

# EMERGENCY MEDICINE®

## 2012 Integrated Media Rates



### Print Advertising

Rates & Discounts  
Insert Information  
Cover Tip Programs  
Issuance & Closing  
Editorial  
General Information  
Circulation  
Mechanical Requirements

### Online Advertising Programs

EMEDMAG.com  
eTOC Newsblast  
Audiocasts  
Product Showcase

### Custom Media Programs

Professional Editions/  
Supplements  
Digital Editions  
Custom Reprints/E-Prints  
Outsert Program  
eBlast Programs  
eNewsletter Programs  
Out of the Pipeline  
Microsites  
eProduct Theatre  
Mobile Apps  
Market Research  
Face-to-Face Events  
Satellite Symposia

DATA CARD NO. 46 | ISSUED: SEPTEMBER 1, 2011 | EFFECTIVE DATE: JANUARY 1, 2012

### PUBLISHER'S STATEMENT

*Emergency Medicine*® is on the front lines of the emergency medicine marketplace. It is the only practical clinical publication in the emergency/urgent care arena. *Emergency Medicine*® has a history of over 40 years of providing practical, hands-on content, with a unique and valuable focus on emergent and urgent care. This journal reaches over 35,000 office- and hospital-based physicians in emergency medicine and the rapidly growing market of urgent care. *Emergency Medicine*® also offers a strong online presence via its web site along with a robust lineup of other Web-based promotional and educational programs.

### ADVERTISING OFFICE

#### CHRISTY TETTERTON

Group Publisher  
TEL: 973-865-2395  
FAX: 973-206-9378  
E-MAIL: [christy.tetterton@qhc.com](mailto:christy.tetterton@qhc.com)

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Associate Publisher  
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TEL: 973-696-8658  
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#### JUDY HARWAY

Account Manager, West  
TEL: 530-432-2411  
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E-MAIL: [judy@harwaycorp.com](mailto:judy@harwaycorp.com)

#### MARIA WALSH

Advertising Sales Coordinator  
TEL: 973-206-8954  
FAX: 973-206-9378  
E-MAIL: [maria.walsh@qhc.com](mailto:maria.walsh@qhc.com)

### CLASSIFIED SALES

#### TIM LAPELLA

Account Manager  
TEL: 484-921-5001  
FAX: 484-921-5005  
E-MAIL: [tim.lapella@qhc.com](mailto:tim.lapella@qhc.com)

### CONTRACTS/INSERTION ORDERS

#### TRACY O'KEEFE

TEL: 973-206-8022  
FAX: 973-206-9378  
E-FAX: 1-800-847-0451  
E-MAIL: [tracy.okeefe@qhc.com](mailto:tracy.okeefe@qhc.com)

### REPRINTS

#### DINA A. CONWAY

Sr. Account Manager, Content Ed Net  
TEL: 914-319-1853  
E-MAIL: [Dina.conway@contentednet.com](mailto:Dina.conway@contentednet.com)

### PRODUCTION

#### MIKE WENDT

Production Director  
TEL: 973-206-8010  
FAX: 973-206-9535  
E-MAIL: [mike.wendt@qhc.com](mailto:mike.wendt@qhc.com)

Quadrant  
REWARDS  
PROGRAM

For further information,  
contact the [publisher](#).  
For immediate assistance,  
contact:

☎ Maria Walsh  
973-206-8954



AMM Association of  
Medical Media

7 Century Drive, Suite 302  
Parsippany, NJ 07054-4609  
973-206-3434  
[www.qhcrates.com](http://www.qhcrates.com)



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# PRINT ADVERTISING

## RATES & DISCOUNTS

### 1. Effective Date: January 1, 2012

- **AGENCY COMMISSION:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.
- **RATES SUBJECT TO CHANGE WITH 90 DAYS NOTICE:** Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

### 2. Discount Programs


- **EARNED FREQUENCY:** Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (eg, a spread counts as 2 units). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit.
- Insertions of parent companies and subsidiaries are combined to determine the earned rate. Comarketed products may select the earned frequency discount of either company.
- Publisher guarantees uniform rates to all advertisers using same amount and kind of space.
- **FREQUENCY DISCOUNT PROGRAM:** Use the highest earned frequency from any one Quadrant journal to determine the frequency for all of the Quadrant publications.
- **ROUNDUP PROGRAM:** All Quadrant publications will employ a "roundup" policy in calculating the final earned frequency. For example, 38 units will now automatically qualify for the 48x rate, instead of 36x. (*The maximum frequency is 144x; not all journals have the same frequency levels so the roundup level may vary.*)
- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Quadrant in 2012. Full-year 2011 NET spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2012. All manufacturer promotional spend will be credited towards the corporate level, including electronic and print advertising, reprints, and programs (non-CME). Discounts will be applied only to print and electronic advertising purchased in Quadrant professional publications and their respective Web sites. The Quadrant Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied. Spend levels and associated discounts are:

Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M
Earned 2012 Discount	1.0%	2.0%	3.0%	4.0%	5.0%	7.0%	9.0%

- **COMBINATION BUY:** Advertise the same product in the same month in *Emergency Medicine*® and any of the other qualifying journals (*The American Journal of Orthopedics*®, *Federal Practitioner*®) and receive a 15% discount off the earned rate in each journal (B&W and color).
- **CONTINUITY PROGRAM:** Advertise the same product in 5 issues of *Emergency Medicine*® and receive the 6th insertion (of equal or lesser size) at 50% off the earned rate (B&W and color). Advertise the same product in 10 issues of *Emergency Medicine*® and receive 50% off each of the 11th and 12th insertions. Continuity program applies to 12-month period of January 2012 through December 2012 (or 12-month fiscal year where applicable).
- **NEW LAUNCH DISCOUNT:** Advertise a new product, new indication, or new formulation in 4 consecutive issues and earn a FREE\* double hit in the 4th issue of the same (averaged) size unit. For advertisers launching after September, this program can be carried over to the following calendar year.

\*Clients must supply materials for free insertions. Free pages count toward earned frequency. Free pages do not count toward the corporate discount.

For further information,  
 contact the [publisher](#).  
 For immediate assistance,  
 contact:

 Maria Walsh  
 973-206-8954

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- **QUADRANT REWARDS PROGRAM PLUS:** Use *Emergency Medicine*® to promote your brand to capture exposure and increase audience penetration across integrated multimedia channels. Use our Quadrant Rewards Program to gain cost-efficient outreach; combined frequency across multiple Quadrant brands; and increased savings with all promotion counting towards corporate incentive discounts.

**Promotion Plus Savings**

Print	+	Online	+	=	10% off Online
Print	+	Custom Media	+	=	10% off Custom Media
Online	+	Custom Media	+	=	10% off Online and 10% off Custom Media
Print	+	Custom Media	+	Online	= 15% off Online and 15% off Custom Media

- **ORDER OF DISCOUNTS (AS APPLICABLE):** 1) Corporate earned frequency/Round up; 2) Journal combination discount; 3) Journal continuity program; 4) Corporate discount; 5) Agency discount (print only). 6) Rewards program discounts (if applicable).
- **QUADRANT PREPAYMENT PLAN:** Quadrant HealthCom Inc. offers an optional prepayment program. Contact the Publisher for additional details.

**3. Classified Ads**

See classified rate card or contact Tim LaPella, Account Manager,  
 Tel: 484-921-5001, Fax: 484-921-5005, E-mail: [tim.lapella@qhc.com](mailto:tim.lapella@qhc.com).

**4. Reprints**

Reprints of articles are available. Contact Dina Conway, Senior Account Manager,  
 Tel: 914-319-1853, E-mail: [dina.conway@contentednet.com](mailto:dina.conway@contentednet.com).

**5. Run-of-Book Rates**


Frequency	4 color Full page	BLACK-AND-WHITE RATES			
		Full page	2/3 page	1/2 page	1/3 page
1x	\$5,290	\$3,465	\$2,700	\$2,295	\$1,715
6x	5,155	3,330	2,595	2,205	1,650
12x	5,005	3,180	2,485	2,115	1,580
24x	4,940	3,115	2,480	2,110	1,575
36x	4,835	3,010	2,445	2,075	1,550
48x	4,810	2,985	2,390	2,035	1,525
60x	4,700	2,875	2,315	1,960	1,465
72x	4,600	2,775	2,235	1,900	1,420
96x	4,530	2,705	2,175	1,845	1,385
120x	4,460	2,635	2,120	1,805	1,350
144x	4,395	2,570	2,070	1,765	1,315

**6. Color Rates**

2-color standard	2-color matched	3 & 4 color	5 color (4C + MC)	Metallic	6 color (4C + 2MC)	4C + Metallic
\$730	\$985	\$1825	\$2,810	\$1,025	\$3,795	\$2,850

**7. Bleed:** No charge.

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 For immediate assistance,  
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 973-206-8954

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**8. Insert Rates**

Frequency	2 page	4 page	6 page	8 page	10 page	12 page	16 page	24 page
1x	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
6x	\$8,795	\$16,155	\$23,840	N/A	N/A	N/A	N/A	N/A
12x	8,475	15,525	22,895	\$29,945	\$37,635	\$44,685	N/A	N/A
24x	8,460	15,495	22,840	29,880	37,550	44,600	\$58,655	\$86,800
36x	8,355	15,390	22,735	29,780	37,455	44,490	58,550	86,690
48x	8,210	15,000	22,090	28,890	36,295	43,090	56,665	83,840
60x	8,100	14,890	21,990	28,785	36,195	42,990	56,570	83,740
72x	8,005	14,790	21,885	28,685	36,090	42,885	56,465	83,640
96x	7,935	14,725	21,820	28,620	36,030	42,825	56,400	83,575
120x	7,870	14,660	21,755	28,550	35,960	42,755	56,330	83,510
144x	7,805	14,595	21,685	28,485	35,895	42,690	56,265	83,440

**9. Split Run**

- List match and other demographic editions also available. Please use the following formula: % of circulation (minimum is 50%) x appropriate insert rate at applied frequency x the number of pages + mechanical charge (commissionable, per insertion: \$1,300 for preprinted inserts and \$1,520 for run-of-book ads.)
- Full-page ads only for demographic, list match, and special editions.
- Split runs are not available on covers or in positions.
- Any regional or demographic selection that generates additional versions of the journal will be considered a split run. Demographic split runs are available at the discretion of the publisher.
- Gross charges include mechanical charges but do not include charges from list service for record tags, which are mandatory for all split-run projects.

**10. Covers, Positions**

Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added). Cancellation of preferred positions must be received in writing 60 days in advance to avoid penalty.

Covers	
Second cover*	Earned rate plus 25% premium and color charge.
Fourth cover*	Earned rate plus 50% premium and color charge. Sold in combination with 3rd cover only.
Page facing "Diagnosis at a Glance"	Earned rate plus 10% premium and color charges
Positions	
Opposite Table of Contents	Earned rate plus 10% premium and color charges

\*Premium applies to black-and-white rate of one page only.

**INSERT INFORMATION**

**11. Availability and Acceptance**

- **AVAILABILITY:** All inserts are subject to publisher's approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (eg, paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur a premium charge.
- **CHARGES:** See rates #8.

**12. BRCs**

Accepted if they accompany a full-page ad. Must meet postal regulations. Charge: \$4,565

**13. Standard Sizes and Specifications**

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb; maximum micrometer readings: 0.004".

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**14. Trimming**

Insert delivered size should be 8 1/8" x 11". Trimming of oversize inserts will be charged at cost. Keep live matter 3/8" from trimmed edges; allow 1/8" head, foot, gutter, and right side trim. Book is jogged to head, saddle-stitched. Publication trim size is 7 7/8" x 10 3/4".

**15. Insert Quantity:** 38,000.

**16. Shipping**

Mark all insert cartons with title of journal, month of issue, advertiser,

**SHIP TO:** Emergency Medicine®

RR Donnelly & Sons, Inc., 1600 North Main St., Pontiac, IL 61764

Attn: Steve Sullivan, Tel: (815) 844-1831; Fax: (815) 844-1326; E-mail: [steve.m.sullivan@rrd.com](mailto:steve.m.sullivan@rrd.com)

**COVER TIP PROGRAMS**

**17.** Cover Tips are a cost-effective method to capture immediate exposure and to get your message to an engaged audience of emergency and urgent care physicians with the brand they trust most. Count on prime exposure when you use a cover tip for:

- A new product launch
- A "coming soon" ad
- An upcoming event

**Cover Tip Rates**

Specifications	Description	Total Cost
Size: 7 1/2" (w) x 5 1/4" (h)	2-page / Single-leaf (4C+4C)	\$16,500
	4-page / Double-leaf (4C)	\$25,500

\*Printing is not included in the above rates, please contact the Publisher or your Account Manager.

\*Cancellation Policy applies, contact Publisher for more information.



**ISSUANCE & CLOSING**

**18. First Issue:** February 1969.

**19. Frequency:** Monthly.

**20. Issue Date:** Month of issuance.

**21. Mailing Date and Class:** The 15th of publication month. Periodicals class.

**22. Closing Dates (subject to change):**

Issue	SPACE	MATERIAL	Inserts due
	Reservation	Due	
January	12/9/11	12/19/12	12/28/11
February	1/10/12	1/17/12	1/25/12
March	2/13/12	2/17/12	2/27/12
April	3/12/12	3/19/12	3/26/12
May	4/11/12	4/18/12	4/25/12
June	5/11/12	5/18/12	5/25/12
July	6/13/12	6/18/12	6/27/12
August	7/13/12	7/20/12	7/25/12
September	8/13/12	8/20/12	8/27/12
October	9/13/12	9/19/12	9/26/12
November	10/12/12	10/19/12	10/25/12
December	11/13/12	11/19/12	11/28/12

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 For immediate assistance,  
 contact:

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 973-206-8954

## EDITORIAL

### 23. General Editorial Direction

*Emergency Medicine*® is the only practical peer-reviewed monthly journal dedicated to meeting the educational needs of emergency physicians and physicians practicing in urgent care settings. Its clear, how-to style guides the reader through diagnosis, treatment, and follow-up and provides practical information the physician can immediately apply to heal a patient or save a life.

### 24. Average Issue Information (2012)

- Average number of feature articles per issue: 2
- Average article length: 5 pages
- Editorial departments:
  - Case Studies in Toxicology
  - Derm Dilemma
  - Diagnosis at a Glance
  - Radiology Quiz
  - Emergency Imaging
  - Malpractice Counsel
  - Editorial
  - Challenges in Sports Medicine & Orthopedics

### 25. Origin of Editorial

- **STAFF WRITTEN:** Less than 1%
- **SOLICITED:** More than 95%
- **UNSOLICITED:** Less than 5%
- **PEER REVIEWED:** Articles are reviewed by editorial board members and other experts in relevant fields.

## GENERAL INFORMATION

### 26. Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other [Standard Terms and Conditions of our Rate Card](#) (click the link for details). Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom. ROB cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

### 27. Editorial Research

Editorial surveys are conducted on a regular basis to ensure that *Emergency Medicine*®'s editorial content is of the highest quality and vital to the needs of its physician audience.

### 28. Ad Format and Placement Policy

**FORMAT:**

- Between articles? Yes
- Within articles? Yes
- Welled? No
- Are ads rotated? Yes
- Stacked No

### 29. Ad/Edit Information: 55/45

### 30. Advertiser Services

Reprints, custom supplements

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## CIRCULATION

### 31. Description of Circulation Parameters

*Emergency Medicine*® circulates to emergency and urgent care physicians.

### 32. Demographic Selection Criteria

- **AGE:** Not applicable
- **PRESCRIBING:** Not applicable
- **CIRCULATION DISTRIBUTION:** 98% controlled, 2% paid
- **PAID INFORMATION:** Total paid: 819
- **FOR SUBSCRIPTION RATES, CALL:** 800-480-4851

### 33. Circulation Verification:

- **AUDIT:** BPA.
- **MAILING LIST AVAILABILITY:** Michael Constantino  
Senior Account Manager, Infogroup | Edith Roman-ePostDirect  
Tel: 800-223-2194 ext 748 or 845-731-2748  
Fax: 845-620-9035  
E-mail: [michael.constantino@infogroup.com](mailto:michael.constantino@infogroup.com)

### 34. Coverage

- Have any specialties been combined in the grid below? Yes.
- Date and source of breakdown: July 2011 BPA Circulation Statement.

#### 2011 CIRCULATION ANALYSIS

Classification	Total
Emergency Medicine	30,858
Pediatric Emergency Medicine	652
Urgent Care Medicine	2,507
Grand Total	34,017

## MECHANICAL REQUIREMENTS

### 35. Ad Sizes and Bleed Sizes

- Hold all live matter in 3/8" from all sides.
- Trim size of journals: 7 7/8" x 10 3/4".

	Width/Depth Ad Sizes	Width/Depth Bleed Sizes
2-page spread	15" x 10"	16 1/4" x 11"
1 page	7" x 10"	8 1/8" x 11"
2/3 page	4 3/8" x 10"	4 5/8" x 11"
1/3 page	2 1/2" x 10"	3" x 11"
1/2 page (h)	7" x 4 7/8"	8 1/8" x 5 1/2"
1/2 page (v)	3 3/8" x 10"	4" x 11"

### 36. Paper Stock

- **INSIDE PAGES:** 45# coated.
- **COVERS:** 70# coated.

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**37. Type of Binding:** Saddle-stitched.

**38. Half-Tone Screen Recommendations**

- **COVERS:** 150 line.
- **INSIDE:** 133 line.
- **4-COLOR:** 133 line.
- **DENSITY OF TONE:** 4-color cover 320%, 4-color inside 300%, 2-color inside 180%.

**39. Reproduction Requirements**

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- 133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.

**40. Materials Accepted:**

PDF x1a and PDF. Digital contract color proof required.

Send reproduction materials to:  
*Emergency Medicine*<sup>®</sup>  
Quadrant HealthCom Inc.  
7 Century Drive, Suite 302  
Parsippany, NJ 07054-4609  
Attn: Michael Wendt  
Tel: 973-206-8010 Fax: 973-206-9535  
E-mail: [mike.wendt@qhc.com](mailto:mike.wendt@qhc.com)

**41. Materials Policy:**

Materials, including inserts, discs, and electronic files, will be held one year from date of last insertion and then destroyed.

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# ONLINE ADVERTISING PROGRAMS

Create an online advertising campaign that reaches an actively engaged emergency and urgent care physician audience through *Emergency Medicine*® online opportunities. Whether it's an ad on our Web site where your message will be seen by thousands of users looking for relevant content, a product message in our e-TOC that is pushed out to a targeted audience of emergency or urgent care physicians, or one of our other electronic programs.

- 93,922 Average Monthly Banner impressions
- 0.11% Average Monthly Click Rate
- 48,250 Average Monthly Visitors
- 53,786 Average Monthly Visits

\* Statistics based on prior version of Web site

**Overall online features:**

- Supports all rich media
- Ads served by DoubleClick
- Full-service reporting features
- Capability to deploy multiple ads in a single campaign keeps advertising fresh
- Embedded links to client site
- Increased weighting is available, ask your sales manager
- Specifications conform to the Interactive Advertising Bureau's (IAB) advertising standards and guidelines

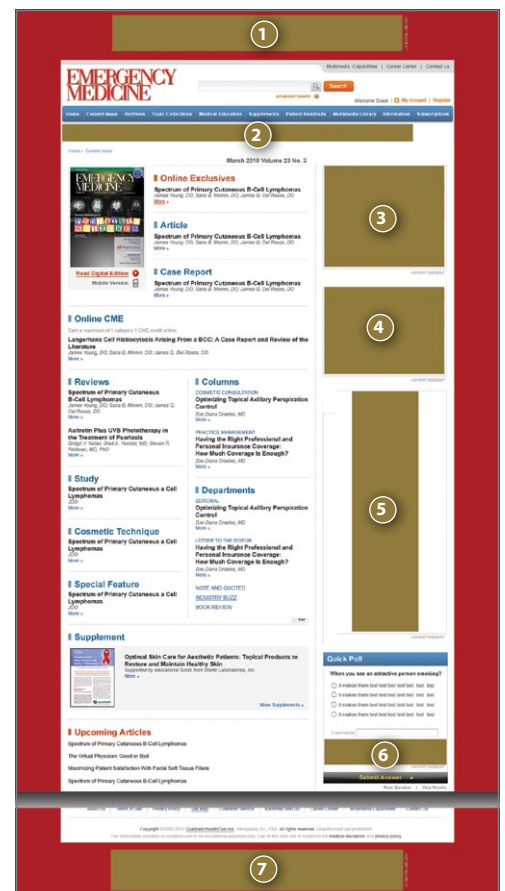
## EMEDMAG.COM\*

[Emedmag.com](http://Emedmag.com) features peer-reviewed content from the monthly print journal and Web exclusives served to an engaged audience of emergency and urgent care physicians in various multimedia formats. Leverage the credibility of *Emergency Medicine*® to help promote your brand.

- **ACCEPTED FILE TYPES:** .jpg, .gif, .swf (FLASH), HTML, Iframe, Third Party Tags
- All Banners are served through DoubleClick (Google owned)
- All rich media banners allow for scrolling PI
- All expandable banners should be click activated

**Flash Specs**

- **FRAME RATE:** Less than 18 frames per second
- **MAX BANNER FILE SIZE:** 40k
- **MAX LOOPING/ANIMATION:**
  - Max 15 seconds, including flashing icons /buttons
  - After 15 seconds; additional animation must be user-initiated
- **MAX FLASH WEIGHT:** 40k
- **MAX GIF WEIGHT:** 40k
- **FOR ALL SWF ADS:** A backup .gif or .jpg ad must be provided

**Positions**

**Print Advertising**

- Rates & Discounts
- Insert Information
- Cover Tip Programs
- Issuance & Closing
- Editorial
- General Information
- Circulation
- Mechanical Requirements

**Online Advertising Programs**

- EMEDMAG.com
- eTOC Newsblast
- Audiocasts
- Product Showcase

**Custom Media Programs**

- Professional Editions/Supplements
- Digital Editions
- Custom Reprints/E-Prints
- Outsert Program
- eBlast Programs
- eNewsletter Programs
- Out of the Pipeline
- Microsites
- eProduct Theatre
- Mobile Apps
- Market Research
- Face-to-Face Events
- Satellite Symposia

For further information, contact the [publisher](#).  
For immediate assistance, contact:

 **Maria Walsh**  
973-206-8954

**Rates**

Position	Banner Name	CPM Rate	Frequency	Pixel Dimensions	Max Panel Expansion	Panel Expansion Direction	Expandable
1	<b>Top Leaderboard</b> Horizontal ad at top of page; Run of site	\$55.00	Monthly	728 x 90	728 x 180	Down	Yes
2	<b>Expanding Marquee</b> Long Rectangle located below navigation; Run of site	\$55.00	Monthly	879 x 40	879 x 400	Down	Yes
3	<b>Large Rectangle</b> Right column; Run of Site	\$55.00	Monthly	300 x 250	600 x 250	Left	Yes
4	<b>Medium Rectangle</b> Right column; Run of Site	\$50.00	Monthly	300 x 200	600 x 200	Left	Yes
5	<b>Skyscraper</b> Right column; Run of Site	\$50.00	Monthly	160 x 600	320 x 600	Left	Yes
6	<b>Sponsored Poll</b> Rectangle located within the sponsored Poll, Right column; Run of Site	\$700*	Monthly	300 x 100	NA	NA	No
7	<b>Bottom Leaderboard</b> Horizontal ad at bottom of page; Run of Site	\$50.00	Monthly	728 x 90	728 x 180	Up	Yes

\*Flat rate

**E-TOC NEWSBLAST**

This e-mail blast goes to 16,000 emergency and urgent care physicians and NP/PAs, putting your message in front of a targeted audience that is eager to receive relevant information from a brand they trust. Delivered directly to their e-mail address, your promotional message is seen within an editorial environment that helps drive traffic to your brand.

**Rates\***

Accepted File Types: .jpg, .gif, .png, .bmp (Only accepts static images)


Positions	Banner Name	Rate	Pixel Dimensions	Max. File Size
1	<b>Top Leaderboard</b>	\$900	728 x 90	40KB
2	<b>Skyscraper</b>	850	160 x 600	40KB
3	<b>Button</b>	600	125 x 125	40KB
4	<b>Bottom Leaderboard</b> Horizontal ad at bottom of e-mail	450	728 x 90	40KB

\*Cancellation Policy applies, contact Publisher for more information

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## AUDIOCASTS

Enjoy premium placement and access to a captive and engaged audience when you choose to sponsor an emedmag.com audiocast. A featured author summarizes key points or provides additional commentary in a 5 minute audiocast.

Each new audiocast is accessible to users via a link on the *Emergency Medicine*® home page. When the user clicks on the link, a page opens in a new window with a media player that plays audio and displays a custom skin as the visual. The skin contains general information about the editorial content, along with your exclusive leaderboard ad.

- Ad message remains on the screen for the entire duration a user is listening
- Ad appears on all audicasts, current and archived, for that given month
- Rich media is accepted

**Rate:** Contact your Publisher/Account Manager for availability and pricing options.

## PRODUCT SHOWCASE


Increase product exposure by placing photos and/or a description, of your product in our Product Showcase. Direct links to product Web site and contacts are available. Combination print/online rates are available.

**PRODUCT SHOWCASE MAIN PAGE:** Post a product photo and brief description (approximately 80 words, 470 characters with spaces)

**PRODUCT DETAIL PAGE:** Place contact information and Web site links. More detailed product information can be posted here.

**RATES:** Contact your account manager for availability and pricing options.

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# CUSTOM MEDIA PROGRAMS

## PROFESSIONAL EDITIONS/SUPPLEMENTS

Custom professional editions are effective and proven vehicles that help you educate your key targets with information on pertinent treatments and/or conditions or a therapeutic category of your choice. These vehicles can take several forms, depending on the length and complexity of your message via bulletins (4 pages), gatefolds (6-8 pages), newsletters (8-12 pages), spotlights (16-20 pages) or supplements (24 pages or more) and are available on a custom basis.

These vehicles can also be featured online as PDFs for download purposes or as digital editions. These digital editions allow for webcasts, audiocasts, response forms and other interactive elements, in order to enhance learning or drive response.

Distribution can be extended to other key health care professionals through the comprehensive market access available via Quadrant's well-established and well-regarded brands.

Please contact your Publisher/Account Manager for details and pricing.

\* Demographic split runs available (50% minimum)

## DIGITAL EDITIONS

Sponsoring a custom digital edition provides another effective platform to distribute your educational content with or without advertisements and include these benefits:

- The portability of the digital edition gives your target audience access to their digital editions on their computer;
- Digital editions allow readers to easily share content with colleagues and create electronic libraries of content they want to "clip and save" giving longevity and repeat exposure to editorial content and advertisements;
- Readers can engage with ads and content that link directly to your specified web site and/or a specific e-mail address;
- Readers can search current and previous archived issues for content of interest and be exposed again to your ad or educational content.

This sponsorship opportunity increases your exposure and enhancements to your ads engage readers through interactive elements such as the following:

- Banner advertising inside or outside the digital edition viewer
- Embed links within your ad to make ads come alive and allow readers to interactive with your ad using videos, flash animation or audio clips
- Premium advertising also available on Page 0 (page facing front cover) and 5th cover (page facing 4th cover)
- Promotion opportunities to mention your product/service is available through News Ticker/ Custom Ad Feeds
- Custom forms can also be created within your ad to generate leads and allow readers to submit their contact information directly for additional information.

Contact your Publisher/Account Manager for availability and pricing options.

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## CUSTOM REPRINTS/E-PRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave-behinds, new product launches, formulary kits, and much more. Reprints/e-Prints are a welcome educational service to physicians, nurses, pharmacists, and other health care providers. Reprints/e-Prints help our sales force speak to clinicians with knowledge and relevance.

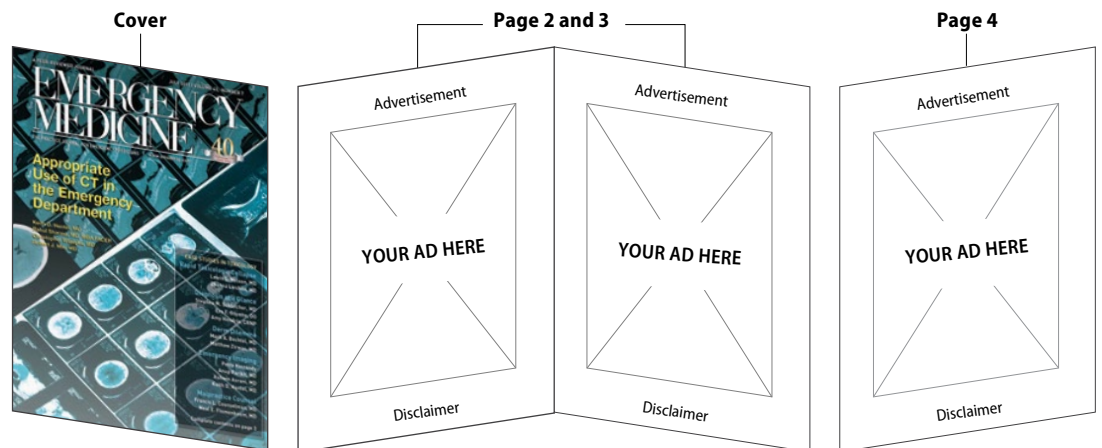
We can also recommend related articles to create a comprehensive review package for your customers.

For further information contact;  
 Dina A. Conway  
 Senior Account Manager, Content Ed Net  
 Tel: 914-319-1853  
 E-mail: [dina.conway@contentednet.com](mailto:dina.conway@contentednet.com)

## OUTSERT PROGRAM

Print Outserts offer a great opportunity to capture high visibility through a brand that's highly read and trusted by emergency and urgent care physicians.

### 4-Page Example



### Rates

Choose from the following:

Outsert	Ad Pages
2-pages	1
4-pages	3
6-pages	5

### Specifications

- **STOCK:** 80# coated
- **TRIM SIZE:** 7 7/8" (w) x 10 3/4" (h)
- **COLOR:** 4/4

The standard agency discount applies ONLY to the cost of the pages and cannot be deducted from the production costs.


Postage will be billed at cost and is currently estimated at \$0.159 per piece for those weighting under 3.3 oz, and is subject to change without notice.

A sample outsert is needed for pricing.

Demographic split runs available upon request (50% minimum).

**RATE:** Contact your Publisher/Account Manager for pricing.

For further information, contact the [publisher](#).  
 For immediate assistance, contact:

 **Maria Walsh**  
 973-206-8954

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## eBLAST PROGRAMS

Quickly deliver a timely, highly relevant review of key product information to your audience. Designed for launch programs and timed to release with the approval of new compounds, formulations, and/or indications

- Utilize our e-mail list to send information about your brand or marketing initiative
- Use our e-blast to send information on conference updates, formulary information, new product launch, etc.
- Link your message directly to your product Web site or other landing page for further information
- Sponsorship includes complete traffic report, including open and click-through rates

**RATE:** \$6,000/use

## eNEWSLETTER PROGRAMS

- Deliver your advertising message through a new *Emergency Medicine*® e-mail channel!
- Exclusive sponsorship: 160x600 vertical banner ad on the right side, one pharma advertiser per e-newsletter, text ads also available as added value
- Delivered weekly or monthly to emergency and urgent care physician e-mail addresses

**RATE:** \$3,500 per e-newsletter



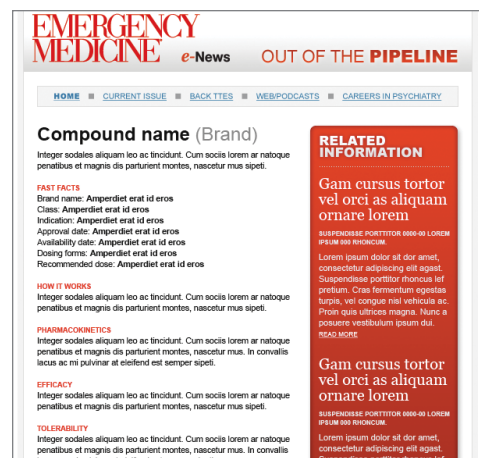
The screenshot shows the top portion of an e-newsletter titled "EMERGENCY MEDICINE DIABETES UPDATE". It features a navigation bar with links like HOME, APPLIED EVIDENCE, AUDIOCASTS, CLINICAL INQUIRIES, and GUIDELINE UPDATE. The main content includes an article titled "Achieving better glucose control for hospitalized patients" with a sub-headline "December, 2009" and a brief summary. To the right is a vertical banner for the "8TH ANNUAL NATIONAL FAMILY MEDICINE BOARD Review Course" featuring a photo of a man.

## OUT OF THE PIPELINE

Designed for launch programs—timed to release with the approval of new:

- Compounds
- Formulations
- Indications
- Quickly deliver a timely, highly relevant review of key product information to an engaged, validated audience
- Links directly to your product Web site or other landing page for further information
- Includes working with our editorial team to ensure inclusion of product's most significant points
- Sponsorship includes complete traffic report including open and click-through rates

**RATE:** \$6,000 (eBlast alone)



The screenshot shows the top portion of an e-newsletter titled "EMERGENCY MEDICINE e-News OUT OF THE PIPELINE". It features a navigation bar with links like HOME, CURRENT ISSUE, BACK TIES, WEBPODCASTS, and CAREERS IN PSYCHIATRY. The main content includes a section for "Compound name (Brand)" with placeholder text. To the right is a vertical banner titled "RELATED INFORMATION" with placeholder text.

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## MICROSITES

Custom created Web sites focused on a key therapeutic area to highlight your product's value to your target audience...

*Emergency Medicine*® will design, develop, and construct an interactive portal "Microsite" to be hosted on the journal Web site. The Microsite will be exclusive to your company/brand for 12 months with the option to renew. The site will be devoted to your therapeutic area with a customized title and URL. Constructed with state-of-the-art functionality and navigation, including a mobile version, the site will be accessible through multiple platforms. Content can include previously approved information and/or new peer-reviewed content that goes through your MLR. It offers you an opportunity to repurpose and redistribute existing assets through the *Emergency Medicine*® brand and benefit from our extensive promotion and PR activities, whether online, electronic and/or in print to build awareness and traffic.

The site can host videos, Webcasts, digital editions and more, all customized to meet your objectives and reach your target audience. A database of visitors, including traffic reports, metrics, evaluation and ROI is available.

## ePRODUCT THEATRE

Cost-effectively market an e-detail video on our Web site, where you'll attract attention and exposure for your product. Benefits include:

- Creation of a custom Web page to host your supplied 3-5 minute product video/presentation\*
- Click through for physicians to request more information and/or samples
- Complete promotional campaign to build awareness and exposure for your product with our audience
  - Run-of-site banner ads directing users to your product page
  - eToc banner ad directing users to your product page
  - eInvites to our mailing list (10,000) directing users to your product page
  - 4/C full page print ad in *Emergency Medicine*® to drive traffic
  - Optional incentives to increase performance

\* Page will be clearly labeled as sponsored industry information that has not been peer-reviewed by our editors.



**ONE COST-EFFECTIVE FLAT RATE/MONTH: \$19,000** (Does not include 1x set-up charge of \$2,500)


## MOBILE APPS

A Mobile App is an effective way to get your message in front of the right audience at the time they are most engaged. Your ad will be given prime exposure when served to emergency and urgent care physicians as they perform relevant vertical keyword searches right from their mobile phone.

Our audience is interested in the relevant content *Emergency Medicine*® provides specific to common emergent or urgent care problems. Your brand will enjoy great exposure through access to the information and key word searches surrounding *Emergency Medicine*® events and educational activities on our new mobile app.

Please consult Publisher/Account Manager for details.

For further information,  
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## MARKET RESEARCH

When you need to gather information and intelligence quickly, let us send your query or custom survey to our opt-in audience of emergency and urgent care physicians under the *Emergency Medicine*® name. Whether it is a therapeutic category you need more information on or you just want to know how our target audience perceives your product, you can be sure that you will get a high response rate and prompt answers to your query or survey.

**RATE:** \$7,500**GUARANTEED SURVEY COMPLETIONS:** 100+

## FACE-TO-FACE EVENTS

Quadrant HealthCom, Inc., the publisher of *Emergency Medicine*®, produces live CME events that provide an intimate environment for participating exhibitors and sponsors to engage their target audience face-to-face. Participation at a live event produced by Quadrant HealthCom will enable you to:

- Cultivate and enhance relationships with hard-to-reach “no see” physicians and clinicians
- Generate qualified leads through face-to-face contact with practicing physicians and clinicians
- Participate in a forum from which to cost-effectively produce and distribute print and online enduring materials to the wider audience of our peer-reviewed journals and journal Web sites
- Enjoy a higher ROI for your marketing dollar — much more so than at larger association events

**LIVE EVENTS PRODUCED BY QUADRANT HEALTHCOM INC**

- Minimally Invasive Surgery Symposium (MISS), February 20-25, 2012, Salt Lake City
- Female Urology and Urogynecology Symposium (FUUS), March 22-24, 2012, Las Vegas
- *Current Psychiatry* and the American Academy of Clinical Psychiatrists present: Psychotic and Cognitive Disorders, March 29-31, 2012, Chicago
- Generational Dermatology Summit (GDerm), April 20-22, 2012, Chicago
- Metabolic Endocrine Disease Summit (MEDS), July 26-28, 2012, Orlando
- Psychopharmacology Update (presented by the University of Cincinnati and *Current Psychiatry*), October 2012
- Pelvic Anatomy and Gynecologic Surgery Symposium (PAGS), December 2012, Las Vegas
- Emerging Techniques in Orthopedics, Sports Medicine & Arthroscopic Surgery, December 8-10, 2012, Las Vegas

## SATELLITE SYMPOSIA

Presenting a satellite symposium at a live event produced by Quadrant HealthCom provides a cost-effective vehicle to educate physicians on new pharmacotherapies, devices, and therapies to improve patient care.

- Educate our audience of early-adopting physicians and generate instant feedback in a live environment
- Extend the impact of your educational message with enduring materials distributed in print and online through our peer-reviewed journals and Web sites

Benefits of presenting your sponsored symposium at a live event produced by Quadrant HealthCom:

- High attendance. Your satellite symposium will be scheduled unopposed during mealtime (at no additional cost to you) so that you can expect the participation of the majority of our scientific program attendees
- Robust promotion before and during the live event on our web site, in eblasts, and with handouts and signage on site. The sooner you reserve your symposium, the more promotion it will receive

**For further information please contact:**

David Small, Director of Events: Tel. (973) 206- 9067, email: [david.small@qhc.com](mailto:david.small@qhc.com)

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# JOIN OUR GROWING NETWORK

## *and benefit from our reach*

**Integrated Multimedia Medical Communications reaching over 675,000 health care professionals**


- ➔ **Quadrant HealthCom creates exceptional solutions for compelling, engaging peer-reviewed educational programs**
- ➔ **Original content development, graphic design, audiovisual technology and multimedia platforms**
- ➔ **Project management and proficiency in meeting planning, audience generation, facilitating events as well as a portfolio of custom print and online products designed to extend your message**
- ➔ **Expertise in the MLR process and adherence to industry guidelines/requirements**

**Quadrant HealthCom can deliver your message to the right audience at the right time.**

Contact your account manager, visit [qhcrates.com](http://qhcrates.com), or email us at [sales@qhc.com](mailto:sales@qhc.com).

**IN PERSON / IN PRINT / ONLINE / ON DEMAND**

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The American Journal of Orthopedics®

Clinician Reviews

cosmetic DERMATOLOGY

Current PSYCHIATRY

cutis

EMERGENCY MEDICINE

FEDERAL PRACTITIONER

The Female Patient

THE JOURNAL OF FAMILY PRACTICE

NEUROLOGY REVIEWS

OBG MANAGEMENT

PULMONARY REVIEWS

Emerging Techniques in Orthopedics SPORTS MEDICINE & ARTHROSCOPIC SURGERY

Female Urology & Urogynecology Symposium (FUUS)

GENERATIONAL Dermatology SUMMIT

MEDS Metabolic & Endocrine Disease Summit

MISS Minimally Invasive Surgery Symposium

PAGS PELVIC ANATOMY and GYNECOLOGIC SURGERY SYMPOSIUM

PSYCHIATRY UPDATE SOLVING CLINICAL CHALLENGES, IMPROVING PATIENT CARE