



# 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**

| <b><u>Display Ads</u></b><br>(Black & White Only)  | <b><u>1 - Time</u></b>  | <b><u>2 – 3 Times</u></b> | <b><u>4 – Times (Full Year)</u></b> |
|--|---|---------------------------|-------------------------------------|
| <b><u>Format:</u></b> Press Quality PDF file   |   |                           |                                     |
| <b>Full page</b><br>7 ¼" x 9"  | \$475 each ad   | \$450 each ad             | \$425 each ad                       |
| <b>1/2 page</b><br>7 ¼" x 4 ½" (Horizontal)<br>7 ¼" x 2 ¼" (Vertical)  | \$275 each ad   | \$250 each ad             | \$225 each ad                       |
| <b>1/4 page</b><br>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<br>Over 100 words - \$1.25 per word |                           |                                     |
| <b><u>Format:</u></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:**

|                      |                                   |
|----------------------|-----------------------------------|
| <b><u>Issue:</u></b> | <b><u>Ad Submission Date:</u></b> |
| May 2011             | 4/27/2011                         |
| August 2011          | 8/1/2011                          |
| November 2011        | 11/1/2011                         |

**NAEMSP® Web Site OR 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 |            |               |

**Format:** 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.*

**Bundle #1 Web Site/E-News**

|  |                 |
|--|-----------------|
| - NAEMSP web site for two months<br>- One month E-News | \$350 flat rate |
|--|-----------------|

**Bundle #2 Web Site/E-News/Newsletter Bundles**

|   |                 |
|---|-----------------|
| -NAEMSP® web site for two months<br>-One issue of NAEMSP® News<br>-One month E-News | \$550 flat rate |
|---|-----------------|

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*, email is publisher, Informa Healthcare, at [sales@scandinavia.informa.com](mailto:sales@scandinavia.informa.com). Different deadline dates will apply for *PEC* advertising.



# 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: \_\_\_\_\_ Country \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

**Type of advertisement to be placed:**

NAEMSP® News only

**Size of advertisement:**

Classified Ad (\$100)

|           |   |  |  |
|-----------|---|--|--|
| Full Page | <input type="checkbox"/> 1 issue (\$475 each) | <input type="checkbox"/> 2-3 issues (\$450 each) | <input type="checkbox"/> 4 issues (Full year) (\$425 each) |
| 1/2 Page  | <input type="checkbox"/> 1 issue (\$275 each) | <input type="checkbox"/> 2-3 issues (\$250 each) | <input type="checkbox"/> 4 issues (Full year) (\$225 each) |
| 1/4 Page  | <input type="checkbox"/> 1 issue (\$175 each) | <input type="checkbox"/> 2-3 issues (\$150 each) | <input type="checkbox"/> 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 = \$ \_\_\_\_\_

Bundle #1 - NAEMSP® E-News and web site - \$350

Bundle #2 - 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: \_\_\_\_\_