

Regional Anesthesia & Pain Medicine

Official Journal of ASRA - the American Society of Regional Anesthesia and Pain Medicine

2024 RATES & DATA

REACH ANESTHESIA AND
PAIN MEDICINE SPECIALISTS

PUBLISHING MONTHLY



For more information on advertising,
and to discuss your campaign
requirements, please contact:

JIM CUNNINGHAM

National Accounts Manager

(201) 767-4170 office

(201) 394-4426 cell

jcunningham@cunnasso.com

Frequency
discounts
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Ask your sales rep
for details.

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BMJ

Regional Anesthesia & Pain Medicine

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Regional Anesthesia & Pain Medicine (RAPM) publishes peer-reviewed scientific and clinical studies to advance the understanding and clinical application of regional techniques for surgical anesthesia and postoperative analgesia. Coverage includes intraoperative regional techniques, perioperative pain, chronic pain, obstetric anesthesia, pediatric anesthesia, outcome studies, and complications.

RAPM is the official journal of ASRA - the American Society of Regional Anesthesia and Pain Medicine. Members of ASRA receive a complimentary print and online subscription to the journal.

RAPM also serves as the official publication of the European Society of Regional Anaesthesia and Pain Therapy (ESRA), the Asian and Oceanic Society of Regional Anesthesia (AOSRA), the Latin American Society of Regional Anesthesia (LASRA), and the African Society of Regional Anesthesia (AFSRA).

At a glance	
Year established:	1976
Impact factor:	5.1*
Rank	8/35 in Anesthesiology*
Editor-in-Chief:	Brian D. Sites, MD
Frequency:	Monthly print issues

* Source: 2022 Journal Citation Reports®, Clarivate Analytics, 2023

Digital traffic	
Global visitors*	702k
Global page views*	1.3m
U.S. visitors*	239k
U.S. page views*	379k
e-Newsletter recipients	10k
Global eTOC recipients	18k

* Source: Google Analytics, Aug 2022 - July 2023

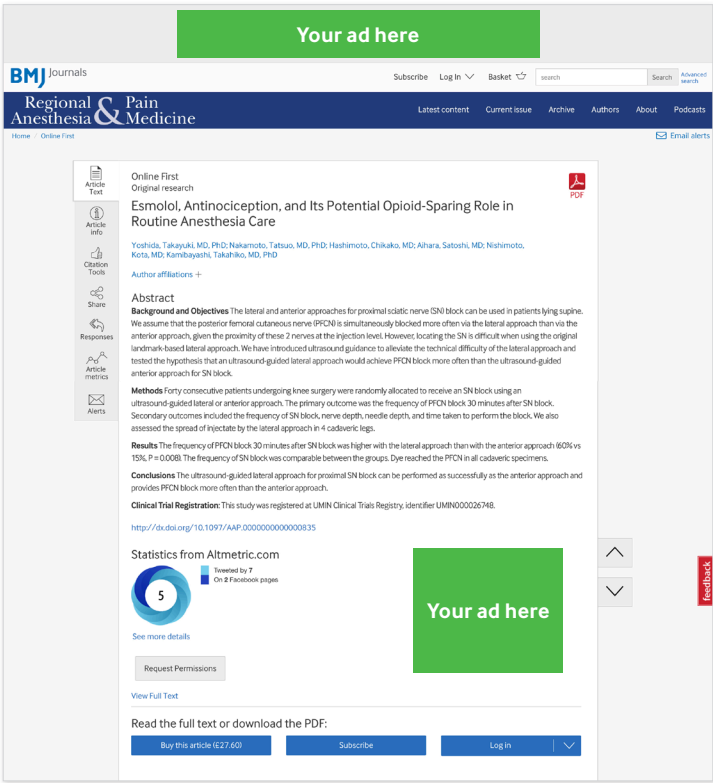


ADVERTISING OPPORTUNITIES

Print and online advertising options available, as well as tailored packages including:

- Reprints and ePrints
- Email table of content (eTOC) alerts
- e-Newsletter advertising
- Print advertising
- Print cover wraps and tips

RAPM online offers the opportunity to target your products through geo-targeted, online advertising. There are a full range of digital opportunities available.



DIGITAL ADVERTISING RATES

	Pixels	Rate	Specifications
Website mobile banner	320 x100	\$88 per 1,000 impressions	File type GIFs (animated preferred) and Rich Media accepted, subject to production clearance. File size up to 150k. Deadline to receive materials 5 working days prior to deployment.
Website leaderboard	728 x 90	\$88 per 1,000 impressions	
Website MPU (Mid page unit)	300 x 250	\$92 per 1,000 impressions	
eTOC alert leaderboard	320 x 100	Please contact Jim Cunningham at jcunningham@cunnasso.com for the latest email advertising rates.	JPEG or GIF accepted
eTOC alert MPU	300 x 250	Please contact Jim Cunningham at jcunningham@cunnasso.com for the latest email advertising rates.	Please note: Advertisements are accepted subject to availability and BMJ approval.
e-Newsletter	600 x 90	Please contact Jim Cunningham at jcunningham@cunnasso.com for the latest email advertising rates.	

TARGETED SOLUTIONS

Regional Anesthesia
& Pain Medicine

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Hurry! Limited opportunities available.

DIGITAL ROADBLOCK PACKAGE

The screenshot shows the BMJ Journals website for Regional Anesthesia & Pain Medicine. The top navigation bar includes links for Latest content, Current issue, Archive, Authors, About, and Podcasts. The main content area displays an article titled "Esmolol, Antinociception, and Its Potential Opioid-Sparing Role in Routine Anesthesia Care" by Yoshida, Takayuki MD, PhD; Nakamoto, Tetsuo MD, PhD; Hashimoto, Chikako MD; Aihara, Satoshi MD; Nishimoto, Kenta MD; Kamabayashi, Takahiko MD, PhD. The article includes an abstract, background and objectives, methods, results, conclusions, and clinical trial registration information. A green box labeled "Your ad here" is positioned at the top of the article content. A sidebar on the left contains links for Article Text, Article info, Citation Tools, Share, Responses, Article metrics, and Alerts. A statistics section from Altmetric.com shows 5 tweets and 0 Facebook pages. A green box labeled "Your ad here" is also present in the sidebar. The bottom of the page features a navigation menu with links for CONTENT, JOURNAL, AUTHORS, and HELP.

This exclusive opportunity gives your ads 100% share-of-voice on the website and within the email table of content (eTOC) alerts for an entire month.

■ **Banner ads**

■ **eTOC alerts**

Frequency discounts available! Ask your sales rep for details.

The screenshot shows the BMJ Journals website for Regional Anesthesia & Pain Medicine, specifically the "Latest articles" section. The top navigation bar includes links for Latest content, Current issue, Archive, Authors, About, and Podcasts. The main content area displays a list of articles under the heading "Latest articles". The articles listed are: "Say what? Patients have poor immediate memory of major risks of interscalene block disclosed during the informed consent discussion" by Johnny Wei Bai, Faraj W Abdallah, Melanie Cohn et al. (2019-08-23); "Usefulness of high-resolution ultrasound for small nerve blocks: visualization of intercostobrachial and medial brachial cutaneous nerves in the axillary area" by Victor Varela, Carlos Ruíz, Jaume Pomés et al. (2019-08-26); "Neuromodulatory effects of pudendal nerve stimulation on bladder hypersensitivity are present in opioid-pretreated rats" by Timothy John Ness, Jamie McNaught, Buffie Clodfelder-Miller et al. (2019-09-04); "Chloroprocaine versus prilocaine for spinal anesthesia in ambulatory knee arthroscopy: a double-blind randomized trial" by Elsbeth Wesselink, Godelief Janssen-van den Hurk, Rien van der Vegt et al. (2019-08-21); "Accuracy of fluoroscopic-guided genicular nerve blockade: a need for revisiting anatomical landmarks" by Loïc Fonkoue, Catherine Wydemans Behets, Arnaud Steyaert et al. (2019-08-26); and "Settled science or unwarranted variation in local anesthetic dosing? An analysis from an International Registry of Regional Anesthesiology". A green box labeled "Your ad here" is positioned at the top of the article content. A sidebar on the left contains links for Article Text, Article info, Citation Tools, Share, Responses, Article metrics, and Alerts. A statistics section from Altmetric.com shows 5 tweets and 0 Facebook pages. A green box labeled "Your ad here" is also present in the sidebar. The bottom of the page features a navigation menu with links for CONTENT, JOURNAL, AUTHORS, and HELP.

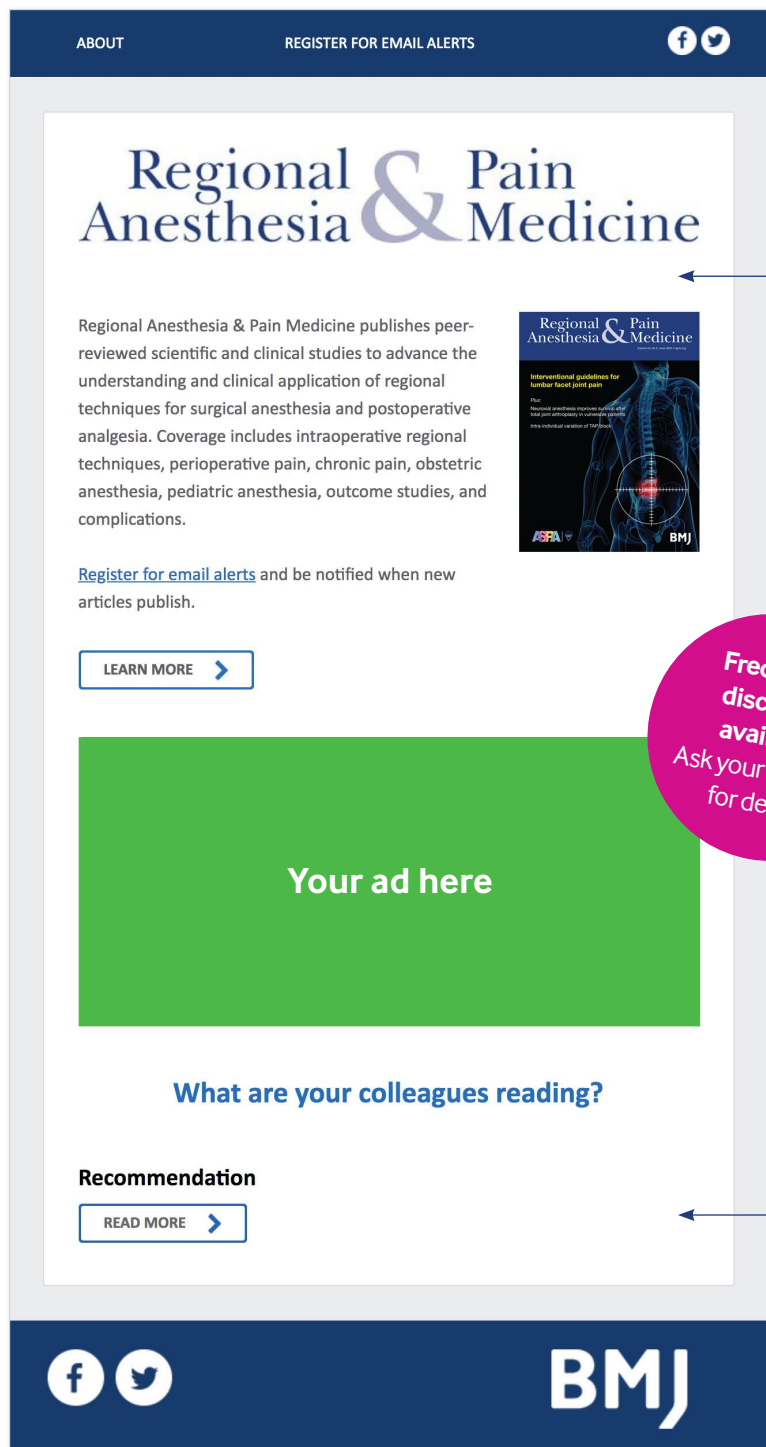
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E-NEWSLETTER SPONSORSHIP



Authentic,
society-approved
messaging

Send new research to your audience through a monthly e-newsletter sponsorship. Content is selected by the Editorial team and sent to specialty-specific U.S. physicians. 30% average open and email click through rate.

▪ **Annual sponsorships available**

▪ **10k recipients, including:**

- eTOC registrants
- Opted-in specialists
- Members of the American Society for Regional Anesthesia and Pain Medicine

▪ **Two ad slots per e-newsletter:**

- 600 x 90: animation accepted

▪ **Twelve-month, exclusive sponsorship available**

- Please contact Jim Cunningham at jcunningham@cunnasso.com for the latest email advertising rates.

Frequency
discounts
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Editor-approved
articles

TARGETED SOLUTIONS

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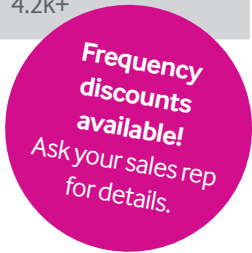
PRINT ADVERTISING

RAPM offers the opportunity to present your product in a journal targeting decision makers in Anesthesiology and Pain Medicine.

We guarantee your advertisement will stand out because of our high editorial to advertisement ratio.

We can offer a range of loose or bound inserts, which can be targeted to the market you need to reach.

At a glance	
Print Circulation:	5.8k+
U.S. Print Circulation:	4.2k+



Display Advertising Rates

Volume	Full-page color	Full-page B/W	Half-page color	Half-page B/W
1x	\$5,040	\$3,155	\$3,980	\$2,090
3x	\$4,935	\$3,035	\$3,890	\$1,995
6x	\$4,730	\$2,825	\$3,800	\$1,920
12x	\$4,705	\$2,745	\$3,765	\$1,870
24x	\$4,695	\$2,715	\$3,700	\$1,810

Cover and preferred partner rates

Cover 2: 50% earned B/W rate
Cover 3: 25% earned B/W rate
Cover 4: 50% earned B/W rate
Other premium positions: 25% earned B/W rate

Insert rates

2-page: 2.5 times earned B/W rate
4-page: 4.5 times earned B/W rate
6-page: 6.5 times earned B/W rate

Prepay discount: 1%
Agency commission: 15% agency discount

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PRINT ADVERTISING

Publishing Deadlines for 2024

Specifications
Quarter page 3.5" w x 5.1" h
Half page Horizontal - 7.3" w x 4.75" h Vertical - 3.5" w x 9.75" h
Full page Bleed - 8.5" w x 11.25" h Trim - 8.3" w x 11" h Type - 7.3" w x 9.6" h
Double-page spread Two single, full-page PDF files Left and right-hand page Allow 3/8" gutter bleed (3/16" on each side)

Issue	Artwork Due
January	TBD
February	TBD
March	TBD
April	TBD
May	TBD
June	TBD
July	TBD
August	TBD
September	TBD
October	TBD
November	TBD
December	TBD

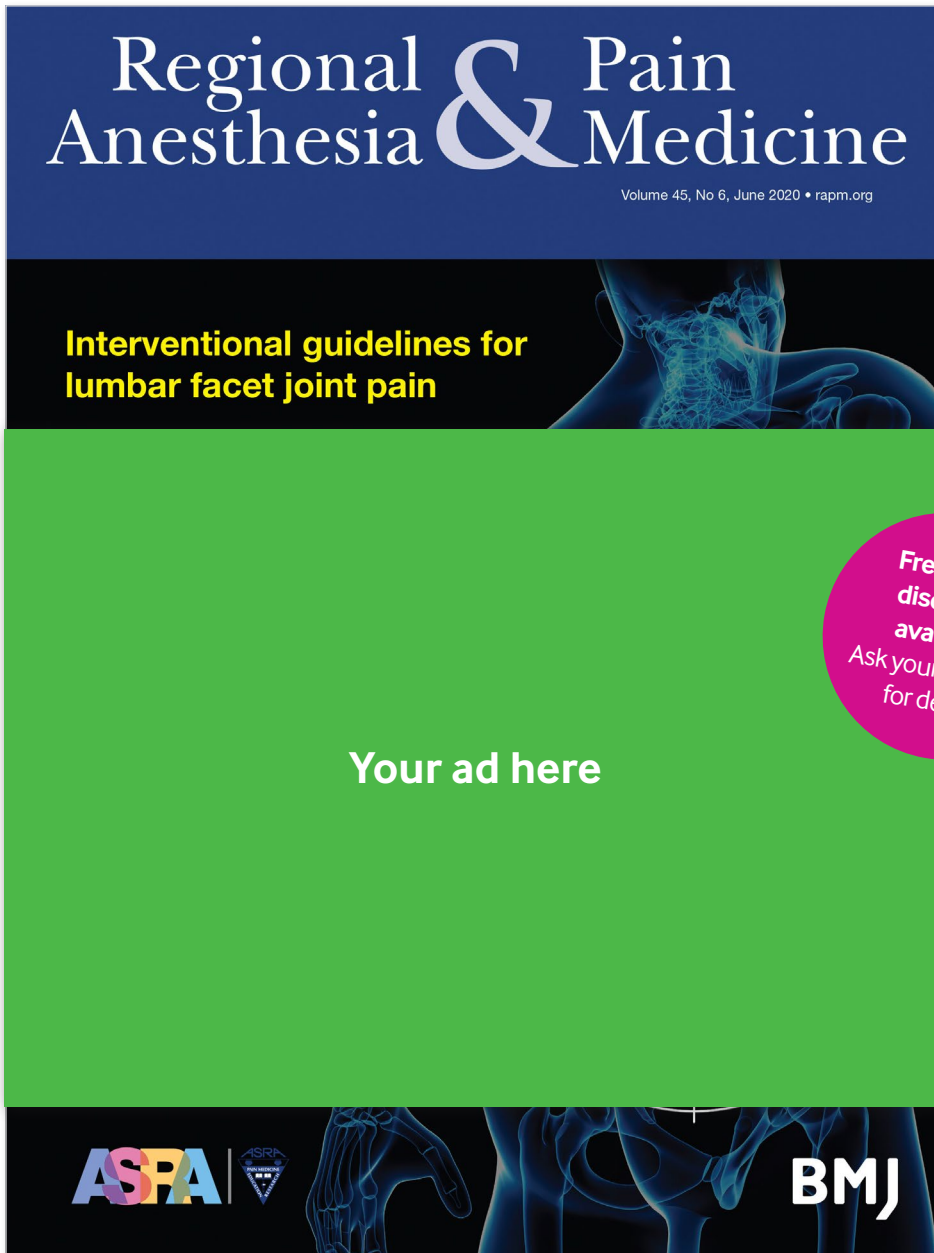
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COVER WRAP SPONSORSHIP



Boost your brand's recognition with a sponsored print subscription. Each sponsored issue includes a four to six-page ad that wraps around the front and back of *RAPM* and is mailed to your targeted physician list.

Cover wraps are permanently bound to the journal and garner premium exposure to your audience.

Frequency discounts available! Ask your sales rep for details.

For more information on advertising, and to discuss your campaign requirements, please contact:

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