Advertising and Sales Media Kit

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 12,700 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 15,500 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
- Practice Variability
- Prehospital Care
- Provider Workforce
- Societal Impact on Emergency Care
- Technology in Emergency Medicine
- Treatment Protocol Assessment
- Witt in Emergency Medicine
## Print Advertising Rates

<table>
<thead>
<tr>
<th>Advertisement Size</th>
<th>Print Issue</th>
<th>Electronic Issue*</th>
<th>3 or more issues prepaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,000</td>
<td>$800</td>
<td>25% discount</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$750</td>
<td>$500</td>
<td>25% discount</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$500</td>
<td>$300</td>
<td>25% discount</td>
</tr>
</tbody>
</table>

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

### Notes

Prices listed above indicate 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 2 print issues are published. Upon prepaying for 3 or more issues, a 25% discount will be applied. All advertisers that employ physicians will be asked to complete an Attestation Form with WestJEM at [http://www.aaem.org/forms/westjem_attestation_form.php](http://www.aaem.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*

<table>
<thead>
<tr>
<th>Issue Number</th>
<th>Publication Month*</th>
<th>Ad Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Issue</td>
<td>Summer 2020</td>
<td>July 1, 2020</td>
</tr>
<tr>
<td>Special Issue</td>
<td>Winter 2021</td>
<td>December 4, 2020</td>
</tr>
</tbody>
</table>

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

### Online Issues:

#### *WestJEM*

<table>
<thead>
<tr>
<th>Issue Number</th>
<th>Publication Month*</th>
<th>Ad Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Winter 2020</td>
<td>February 1, 2020</td>
</tr>
<tr>
<td>3</td>
<td>Spring 2020</td>
<td>April 1, 2020</td>
</tr>
<tr>
<td>4</td>
<td>Summer 2020</td>
<td>June 1, 2020</td>
</tr>
<tr>
<td>5</td>
<td>Fall 2020</td>
<td>August 1, 2020</td>
</tr>
<tr>
<td>6</td>
<td>Fall 2020</td>
<td>October 1, 2020</td>
</tr>
<tr>
<td>1</td>
<td>Winter 2021</td>
<td>December 4, 2020</td>
</tr>
</tbody>
</table>

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

#### *CPC-EM*

<table>
<thead>
<tr>
<th>Issue Number</th>
<th>Publication Month*</th>
<th>Ad Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Winter 2020</td>
<td>January 1, 2020</td>
</tr>
<tr>
<td>2</td>
<td>Spring 2020</td>
<td>April 1, 2020</td>
</tr>
<tr>
<td>3</td>
<td>Summer 2020</td>
<td>July 1, 2020</td>
</tr>
<tr>
<td>4</td>
<td>Fall 2020</td>
<td>October 1, 2020</td>
</tr>
</tbody>
</table>

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Last Updated 11/25/19
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.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Ad Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8” x 10.5”</td>
</tr>
<tr>
<td>1/2 page</td>
<td>8” x 5”</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4” x 5”</td>
</tr>
</tbody>
</table>

**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**

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Last Updated 11/25/19
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 2020 - Volume 21 Issue 2
  - Spring 2020 - Volume 21 Issue 3
  - Summer 2020 - Volume 21 Issue 4
  - Fall 2020 - Volume 21 Issue 5
  - Fall 2020 - Volume 21 Issue 6
  - Winter 2021 - Volume 22 Issue 1

- CPC-EM: Electronic Issues
  - Winter 2020 - Volume 4 Issue 1
  - Spring 2020 - Volume 4 Issue 2
  - Summer 2020 - Volume 4 Issue 3
  - Fall 2020 - Volume 4 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: