

## 2020 ONLINE ADVERTISING RATES



Academic Emergency Medicine and its sister publication AEM Education and Training are official journals of the Society for Academic Emergency Medicine (SAEM).

AEM is published monthly in an online only format. AEM averages over 100,000 page views per month from 38,000+ unique visitors. SAEM members are the thought leaders in the field dedicated to the improvement of care of acutely ill and injured patients by improving research and education.

Fixed or rotating leaderboard (728 x 90) or 2 rectangle (300 x 250) ads can be placed on all pages throughout both journals' websites. Ads can be run globally or geo-targeted.

### AEM ADVERTISING RATES

Advertising rates are based on a cost per 1,000 impressions and can be run by duration, exposure or both.

Position	Dimensions	Rate
Leaderboard	728 x 90	\$70 US/\$65 Global
Rectangle (2)	300 x 250	\$70 US/\$65 Global

### SPECIFICATIONS

See next page

### Electronic Table of Contents

eTOC's are emailed monthly whenever a new issue is released online to opt-in subscribers, and contain the full table of contents with direct links to articles. A 300 x 250 banner is available for \$750/month.

Specifications: GIF, JPG, & PNG. No 3rd party or HTML5 tags accepted.

### FOR ADDITIONAL INFORMATION OR TO RESERVE SPACE CONTACT

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### NEW! ePDF ADVERTISING ON ARTICLE DOWNLOADS

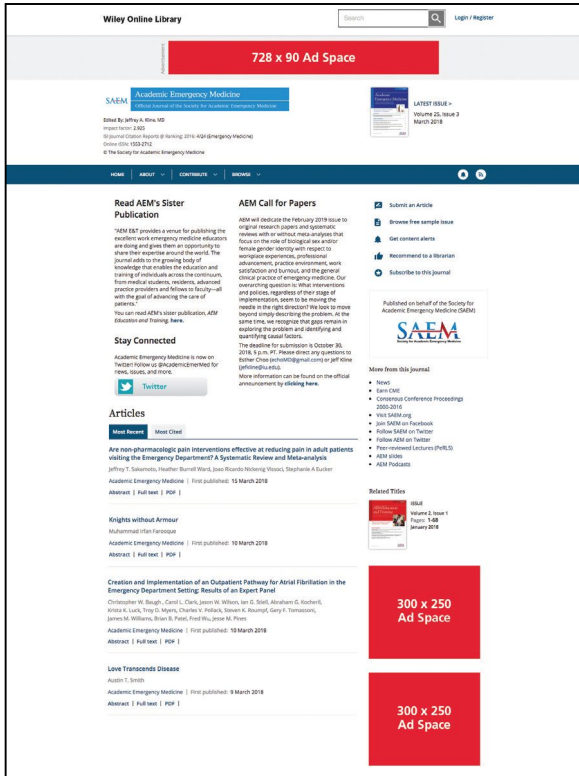
AEM now offers full page four color ads on all article downloads. Your ad appears when the article is downloaded and must be scrolled through in order to read the article.

AEM averages over 17,000 ePDF article downloads per month with an average CTR of 12.5%. The cost to run an ad for one month is \$2,000 net.

For additional details please contact the advertising representatives.



### 2020 ONLINE ADVERTISING RATES



AEM Education and Training and its sister publication Academic Emergency Medicine are official journals of the Society for Academic Emergency Medicine (SAEM).

AEM Education and Training provides a venue for publishing the excellent work emergency medicine educators are doing and gives them an opportunity to share their expertise around the world.

AEM E&T is a quarterly online only peer reviewed journal dedicated to publishing information relevant to education and training in Emergency Medicine.

Fixed or rotating leaderboard (728 x 90) or 2 rectangle (300 x 250) ads can be placed on all pages throughout both journals' websites. Ads can be run globally or geo-targeted.

### AEM E&T ADVERTISING RATES

Advertising rates are based on a cost per 1,000 impressions and can be run by duration, exposure or both.

Position	Dimensions	Rate
Leaderboard	728 x 90	\$1,000 for 100% SOV
Rectangle (2)	300 x 250	\$1,000 for 100% SOV

### SPECIFICATIONS

#### File Types Accepted:

- DoubleClick Tags (preferred)
- GIF, JPG & PNG
- SWF (Flash)
- HTML5 (provided as a third-party tag)
- Third-party tags from DFP certified vendors found here: <http://bit.ly/third-party-ads>

Max File Size: 40KB

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