

**The National Association of EMS Physicians™ (NAEMSP™)**  
**ADVERTISING POLICY**

**NAEMSP™ News**

NAEMSP™ is a membership organization with approximately 1,300 members, consisting of physicians, paramedics, nurses, administrators, educators, researchers and key EMS professionals. **The majorities of our physician members provide medical direction for an EMS pre-hospital system, and are key decision makers in 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 and the community at large, including agencies of the Federal Government.

**EDITORIAL PROFILE**

**NAEMSP™ News**, the official bi-monthly newsletter of the National Association of EMS Physicians™, publishes articles from the EMS Community, which interest and impact the profession. Association activities are also highlighted.

**READERSHIP**

Physicians responsible for EMS programs as well as non-physicians dedicated to out-of-hospital emergency medical care.

**CIRCULATION**

1,300 as of June 2005. This newsletter is provided on-line only to NAEMSP™ members through our website in PDF Format. Hard copies are mailed to members upon request.

**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.

All camera-ready artwork and payment should be sent to the attention of Jerrie Lynn Kind, NAEMSP™ Executive Office, P.O. Box 15945-281, Lenexa, KS 66285-5945. Overnight mail should be sent to 8310 Nieman Road, Lenexa, KS 66214, phone (913) 492-5858.

**DISPLAY ADVERTISING RATES (Subject to change without notice)**

All rates apply to **NAEMSP™ News**.

<b><u>Number</u></b>	<b><u>1-2 Times</u></b>	<b><u>3-4 Times</u></b>	<b><u>5-6 Times</u></b>
Full page	\$475 each ad	\$450 each ad	\$425 each ad
1/2 page	\$275 each ad	\$250 each ad	\$225 each ad
1/4 page	\$175 each ad	\$150 each ad	\$125 each ad

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

**Classified advertisements** (100 words or less): \$100. Over 100 words will be charged at \$1.25 per word. **FOR CLASSIFIED ADVERTISEMENTS**, camera-ready copy is not necessary unless a logo or other artwork is to be included. Please send copy via e-mail to [jlkind@goamp.com](mailto:jlkind@goamp.com).

**COLOR**

Limited to black.

## **DISPLAY MECHANICAL REQUIREMENTS**

	<b><u>WIDTH</u></b>		<b><u>HEIGHT</u></b>
Trimmed Page Size	8 1/2"	x	11"
Full Page	7 1/4"	x	9"
1/2 Page (Horizontal)	7 1/4"	x	4 1/2"
1/4 Page (Horizontal)	7 1/4"	x	2 1/4"
1/4 Page (Vertical)	3 1/2"	x	4 1/2"

## **PREFERRED MATERIAL**

Print-ready art board or laser printed masters. Conversion of advertisements to preferred material, as well as other production charges, will be at cost plus handling.

## **DISPOSITION OF ADS**

Disposition of furnished material, camera-ready artwork will be destroyed upon publication of ad issue unless other disposition is requested on insertion order.

## **GUIDELINES**

1. Any contracts used shall indicate the number of ads to appear in any year and, if possible, should indicate the specific issues to be used. 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.

**NO CANCELLATIONS WILL BE ACCEPTED AFTER RESERVATION DATE (within 30 days of publication date.)**

## **Closing Date for Upcoming Issues of our Newsletter:**

<b><u>Issue:</u></b>	<b><u>Date:</u></b>
March/April 2006	Deadline: February 2, 2006
May/June 2006	Deadline: March 26, 2006
July/August 2006	Deadline: May 30, 2006
September/October 2006	Deadline: July 30, 2006
November/December 2006	Deadline: October 31, 2006
January/February 2006	We do not have a January/February edition

Please call the NAEMSP™ Executive Office at (913) 492-5858 if you have any questions about advertising.

## **NAEMSP™ Web Page and E-News**

Electronic Advertising is available in two formats: the NAEMSP™ web site or the NAEMSP™ E-News. The E-News is a monthly blast (usually the first week of the month) to NAEMSP™ Members. We must have the ads by the 25<sup>th</sup> of the month prior to the published edition of the E-News. By advertising in one of these methods, your message will reach members and non-members alike in the EMS field. Set-up and advertising rates are as follows:

<b><i>Advertisements:</i></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		

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

Advertisement copy can be provided on CD or via e-mail to [jlkind@goamp.com](mailto:jlkind@goamp.com) . If you would like to include your company logo in the advertisement, an additional \$50 will be required in the set-up fee. Please allow two weeks to place your advertisement on our web page. Your start date will be the date your advertisement is placed. Payment must be received prior to placement of the ad. No Purchase Orders will be accepted for advertisements.

Please allow two weeks to remove your advertisement from our web page. You will not be billed for the advertisement removal time period.

Advertising is run in (30) day increments only.

## ***Web Site/E-News/Newsletter Package Advertising***

Advertising is available in a package basis with our web site, monthly E-News and our bi-monthly newsletter, *NAEMSP™ News*. Advertising rates are as follows:

<b><i>Advertisement placed on NAEMSP™'s web site for two months and run in NAEMSP™ News for one bi-monthly issue and one E-News installment</i></b>	
Advertisements Includes ½ page newsletter ad, E-News ¼ page and website ¼ page ads	\$550

Additional space for advertisements in excess of the above listing can be placed. Web page time must correspond to *NAEMSP™ News* run time, i.e. two months on the web page would correspond with one issue of *NAEMSP™ News*. For pricing, 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)***

NAEMSP™ accepts advertising for our official scientific journal, *Prehospital Emergency Care (PEC)*.

*PEC* is accepted for indexing in Index Medicus, retroactive to the first issue (January 1997). For information on advertising in *PEC*, contact Diane Sherel directly, MJ Mrvica Associates, 2 West Taunton Avenue, Berlin, NJ 08009, 856-768-9360 or [dsherel@mrvica.com](mailto:dsherel@mrvica.com). Different deadline dates will apply for *PEC* advertising.

## NAEMSP™ Advertising Order Form

If you would like to place advertising in *NAEMSP™ News* and/or on NAEMSP™'s Web Page, please fill out the following order form and fax (913) 599-5340, ATTN: Jerrie Lynn Kind.

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       1/4 Page       1/2 Page       Full Page  
 Insert:       Copy to be supplied       Copy to be printed by NAEMSP™

**Number of issues advertisement should run:**

- 1-2 issues     3-4 issues     5-6 issues

Web Page only

**Size of advertisement:**     Classified Ad       1/4 Page       1/2 Page       Full Page

**Number of months the advertisement should run:**

- 1     2     3     4     5     6     7     8     9     10     11     1 year

NAEMSP™'s Web Page and *NAEMSP News* and *NAEMSP E-News*

**Size of advertisement:**     Classified Ad       1/4 Page       1/2 Page       Full Page

**Number of issues/months advertisement should run:**

- 1 issue/2 months     2 issues/4 months     3 issues/6 months     4 issue/8 months  
 5 issues/10 months     6 issues/1 year

**Preferred advertisement start/run date:** \_\_\_\_\_ **Cost:** \_\_\_\_\_

**Payment Type:**

Check       Visa       MasterCard     American Express

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

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

***Return form to:*** NAEMSP™; P.O. Box 15945-281; Lenexa, KS 66285-5945; Phone: (913) 492-5858;  
Fax: (913) 599-5340; E-mail: info-NAEMSP@goAMP.com; Website: www.NAEMSP.org