



Excellence in EM



2022

Media Kit

Foster the Future of EM

Before they are the CEOs, department chairs, and board members of the specialty, they are students and residents first - they are EMRA. Start fostering your relationships early to ensure tomorrow's success.

About EMRA

The Emergency Medicine Residents' Association is the voice of emergency medicine physicians-in-training and the future of our specialty.

EMRA is the largest and oldest independent resident organization in the world.

Today, our members are early adopters in the specialty, constantly seeking to improve.

Tomorrow, they will become the buyers and decision-makers in the emergency departments around the globe.



EMRA BY THE NUMBERS

1974	EMRA was established
16k+	Members annually
95%	of all EM residents in the U.S. are EMRA members
88k	Average monthly EMRA.ORG page-views
80k	Average monthly EM Resident magazine online page-views
2.5k	EMRA*Cast listeners per month
59%	Open rate of What's Up (all member monthly electronic newsletter)
65%	Open rate of Medical Student Council monthly newsletter
60%	Open rate of bimonthly EM Resident online announcement
70%	Open rate of the EMRA Daily (conference electronic newsletter)
2k	Job & Fellowship Fair attendees
1k	Residency Program Fair attendees
33k+	Social media followers
375k+	Average monthly social media impressions

EMResident MAGAZINE

Official Publication Emergency Medicine Residents' Association

Our bimonthly magazine is written by residents, for residents.
It's packed with knowledge - and it gets noticed.

CIRCULATION AND REACH

17k+

Bi-monthly
average print
circulation

80k+

Average monthly site
visits to EM Resident
online

60%

Avg. open rate for
EM Resident Table
of Contents email

The magazine is published 6 times per year and sent to all members, including students, residents, and alumni, plus program directors, program coordinators, academic advisors, EM specialty leaders, and corporate friends. Copies are also distributed at the annual ACEP Scientific Assembly, CORD Academic Assembly, ACEP Leadership & Advocacy Conference, and regional meetings.



REGULAR TOPICS INCLUDE:

- Critical Care
- International Medicine
- Pediatric EM
- Toxicology
- Wilderness Medicine
- Resident Research
- Resident Profiles
- Ultrasound
- Technology
- Advocacy
- Medical Student News
- Financial

ADVERTISING DEADLINES:

Edition	Sales Close	AD Materials Due
February - March	Jan. 4	Jan. 10
April - May	March 1	March 7
June - July	May 1	May 7
August - September	July 1	July 7
October - November	Sept. 1	Sept. 7
December - January	Nov. 1	Nov. 7

*ACEP Scientific Assembly edition!

DISPLAY AD SIZES

All files must be 300 dpi or higher, submitted as EPS, TIFF, JPG, or press-ready PDFs.

Display Ad	Width/Depth
2 Page Spread (Full Bleed)	16" x 11"
2 Page Spread (No Bleed)	15" x 10"
Full Page (Bleed)	8.5" x 11"
Full Page (No Bleed)	7.5" x 10"
Half Page Horizontal	7.5" x 4.75"
Half Page Vertical	3.5" x 10"
Third Page Horizontal	8.0" x 3.33"
Third Page Vertical	2.25" x 10"
Quarter Page Square	3.5" x 4.75"
Back Cover	7.5" x 7.5"



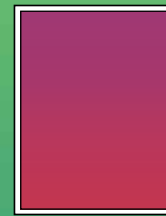
2 Page Spread
+ .125" bleed (9pts)



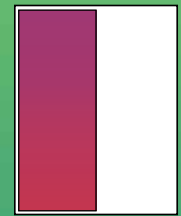
2 Page Spread
No Bleed



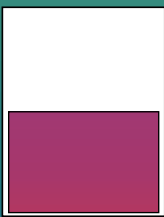
Full Page
+ .125" bleed (9pts)



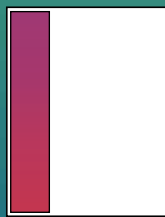
Full Page
No Bleed



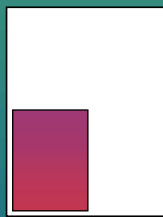
Half Page
Horizontal



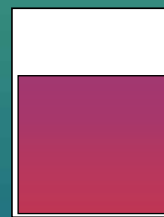
Half Page
Vertical



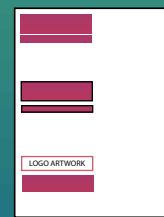
Third Page
Vertical



Quarter Page
Square



Back Cover
(OBC)



Classified Ad

Classified Ad
Color block

Classified Ad
with logo

Tweetimonial

This issue of #EMResident is SO GOOD! Full of amazing articles!!
Be sure to check it out #EMRA #emergencymedicine

DISPLAY AD PRICING

Guidelines

As the largest organization to represent the needs of the emergency medicine resident, we are able to reach a unique and important niche of our specialty.

The EMRA Board of Directors requires that all positions advertised in EM Resident be limited to Board Certified/Board Eligible (BC/BE), Residency-Trained emergency physicians. EM Resident has the right to refuse an advertisement if such guidelines are not met.

For the sake of terminology consistency, the terms, "ED," "Emergency Department," and "Emergency Physicians" are preferable over using "ER" or any derivation.

Display Ads

Placement of all ads other than premium ads is at the discretion of the publisher. All advertising is subject to the approval of EMRA. Payment must accompany order. All rates are non-commissionable. All cancellations must be in writing. Any cancellations received after space deadline will not be refunded.

Display Ads	# of Runs		
	1x	3x	6x
Covers (4 color only)			
Inside front (IFC) 7.5" x 10"	\$4247	\$3478	\$2595
Inside back (IBC) 7.5" x 10"	\$4247	\$3478	\$2595
Outside back (OBC) 7.5" x 7.5"	\$5445	\$4175	\$2994
Four Color			
2-page spread	\$4900	\$4175	\$3694
Full page 7.5" x 10"	\$2858	\$2184	\$1782
1/2 page vertical 3.5" x 10"	\$1486	\$1315	\$1153
1/2 page horizontal 7.5" x 4.75"	\$1486	\$1315	\$1153
1/3 vertical 2.25" x 10"	\$1181	\$985	\$838
1/3 horizontal 8" x 3.33"	\$1181	\$985	\$838
1/4 page 3.5" x 4.75"	\$875	\$657	\$524
Spot Color			
Add 25% to the Black and White rates for each additional color.			
Black & White			
2-page spread	\$3267	\$2783	\$2462
Full page 7.5" x 10"	\$1906	\$1461	\$1187
1/2 page vertical 3.5" x 10"	\$991	\$875	\$769
1/2 page horizontal 7.5" x 4.75"	\$991	\$875	\$769
1/3 page vertical 2.25" x 10"	\$762	\$657	\$558
1/4 page 3.5" x 4.75"	\$533	\$438	\$349

Notes: Bleeds must be at least 9 points on each bleed side; All sizes are expressed width x length.

CLASSIFIED AD PRICING

Classified Ads

Copy for classified ads must be submitted via email; space will not be reserved until payment is received. Classified ads are placed in alphabetical order by state, then city, or under a "Multi-State" heading.

Classified Ad Rates

1x	
Up to 150 words	\$342
Up to 300 words	\$609
3x	
Up to 150 words	\$286
Up to 300 words	\$534
6x	
Up to 150 words	\$243
Up to 300 words	\$458

Color Block Background

1x	
Up to 150 words	\$442
Up to 300 words	\$686
3x	
Up to 150 words	\$382
Up to 300 words	\$648
6x	
Up to 150 words	\$305
Up to 300 words	\$534

Add logo artwork to classified Ad

Black & White	\$75 per listing/per issue
Color	\$100 per listing/per issue

SPECIALTY ADVERTISING

Inserts, tip-ins, belly bands, and more unique opportunities are available.

Call Cynthia Kucera at 201-767-4170 to customize your campaign!



DIGITAL AD PRICING

Static or animated ads are available on EMRA’s hugely popular website, which features smart content, ensuring every visitor has a customized experience.

EMRA.ORG HOMEPAGE

Size: 728 x 90 px	1x	3x	6x	12x
Per ad / per issue	\$950	\$2,700 (\$900/mo)	\$4,500 (\$750/mo)	\$7,200 (\$600/mo)
Size: 300 x 250 px	1x	3x	6x	12x
Per ad / per issue	\$800	\$2,100 (\$700 mo)	\$3,600 (\$600 mo)	\$6,000 (\$500 mo)

EMRA.ORG INTERIOR LANDING PAGES

Size: 728 x 90 px	1x	3x	6x	12x
Per ad / per issue	\$950	\$2,700 (\$900/mo)	\$4,500 (\$750/mo)	\$7,200 (\$600/mo)
Size: 300 x 250 px	1x	3x	6x	12x
Per ad / per issue	\$800	\$2,100 (\$700 mo)	\$3,600 (\$600 mo)	\$6,000 (\$500 mo)

EM RESIDENT ONLINE

Size: 728 x 90 px	1x	3x	6x	12x
Per ad / per issue	\$850	\$2,250 (\$750/mo)	\$4,200 (\$700/mo)	\$7,200 (\$600/mo)
Size: 300 x 250 px	1x	3x	6x	12x
Per ad / per issue	\$800	\$2,100 (\$700 mo)	\$3,900 (\$650 mo)	\$6,000 (\$500 mo)

Size: 728 x 90 px	Table of contents email (Released with each print mailing)
Running 6x	\$4,500 (\$750/edition)

EMRA DAILY - CONFERENCE E-NEWSLETTERS

Sent daily to EMRA attendees at ACEP Scientific Assembly & CORD Academic Assembly

Banner: 728 x 90 px	
Run of conference	\$2,500

Content (25 words)	
Run of conference	\$3,200

DIGITAL AD PRICING

WHAT'S UP - MONTHLY E-NEWSLETTER

What's Up is sent to all EMRA members, EM program directors and coordinators, and additional EM-relevant audiences every month. With an open rate more than double the industry average, this is a highly effective channel.

Size: 728 x 90 px	1x	3x	6x	12x
Per ad / per issue	\$850	\$2,250 (\$750/mo)	\$4,200 (\$700/mo)	\$7,200 (\$600/mo)
Content ad <small>(25 words)</small>	1x	3x	6x	12x
Per ad / per issue	\$950	\$2,700 (\$900 mo)	\$4,800 (\$800 mo)	\$8,400 (\$700 mo)

MAILING LIST RENTAL PRICING

EMRA's membership mailing addresses are available for rental. Members include U.S. and International students, residents, fellows, and alumni (EM residency graduates). To request your EMRA mailing list rental, complete the order form. Some restrictions may apply. Please call for details.

Type of List	Price
Entire Membership	\$715
Resident Members by Graduation Dates	\$633
Random Sample or Special Criteria List	\$605
Senior Residents	\$550
Alumni (includes recent grads)	\$523
Medical Student Section	\$468

Reach Cynthia Kucera at
201-767-4170 or
advertising@emra.org to
customize your campaign!

SPECIALTY ADVERTISING

- Inserts
- Tip-ins
- Belly bands
- Barn-door covers
- And more!

EM Resident

2022 ADVERTISING RATES/ORDER FORM

All rates are PER ISSUE; select preferred ad size and run time(s) below. Prices effective with the February/March 2022 issue.

Cover (4 color only)	1x	3x	6x
Inside front (IFC) 7.5" x 10"	<input type="checkbox"/> \$4247	<input type="checkbox"/> \$3478	<input type="checkbox"/> \$2595
Inside back (IBC) 7.5" x 10"	<input type="checkbox"/> \$4247	<input type="checkbox"/> \$3478	<input type="checkbox"/> \$2595
Outside back (OBC) 7.5" x 7.5"	<input type="checkbox"/> \$5445	<input type="checkbox"/> \$4175	<input type="checkbox"/> \$2994
Four Color	1x	3x	6x
2-page spread	<input type="checkbox"/> \$4900	<input type="checkbox"/> \$4175	<input type="checkbox"/> \$3694
Full page 7.5" x 10"	<input type="checkbox"/> \$2858	<input type="checkbox"/> \$2184	<input type="checkbox"/> \$1782
1/2 page vertical 3.5" x 10"	<input type="checkbox"/> \$1486	<input type="checkbox"/> \$1315	<input type="checkbox"/> \$1153
1/2 page horizontal 7.5" x 4.75"	<input type="checkbox"/> \$1486	<input type="checkbox"/> \$1315	<input type="checkbox"/> \$1153
1/3 vertical 2.25" x 10"	<input type="checkbox"/> \$1181	<input type="checkbox"/> \$985	<input type="checkbox"/> \$838
1/3 horizontal 8" x 3.33"	<input type="checkbox"/> \$1181	<input type="checkbox"/> \$985	<input type="checkbox"/> \$838
1/4 page 3.5" x 4.75"	<input type="checkbox"/> \$875	<input type="checkbox"/> \$657	<input type="checkbox"/> \$524
Spot Color	<input type="checkbox"/> Add 25% to the Black and White rates for each additional color.		
Black & White	1x	3x	6x
2-page spread	<input type="checkbox"/> \$3267	<input type="checkbox"/> \$2783	<input type="checkbox"/> \$2462
Full page 7.5" x 10"	<input type="checkbox"/> \$1906	<input type="checkbox"/> \$1461	<input type="checkbox"/> \$1187
1/2 page vertical 3.5" x 10"	<input type="checkbox"/> \$991	<input type="checkbox"/> \$875	<input type="checkbox"/> \$769
1/2 page horizontal 7.5" x 4.75"	<input type="checkbox"/> \$991	<input type="checkbox"/> \$875	<input type="checkbox"/> \$769
1/3 page vertical 2.25" x 10"	<input type="checkbox"/> \$762	<input type="checkbox"/> \$657	<input type="checkbox"/> \$558
1/4 page 3.5" x 4.75"	<input type="checkbox"/> \$533	<input type="checkbox"/> \$438	<input type="checkbox"/> \$349

Notes: Bleeds must be at least 9 points (.125") on each bleed side.
All sizes are expressed width x length.

Classified Ad Rates	
1x	
Up to 150 words	<input type="checkbox"/> \$342
Up to 300 words	<input type="checkbox"/> \$609
3x	
Up to 150 words	<input type="checkbox"/> \$286
Up to 300 words	<input type="checkbox"/> \$534
6x	
Up to 150 words	<input type="checkbox"/> \$243
Up to 300 words	<input type="checkbox"/> \$458

Color Block Background	
1x	
Up to 150 words	<input type="checkbox"/> \$442
Up to 300 words	<input type="checkbox"/> \$686
3x	
Up to 150 words	<input type="checkbox"/> \$382
Up to 300 words	<input type="checkbox"/> \$648
6x	
Up to 150 words	<input type="checkbox"/> \$305
Up to 300 words	<input type="checkbox"/> \$534

Color Block Background	
Black & White	<input type="checkbox"/> \$75 per listing/per issue
Color	<input type="checkbox"/> \$100 per listing/per issue

EM Resident is published six times yearly: February/March, April/May, June/July, August/September, October/November, and December/ January.

AD SALES DEADLINES AND MATERIALS DEADLINES ARE STRICTLY ENFORCED.

*Payment for multiple insertions due with first insertion. NO REFUNDS on cancellations after space deadline.

All rates are non-commissionable. Any cancellations must be submitted in writing.

ADVERTISER'S INFORMATION

Contact Name _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Email _____

If you are reserving space for a multiple insertion display ad, please read the following statement and sign below.

I understand that multiple insertion display ads are sold at a reduced rate and that the number of insertions must run in consecutive order and be paid for in full at the space deadline of the first insertion. I may change the individual ad with each newsletter issue as long as the ad size remains the same.

Name _____
 Title _____ Date _____

Reserve space in these issues: Dec/Jan Apr/May Aug/Sept Feb/Mar Jun/Jul Oct/Nov

INDICATE METHOD OF PAYMENT

Check enclosed Visa MasterCard Discover AMEX

*Discounts apply for credit card payments! Please contact Cynthia Kucera for details.

Card Number _____
 Expiration Date _____
 Card holder's signature _____

AGENCY/BILLING INFORMATION

(If different from advertiser information)

Contact Name _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Email _____

Questions? Contact Cynthia Kucera at 201-767-4170 or email advertising@emra.org

DIGITAL ADVERTISING

2022 ADVERTISING RATES/ORDER FORM

ADVERTISING GUIDELINES

Ads must be submitted in .JPG, .GIF, or .BMP format with a minimum resolution of 72 DPI and conform to size requirements listed below. Be sure to include your website address for banner navigation purposes.

- ▶ EMRA.org and EM Resident online homepages: 728 x 90px leaderboard; 300 x 250px medium rectangle
- ▶ EMRA.org interior and EM Resident online article pages: 728 x 90px leaderboard; 300 x 250px medium rectangle
- ▶ Digital Newsletters (What's Up, EMRA Daily): 728 x 90px leaderboard; 25-word content marketing spot
- ▶ EM Resident Online TOC email: 1 advertiser per year; 728 x 90px leaderboard

TYPESETTING/AD DESIGN

In addition to the charge for ad placement, for a typesetting fee of \$100, the publisher will format your ad with a solid line border and enter bulleted or paragraph-style text. You may submit a JPG file of your logo to be inserted.

Ad Location (Leader Rectangle)	1x		3x		6x		12x	
	LEADER	RECTANGLE	LEADER	RECTANGLE	LEADER	RECTANGLE	LEADER	RECTANGLE
EMRA.org Homepage	<input type="checkbox"/> \$950	<input type="checkbox"/> \$800	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$2100	<input type="checkbox"/> \$4500	<input type="checkbox"/> \$3600	<input type="checkbox"/> \$7200	<input type="checkbox"/> \$6000
EMRA.org Interior	<input type="checkbox"/> \$950	<input type="checkbox"/> \$800	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$2100	<input type="checkbox"/> \$4500	<input type="checkbox"/> \$3600	<input type="checkbox"/> \$7200	<input type="checkbox"/> \$6000
EMResident Homepage	<input type="checkbox"/> \$850	<input type="checkbox"/> \$800	<input type="checkbox"/> \$2250	<input type="checkbox"/> \$2100	<input type="checkbox"/> \$4200	<input type="checkbox"/> \$3900	<input type="checkbox"/> \$7200	<input type="checkbox"/> \$6000
EMResident Article Page	<input type="checkbox"/> \$850	<input type="checkbox"/> \$800	<input type="checkbox"/> \$2250	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$4200	<input type="checkbox"/> \$3900	<input type="checkbox"/> \$7200	<input type="checkbox"/> \$6000
Digital Newsletters (Leader Content)	1x		3x		6x		12x	
	LEADER	CONTENT	LEADER	CONTENT	LEADER	CONTENT	LEADER	CONTENT
What's Up (monthly)	<input type="checkbox"/> \$850	<input type="checkbox"/> \$950	<input type="checkbox"/> \$2250	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$4200	<input type="checkbox"/> \$4800	<input type="checkbox"/> \$7200	<input type="checkbox"/> \$8400
EMRA Daily @ CORD Academic Assembly	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$3200						
EMRA Daily @ ACEP Scientific Assembly	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$3200						
EM Resident Online TOC (6x/yr)	<input type="checkbox"/> \$4500							

*Payment for multiple insertions due with first insertion. All rates are non-commissionable.
NO REFUNDS on cancellations after insertion order is received. Any cancellations must be submitted in writing.

ADVERTISER'S INFORMATION

Contact Name _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Email _____

If you are reserving space for a multiple insertion display ad, please read the following statement and sign below.

I understand that multiple insertion display ads are sold at a reduced rate and that the number of insertions must run in consecutive order and be paid for in full at the space deadline of the first insertion. I may change the individual ad with each newsletter issue as long as the ad size remains the same.

Name _____
 Title _____ Date _____

Reserve space in these issues:

<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December

INDICATE METHOD OF PAYMENT

Check enclosed Visa MasterCard Discover AMEX

*Discounts apply for credit card payments! Please contact Cynthia Kucera for details.

Card Number _____
 Expiration Date _____
 Card holder's signature _____

AGENCY/BILLING INFORMATION

(If different from advertiser information)

Contact Name _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Email _____

Questions? Contact Cynthia Kucera at 201-767-4170 or email advertising@emra.org

MEMBERSHIP MAILING

2022 LIST RENTAL RATES/ORDER FORM

GUIDELINES

Please read all guidelines before submitting your request

1. Requests for mailing list rental must be submitted in writing along with a copy of all materials to be included in the mailing you will be sending to EMRA members. Payment must be received before your order will be fulfilled. EMRA is unable to provide email addresses of our members.
2. The intended use must relate to and/or promote emergency medicine. The list(s) are to be used for the stated purpose only and can only be used once.
3. Failure to adhere to the conditions established by EMRA for the use of mailing lists may result in legal action. Any misuse will render the user liable for all damages to EMRA which arise out of litigation, attorney fees, court costs, or other expenses incurred because of the misuse.
4. All rights to distribution is solely the property of the Emergency Medicine Residents' Association. Lists obtained from EMRA may not be reproduced in any manner, either in whole or in part. This stipulation precludes the use of the same list at a later date and/or with a different mail piece. All lists will be provided in Microsoft Excel format.

Options	Price
<input type="checkbox"/> Entire Membership (Residents, Students, Fellows and Alumni)	\$715
<input type="checkbox"/> All Resident Members & Graduation Dates	\$633
<input type="checkbox"/> Senior Residents	\$550
<input type="checkbox"/> Medical Students	\$468
<input type="checkbox"/> Alumni Members	\$523
<input type="checkbox"/> Special Criteria List	\$605
Describe special Criteria on sort field:	

Please do not forget to attach your mail piece when you order!

RELEASE FORM

I have read the guidelines above and understand that EMRA mailing lists are to be used only for the purpose indicated with the materials submitted to and reviewed by EMRA. The list provided by EMRA will not be reproduced, stored in whole or in part, and will be used only once. I understand that my order will not be processed until I have supplied the order form, material to be mailed (for approval) and payment.

CONTACT INFORMATION

Contact Name _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Email _____

INDICATE METHOD OF PAYMENT

Check enclosed Visa MasterCard Discover AMEX
*Discounts apply for credit card payments! Please contact Cynthia Kucera for details.

Card Number _____
 Expiration Date _____
 Card holder's signature _____

Questions? Contact Cynthia Kucera at 201-767-4170 or email advertising@emra.org



Tweetimonial

Every dollar spent in support of EMRA is an investment in the future of emergency medicine and the safety net of the U.S. health care system.

EMMERA



EMRA
4950 W. Royal Lane
Irving, TX 75603
866-566-2492
→ EMRA.ORG
→ EMRESIDENT.ORG

SPONSORSHIP
Heather Deja
hdeja@emra.org
469-499-0167

ADVERTISING
Cynthia Kucera
advertising@emra.org
201-767-4170

-  EMResidents
-  @emresidents
-  @emresidents
-  EMResidents