

# The National Association of EMS Physicians® (NAEMSP®) ADVERTISING POLICY

## NAEMSP's® AUDIENCE

NAEMSP® is a membership organization consisting of physicians, paramedics, nurses, administrators, educators, researchers and key EMS professionals dedicated to out-of-hospital emergency medical care.

**The majority of our physician members provide medical direction for an EMS pre-hospital system, and are key decision makers for the products and protocols used in the system.** NAEMSP® promotes meetings, publications and products that connect, serve and educate our members. In addition, the Association acts as a resource and advocate of EMS related decisions in cooperation with organizations throughout the country, including agencies of the Federal Government.

## CIRCULATION

Approx. 1,300.

63% Physicians, 26% Professional, 5% Residents, 3% Fellows, 2% Students, 1% International  
44% of our members are Medical Directors

## ADVERTISING OPPORTUNITIES

- **NAEMSP® News** is the official quarterly newsletter of the National Association of EMS Physicians®. The *News* highlights Association activities and deadlines and also contains articles of interest to the EMS Community which impact the profession. The *News* is mailed to all members and is also posted on the web site.
- **NAEMSP® Web Page**  
The NAEMSP® web site offers a page where classified job ads can be placed. The web site averages almost 200 visits per day.
- **NAEMSP® E-News** is a monthly e-mail sent to NAEMSP® Members, usually the second week of the month. We ask that ads be submitted by the first of each month in order to ensure inclusion in that month's issue.
- **Bundled Advertising: Web Site/E-News/Newsletter**  
Special rates are available if you choose to advertise in multiple ways:
  - NAEMSP News, NAEMSP web site and E-News
  - NAEMSP web site and E-News

## ADVERTISING POLICY

The National Association of EMS Physicians® Editorial Board reserves the right to approve all advertising. A complimentary copy of the publication is sent to each advertiser.

## GUIDELINES

1. The order form shall indicate the number of ads to appear in any year and, if possible, should indicate the specific issues for placement. Payment is due before a tear sheet or complimentary issue will be sent.
2. Cancellation of any one ad agreement will require a 30-day notification prior to the scheduled publication date. The remainder of the multiple insertion agreement will remain in effect. If two (2) ads of a three-time insertion order are canceled, the advertiser or agent will be invoiced for the full one-time rate for the remaining ads and any subsequent cancellations will be invoiced for the remainder of the insertions at the full one-time rate.

Advertisements in the appropriate format and payment should be sent to the attention of Stephanie Newman, NAEMSP® Executive Office, P.O. Box 15945-281, Lenexa, KS 66285-5945. Overnight mail should be sent to 18000 W. 105<sup>th</sup> Street, Olathe, KS 66061, phone (913) 895-4611 x4788 or (800) 228-3677.

## ADVERTISING RATES AND ARTWORK SPECIFICATIONS

Ads must be provided on CD or sent via e-mail to [snewman@goamp.com](mailto:snewman@goamp.com) . Payment must be received prior to placement of the ad. **No Purchase Orders** will be accepted for advertisements

### NAEMSP® News

<u>Display Ads</u> (Black & White Only)	<u>1 - Time</u>	<u>2 – 3 Times</u>	<u>4 – Times (Full Year)</u>
<b>Format:</b> Press Quality PDF file			
<b>Full page</b> 7 ¼” x 9”	\$475 each ad	\$450 each ad	\$425 each ad
<b>1/2 page</b> 7 ¼” x 4 ½” (Horizontal) 7 ¼” x 2 ¼” (Vertical)	\$275 each ad	\$250 each ad	\$225 each ad
<b>1/4 page</b> 3 ½” x 4 ½”	\$175 each ad	\$150 each ad	\$125 each ad
<b><u>Classified Advertisements</u></b>	100 words or less - \$100 Over 100 words - \$1.25 per word		
<b>Format:</b> Word or Press Quality PDF file. Logos must be sent as separate attachments in .tif or .eps format.			

To receive discount, multiple issue advertisements must be placed at one time.

### Upcoming Deadlines:

Issue:

April 2008  
July 2008  
October 2008

Ad Submission Date:

February 11, 2008  
May 12, 2008  
August 13, 2008

### NAEMSP® Web Site and E-News

<b><u>Advertisements:</u></b>			
Number of Months	1-2 Months	3-6 Months	Over 6 months
Set-up Fee	\$175	\$175	\$175
Monthly Maintenance Fee	\$60/mo.	\$50/mo.	\$40/mo.
Company Logo Included	Add \$50 to Set-up Fee		
<b>Format:</b> Word file. Logos must be sent as a separate attachment in .tif, .eps, or .jpg format.			

To receive discounts for multiple months, advertising must be placed and paid up front and at one time.

### **Web Site/E-News/Newsletter Bundles (see format specifications above)**

- NAEMSP web site for two months - One month E-News	\$350
-NAEMSP® web site for two months -One issue of NAEMSP® News -One month E-News	\$550

A discount is available for multiple issue combinations. Multiply the amount listed above by the number of times the advertisement is to be published in NAEMSP® News and deduct 10% from that figure.

### **Prehospital Emergency Care (PEC)**

*Prehospital Emergency Care (PEC)* is NAEMSP's scientific journal. For information on advertising in *PEC*, contact MJ Mrvica Associates at 856-768-9360 or Fax 856-753-0064. Different deadline dates will apply for *PEC* advertising.

## NAEMSP® Advertising Order Form

To place an ad with NAEMSP® please complete the following order form and fax it to (913) 895-4652, ATTN: Stephanie Newman. Please E-Mail your ad to [snewman@goamp.com](mailto:snewman@goamp.com)

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

Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### **Type of advertisement to be placed:**

NAEMSP® News only

### **Size of advertisement:**

Classified Ad (\$100)

Full Page     1 issue (\$475 each)     2-3 issues (\$450 each)     4 issues (Full year) (\$425 each)

1/2 Page     1 issue (\$275 each)     2-3 issues (\$250 each)     4 issues (Full year) (\$225 each)

1/4 Page     1 issue (\$175 each)     2-3 issues (\$150 each)     4 issues (Full year) (\$125 each)

NAEMSP® Web Page only:                      \$175 set up fee + \_\_\_\_\_ Number of months the advertisement should run x \$ \_\_\_\_\_ maintenance fee

Subtotal = \$ \_\_\_\_\_

NAEMSP® E-News only                      \$175 set up fee + \_\_\_\_\_ Number of months the advertisement should run x \$ \_\_\_\_\_ maintenance fee

Subtotal = \$ \_\_\_\_\_

NAEMSP® E-News and web site - \$350

NAEMSP® News, E-News and web site - \$550

**TOTAL** \_\_\_\_\_

### **Payment Type:**

Check             Visa             MasterCard             American Express

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name printed on card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Return form to:** NAEMSP®; P.O. Box 15945-281; Lenexa, KS 66285-5945; Phone: (913) 895-4611; Fax: (913) 895-4652; E-mail: [info-NAEMSP@goAMP.com](mailto:info-NAEMSP@goAMP.com); Website: [www.NAEMSP.org](http://www.NAEMSP.org)