2021
MEDIA KIT
WESTERN JOURNAL OF EMERGENCY MEDICINE
CLINICAL PRACTICE AND CASES IN EMERGENCY MEDICINE
The 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 in Clarivate and 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. The journal receives over 16,000 monthly visitors on its website: www.westjem.com and has received over 12 million hits since inception on individual articles.

EDITORIAL FOCUS

- 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
- Health Equity
- 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
- Wit in Emergency Medicine

IMPACT

WestJEM ranked 14th of 31 Journals in 2020
Clarivate's (Formerly Thompson Reuters) Expanded Index

WestJEM ranked 16th of 87 Journals on 2020 Scimago Ranking (Cites/Doc; 2 years)

Contact Onkar Sandal, Advertising Sales Manager / (785) 865-9218 / osandal@allenpress.com
**WestJEM ADVERTISING**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATION</th>
<th>MATERIAL DUE</th>
<th>PUBLICATION</th>
<th>FORMAT</th>
</tr>
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<td>6/20/21</td>
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<td>Summer/August 2021</td>
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<td>November 2021</td>
<td>Digital</td>
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**2021 ADVERTISING RATES / PER INSERTION**

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<thead>
<tr>
<th>AD SIZE</th>
<th>DIGITAL</th>
<th>PRINT</th>
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</thead>
<tbody>
<tr>
<td></td>
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</tr>
<tr>
<td>Full Page</td>
<td>$800</td>
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<tr>
<td>Quarter Page</td>
<td>$300</td>
<td>$270</td>
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</table>

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

**DISPLAY AD SIZE**

**DIMENSIONS ARE WIDTH × HEIGHT IN INCHES.**

Trim Size: 8.5 × 11" WestJEM trims 0.125" off top, bottom and outside edge. Live area should be a minimum of 0.375" inside trimmed edges.

<table>
<thead>
<tr>
<th>FULL PAGE BLEED</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
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<tbody>
<tr>
<td>8.75&quot; × 11.25&quot;</td>
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<td>8&quot; × 5&quot;</td>
<td>4&quot; × 5&quot;</td>
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WWW.WESTJEM.ORG

19,000+ MONTHLY SESSIONS
28,000+ MONTHLY PAGE VIEWS

ONLINE AD RATE PER MONTH

<table>
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<tr>
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WestJEM Digital Media

Call for Section Editors

- Behavioral Emergencies
- Emergency Cardiac Care
- International Medicine
- Pediatric Emergencies
- Public Health and Social Emergency Medicine

Send your CV and letter of interest to editor@westjem.com

HORIZONTAL BANNER

Mission Statement
WestJEM focuses on how the systems and delivery of emergency care affects health, health disparities, and health outcomes in communities and populations worldwide, including the impact of social conditions on the composition of patients seeking care in emergency departments.

Advertisements

TILE 1

The Appropriate Use of Testing for COVID-19
Zitek, MD.

Many public officials are calling for increased testing for the 2019 novel coronavirus disease COVID-19; and some governments have taken additional measures to increase the availability of

Paradigm Shift for COVID-19 Response: Identifying High-risk Individuals and Treating Inflammation
Kivela, MD.

As an emergency and wellness physician, scientist, father, and 66-year-old man, I have a keen interest in the coronavirus and the
TABLE OF CONTENTS [TOC] ALERT
Over 12,700 recipients receive a Table of Contents (TOC) email alert when a new issue is posted.

Banner Size:
468 x 60 pixels

Price per email:

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
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<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$1,150</td>
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<tr>
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<td>Banner 3</td>
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Thursday, January 14, 2020

WestJEM Integrating Emergency Care with Population Health

WestJEM CDEM/CORD Special Issue in Educational Research and Practice
Electronic Full-Text Issue

We are pleased to partner for the fifth year with CORD and CDEM to publish a Special Issue in Educational Research and Practice from the Western Journal of Emergency Medicine: Integrating Emergency Care with Population Health (WestJEM). WestJEM is wholly dedicated to educational scholarship, indexed in MEDLINE/Index Medicius and PubMed as well as all other major medical databases. It is immediately and completely open-access. Scholars can access published papers freely anywhere in the world without cost, which makes them more easily cited than papers in subscription journals from international corporate publishers.

Includes the Following Articles:

 Targeting Implicit Bias in Medicine: Lessons from Art and Archaeology

"Collaborating with local museums to educate trainees about implicit bias allows for trainees to observe and understand research related to implicit bias from a unique perspective."

Contact Onkar Sandal, Advertising Sales Manager / (785) 865-9218 / osandal@allenpress.com
Clinical Practice and Cases in Emergency Medicine (CPC-EM) is a leading international, open-access journal that publishes high-quality case reports, case series, clinicopathological cases (CPCs), and medical legal reports with special focus on point-of-care ultrasound videos. It focuses on cutting-edge advancements at the forefront of emergency medicine (EM), providing clinicians with critical information on the newest diseases and treatments in the field. It also publishes CPCs for educators, analyzing and emphasizing complex diagnostic processes, and medico-legal cases for clinicians elucidating legal pitfalls in EM. Through free and unrestricted international dissemination of this important clinical content, CPC-EM aims to serve as an asset to researchers and to meet the needs of all groups in healthcare.

Frequency: Quarterly

Distribution: Digital Only

Online Distribution: 12,700

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<td>$800</td>
<td>$700</td>
</tr>
</tbody>
</table>
TECHNICAL SPECIFICATIONS

PAGINATED ADS

PRINT ADS
• High-resolution PDF files.
• Resolution for ads should be 300 dpi or higher with fonts embedded.
• Color mode CMYK, no RGB, Pantone, or indexed color mode graphics.
• 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 rejected. 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.aaem.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.