issue PDF:

**WestJEM Volume 24 Issue 5**



Banner 3

**TABLE OF CONTENTS [TOC] ALERT**

Over 12,000 recipients receive a Table of Contents (TOC) email alert when a new issue is posted.

**Banner Size:**

546 x 96 pixels

**Price per email:**

	1X	2X	4X
Banner 1	\$1,288	\$1,185	\$1,030
Banner 2	\$1,082	\$979	\$876
Banner 3	\$927	\$824	\$721

The screenshot displays an email alert layout for CPC-EM. At the top is a large banner (Banner 1) with a blue background, featuring a person in a white coat pointing at a screen, the text 'Emergency', 'AMBULANCE', 'West JEM', and the tagline 'Integrating emergency care with population health'. Below this is a teal bar labeled 'Banner 1'. The main content area has a white background with the 'CPC-EM Clinical Practice & Cases' logo. It includes a call to action 'Click to read the full issue PDF:' followed by 'CPC-EM Volume 7 Issue 2' in red. Below this is a thumbnail of the journal cover for 'CPC Emergency Medicine'. Underneath the thumbnail is another teal bar labeled 'Banner 2'. A 'Quick Links' section follows, with buttons for 'West JEM', 'ISSUU', 'PubMed', and 'Submit Your Work'. Below the links is a section titled 'Electronic & Open Access' with the 'CPC-EM' logo and an image of three people in white coats. At the bottom is a teal bar labeled 'Banner 3'.

## WestJEM AND CPC-EM ADVERTISING



### WESTJEM

ISSUE	RESERVATION	MATERIAL DUE	PUBLICATION
25.1	11/22/23	12/1/23	January 2024
CDEM/CORD Issue 2024	1/24/24	2/5/24	March 2024
25.2	1/24/24	2/5/24	March 2024
CORD Abstract Issue	1/24/24	2/5/24	March 2024
25.3	3/25/24	4/4/24	May 2024
25.4	7/4/24	7/12/24	August 2024
25.5	7/31/24	8/9/24	September 2024
25.6	9/25/24	10/7/24	November 2024



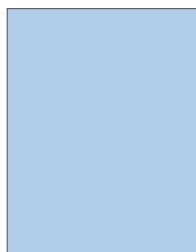
### CPC-EM

ISSUE	RESERVATION	MATERIAL DUE	PUBLICATION
8.1	12/20/23	1/4/24	February 2024
8.2	3/21/24	4/4/24	May 2024
8.3	6/24/24	7/5/24	August 2024
8.4	9/25/24	10/7/24	November 2024

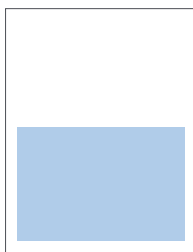
### DISPLAY AD SIZE

DIMENSIONS ARE WIDTH × HEIGHT IN INCHES.

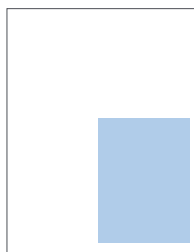
Trim Size: 8.5 × 11"



**FULL PAGE**  
8.5" x 11"



**HALF PAGE**  
8" x 5"



**QUARTER PAGE**  
4" x 5"

### 2024 ADVERTISING RATES / PER INSERTION

AD SIZE	1X	4X	7X
Full Page	\$824	\$793	\$757
Half Page	\$515	\$484	\$448
Quarter Page	\$309	\$278	\$242

Digital advertisements will be included in one WestJEM and one CPC-EM publication for the same price.



## PAGINATED ADS

### DISPLAY ADS

- High-resolution PDF files.
- Resolution for ads should be 300 dpi or higher with fonts embedded.
- Ads must be supplied in final format. *WestJEM* is not responsible for any errors in content.
- Necessary alterations are the responsibility of, and at the expense of the advertiser.

### DIGITAL ADS

- Recommended file formats: jpeg, bmp, wbm, svg, swf/flash, png, gif, and animated gif

**Note:** some mobile devices do not render flash.

## AGENCY COMMISSION

There is a standard 15% commission to recognized agencies.

## TERMS AND CONDITIONS

It is the policy of the *Western Journal of Emergency Medicine* that all potential advertisements submitted by any person or entity for publication in any *WestJEM*/CPC-EM media must be deemed consistent with the goals and objectives of the organization and its sponsors, within the sole discretion of *WestJEM*. Any potential advertisement deemed to be inconsistent with the goals and/or objectives of *WestJEM* shall be declined. *WestJEM* also reserves the right to require publication prepayment. *WestJEM* and CPC-EM do not accept advertising for credit cards/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads published and must be fully authorized for use of the ads content, including, but not limited to, names, pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from advertisement.

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.

## ATTESTATION FORM

All advertisers that employ emergency medicine professionals will be asked to complete an Attestation Form with *WestJEM* at [http://www.aem.org/forms/westjem\\_attestation\\_form.php](http://www.aem.org/forms/westjem_attestation_form.php).

## CREATIVE SERVICES

Creative services are available to all advertisers at a rate of \$100/hour billed in 30-minute increments. Creative services include graphic design and/or copy writing. Please contact the Advertising Sales Executive for a customized quotation based on your creative needs.



CONTACT:

Onkar Sandal / Advertising Sales Executive  
onkar.sandal@kwglobal.com / (785) 289-2612

**[WWW.WESTJEM.ORG](http://WWW.WESTJEM.ORG)**