



Advertising and Sales Media Kit



ADVERTISING AND MARKETING SALES DIRECTOR

Email: sales@westjem.org Phone: (800) 884-2236 Fax:
(414) 276-334 Website: www.westjem.com/media-kit

CIRCULATION: 2,800 print and 19,000 electronic. 8,300 page views
on WestJEM's website and 170,000 hits on all websites.

FOLLOW US ON   AND AT 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 19,000 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 8,300 monthly hits at our website 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 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:

- Behavioral Emergencies
- Burden of Chronic Disease
- Cardiology
- Critical Care
- Diagnostic Acumen
- Disaster Preparedness and Population Health
- Disaster Medicine and Emergency Medicine Services
- ED Administration
- Education and Physician Training
- ED Access
- ED Operations
- Endemic Infections
- Legal Medicine and Medical Decision Making
- Geriatrics and Elder Maltreatment
- Healthcare Outcomes
- Healthcare Utilization
- Health Policy Perspectives
- Infectious Diseases
- Injury Control and Response
- Injury Prevention and Population Health
- Intimate Partner and Sexual Violence
- International Medicine
- Patient Safety
- Population Health Research Design P
- Practice Variability
- Prehospital Care
- Provider Workforce
- Societal Impact on Emergency Care
- Technology in Emergency Medicine
- Treatment Protocol Assessment
- Wit in Emergency Medicine

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 one *CPC-EM* publication for the same price.

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, about 10 electronic issues and 4 print issues are published. Upon prepaying for 3 or more issues, a 25% discount will be applied.

All advertisers will be asked to complete an Attestation Form with *WestJEM* at http://www.aem.org/forms/westjem_attestation_form.php

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 2019	May 1, 2019
Special Issue	Summer 2019	July 1, 2019
Special Issue	Winter 2020	December 1, 2019

*Publication month and issue are subject to change by *WestJEM*.

ONLINE ISSUES:

<i>WestJEM</i>		
Issue Number	Publication Month*	Ad Materials Deadline
2	Winter 2019	February 1, 2019
3	Spring 2019	April 1, 2019
4	Summer 2019	June 1, 2019
5	Fall 2019	August 1, 2019
6	Fall 2019	October 1, 2019
1	Winter 2020	December 1, 2019

*Publication month and issue are subject to change by *WestJEM*.

<i>CPC-EM</i>		
Issue Number	Publication Month*	Ad Materials Deadline
1	Winter 2019	January 1, 2019
2	Spring 2019	April 1, 2019
3	Summer 2019	July 1, 2019
4	Fall 2019	October 1, 2019

*Publication month and issue are subject to change by *WestJEM*.

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 2019 - Volume 20 Issue 2
- ☐ Spring 2019 - Volume 20 Issue 3
- ☐ Summer 2019 - Volume 20 Issue 4
- ☐ Fall 2019 - Volume 20 Issue 5
- ☐ Fall 2019 - Volume 20 Issue 6
- ☐ Winter 2020 - Volume 2 Issue 1

WestJEM: Print Issues

- ☐ Summer 2019 - Summer Compilation
- ☐ July 2019 - CORD Abstracts Special Issue
- ☐ Winter 2020 - Volume 21 Issue 1 (CDEM/CORD Special Issue)

CPC-EM: Electronic Issues

- ☐ Winter 2019 - Volume 3 Issue 1
- ☐ Spring 2019 - Volume 3 Issue 2
- ☐ Summer 2019 - Volume 3 Issue 3
- ☐ Fall 2019 - Volume 3 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:

