

EPM is the independent voice in the emergency medicine market, bringing together commentary from the top opinion leaders, clinical reviews from leading educators and quick-hit departments covering everything from ultrasound to toxicology.

EPM's audience includes physicians living in the U.S. registered with AMA or AOA as having a primary specialty emergency medicine, including many emergency medicine subspecialties; emergency medicine residents (both AMA and AOA); and qualified emergency medicine PAs.

Epi is the #1 way to reach the global emergency medicine market. It is also the highest circulation publication in the field of global emergency medicine. It is distributed in print at the year's most influential global emergency medicine conferences as well as online at www.epijournal.com. In 2015, EPI will specifically partner with conferences in Europe, Asia and the Middle East. EPI is the first publication that allows emergency medicine companies and products to comprehensively reach a global audience.

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SEP
The Independent Voice for Emergency Physicians
EMERGENCY PHYSICIANS MONTHLY
www.epmonthly.com

IS EMS HEADING THE RIGHT DIRECTION?
From lights and sirens to ALS training, the medical literature continues to challenge pre-hospital dogma.
Richard Burkels, MD
n. Mike Enay, MD

NEW TREATMENTS FOR ANGIOEDEMA
THE NUANCES OF COMPARTMENT SYNDROME

PREPPING FOR THE RNC
An inside look at how Cleveland

PLASTER PUBLISHING

EPI
EMERGENCY PHYSICIANS INTERNATIONAL
ISSUE 20 • FALL 2016 • www.epijournal.com

Holliman: EM Diplomacy in Iran

Australia Puts an "odd" Face on MVA Trauma

OH THE HUMANITY: WHY EMERGENCY MEDICINE NEEDS MORE HUMAN-CENTERED DESIGN

"The Intentional communities, I'd love to see [emergency] used more. In the end, I think if they can make it sustainable, it'll be successful."
- PHILIP LEE WALKER

EMERGENCY PHYSICIANS INTERNATIONAL

Naloxone to the Rescue

The Right Biker: The Rise of Bicycles

Crack Cart: It's been 40 years for the year's earliest, community paramedics, and primary care teams

Crack Cart: Police

Crack Cart: ED folks, the EPI's drug search for 2016, 2015, and other reasons for why you should read this

Crack Cart: ED folks, the EPI's drug search for 2016, 2015, and other reasons for why you should read this

OPPORTUNITIES

OUR CONTRIBUTORS

OUR CONTRIBUTORS

TELEMEDICINE
www.telemedmag.com

THE BEST NEW TECH FOR EYE HEALTH
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Hub & Spoke
Avera builds the ultimate telemedicine hub in South Dakota
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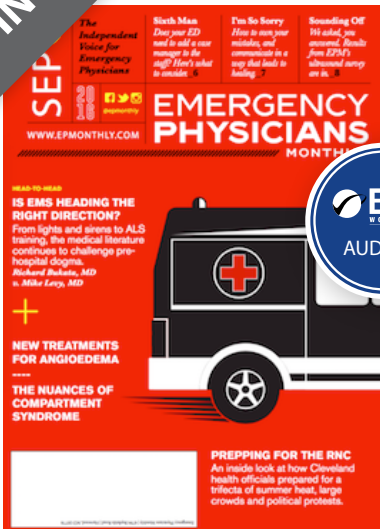
HOW ONE DATA-DRIVEN OLYMPIAN IS USHERING IN THE 'QUANTIFIED LIFE'
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ISSUE 6

NO RATE INCREASE

Emergency Physicians Monthly (EPM) is the independent voice in the emergency medicine market, bringing together commentary from the top opinion leaders, clinical reviews from leading educators and quick-hit departments covering everything from ultrasound to toxicology.



Frequency: Monthly.
 Mail class: Periodicals postage.
 Circulation: 30,471

RUN OF BOOK (ROB) 4-COLOR RATES

Frequency	King	3/4 page	Island	1/2 page	1/4 page
1x	\$9,300	\$8,500	\$7,200	\$6,900	\$4,900
6x	\$9,200	\$8,400	\$7,100	\$6,800	\$4,800
12x	\$9,000	\$8,200	\$6,900	\$6,600	\$4,700
24x	\$8,700	\$8,000	\$6,700	\$6,400	\$4,600
36x	\$8,400	\$7,800	\$6,500	\$6,200	\$4,500
48x	\$8,000	\$7,600	\$6,200	\$5,900	\$4,400

RUN OF BOOK (ROB) B/W RATES

Black and white PIs are discounted at 25% the earned 4-color rate.

COVER/PREFERRED POSITION RATES*

2nd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
Center Spread	Earned rate plus 25%
Guaranteed position	Earned rate plus 10%

*Non-cancellable, 10% penalty applied.

INSERT RATES*

EPM will, at no additional charge, convert an A-size insert material into a king page ROB ad. The ad will be billed at the 4-color king page rate.

2 page insert	2.5 times earned B/W rate
4 page insert	4.5 times earned B/W rate
8 page insert	8.5 times earned B/W rate

*For pricing on larger units, gate-folds, tip-ins, diecuts, and special handling charges for unusual inserts, please contact a sales representative.

CLOSING DATES*

Issue Date	Space	Material
January	12/1	12/10
February	1/1	1/10
March	2/1	2/10
April	3/1	3/10
May	4/1	4/10
June	5/1	5/10
July	6/1	6/10
August	7/1	7/10
September	8/1	8/10
October	9/1	9/10
November	10/1	10/10
December	11/1	11/10

*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space.

EARNED RATES

Determined by total number of ad pages in one calendar year.

AGENCY COMMISSION: 15%

Agency is responsible for payment for all ordered and published advertising.

MECHANICAL SPECIFICATIONS

Size	Dimensions
King page	10-3/8 x 14-1/2"
King page (bleed)	11-1/8 x 15-1/2"
King spread	21-3/4 x 15"
King spread (bleed)	22 x 15-1/4"
3/4 page (vertical)	7-1/2 x 13"
3/4 page (horizontal)	10 x 10"
Island page	7-1/2 x 10"
Island spread	15-3/4 x 10"
1/2 page (vertical)	4-7/8 x 13-1/2"
1/2 page (horizontal)	10 x 6-3/4"
1/4 page (vertical)	4-7/8 x 6-7/8"
1/4 page (horizontal)	10 x 3-3/8"

Publication trims at 10-7/8 x 15", keep live matter 1/2" from trim.

INSERT REQUIREMENTS

Island insert: 8-1/4 x 10-1/2"

Full page insert: 11-1/8 x 14-1/2"

Trimming: Margin for live matter 1/2" inside all edges of untrimmed insert.
Full page trims at 10-7/8 x 15".

Stock: 70 lb. minimum, 100 lb. text stock maximum.

Quantity: 31,800 per issue.

ADVERTISING POLICY

Subject to approval by editor. New copy to be received by the publisher two weeks before closing.

ELECTRONIC AD SUBMISSION

EPM is produced digitally and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Karen Burkhardt at karen.burkhardt@wt-group.com if the file is under 25 MB.

For larger files or files having trouble being delivered via email, use a 3rd party file sharing service (Hightail is preferred, www.hightail.com). Once uploaded send an email to Karen Burkhardt at karen.burkhardt@wt-group.com.

AD MATERIAL DELIVERY ADDRESS**For insert ad material:**

Publishers Press, Inc., Attn: Paula Fountain, *EPM* (Month/Quantity)
13487 South Preston Highway, Lebanon Junction, KY 40150
Tel (877) 468-1970

For all other ad material:

Walchli Tauber Group, Inc., Attn: Karen Burkhardt (*EPM*)
2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015

CLASSIFIED RATES

Contact the classified advertising office for the answer to your recruitment, events, and education advertising needs.

Visit the following link to view the classified rate card:

<http://epmonthly.com/advertise/advertising-rates-recruitment-jobs-events-and-education/>

AD MATERIAL DELIVERY ADDRESS**For classified ad material:**

M. L. Plaster Publishing, Co., C/O: Logan Plaster, *EPM* (Month)
68 Jay Street, Suite 412, Brooklyn, NY 11201
Tel (410) 980-0628, Email sstrigaro@epmonthly.com

CLASSIFIED ADVERTISING OFFICE**Plaster Publishing Co.**

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The **EPMonthly.com website** features a wide range of unique content, including news, commentary, and clinical updates. Includes popular blog WhiteCoat's Call Room. The website is updated daily for over 1,000 unique visitors per day.

All advertising must be approved by Plaster Publishing.

WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 20% shares (approximately 50,000 worldwide impressions per position; 100,000 per package, per month). Contracts are invoiced on the first of the month impressions are served. Contracts are non-cancellable.

Position	SOV	Cost
Leaderboard		\$1,000 net/mo
Box	20%	\$1,000 net/mo
Leaderboard/box package		\$1,800 net/mo

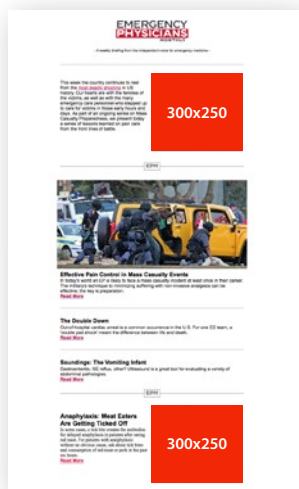
MECHANICAL SPECIFICATIONS

Leaderboard	728x90 pixels	100KB limit
Box	300x250 pixels	

REQUIRED FILES

Advertisers must provide one of the following file formats: static image (JPG/ GIF) with click-through URL, Adobe Flash file (SWF) with click-through URL(s), or third party tag, click-through URL. Expandable ads are accepted.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.



Each week the **EPM Weekly Email**, a content-rich email, is delivered to subscribers, packed with editorial content (including web-only exclusives). The recipient list is updated regularly, resulting in an extremely low bounce rate.

Total sent: 17,063 per issue

Open rate: 24.00%

EMAIL RATES

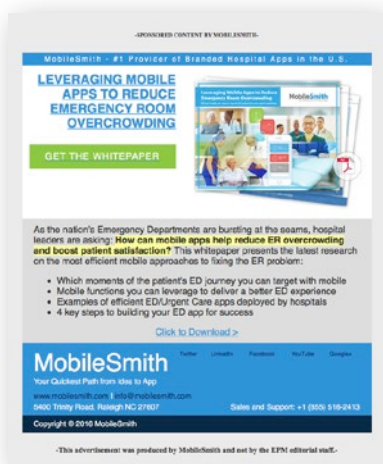
Contract Length	Cost
4 weeks, top box	\$2,000 net
4 weeks, bottom box	\$1,600 net

MECHANICAL SPECIFICATIONS

Box	300x250 pixels	50KB limit
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REQUIRED EMAIL FILES

JPG, static GIF, Click-through URL. No Rich Media can be accepted.



Each week a **Sponsored Dedicated eBlast** email is sent out by Plaster Publishing to an opt-in subscriber database on behalf of the advertising sponsor. Each email will promote the advertiser's brand to an exclusive list of over 45,000, 100% opt-in medical professionals. This list includes recipients of *Emergency Physicians Monthly*, *Emergency Physicians International*, and *Telemedicine*. The message in each email will lead readers to a website of the advertiser's choosing.

Emails are sent three times per week (Monday, Wednesday, Thursday) throughout the year, each advertiser has a 100% SOV (share-of-voice) on each email they purchase.

All advertising content must be approved by Plaster Publishing prior to being sent.

Total sent: 45,000 per issue

Average open rate: 20.00%

DOMESTIC (USA) EMAIL RATES

Placement	Cost
Sponsored eBlast	\$2,500 net/email

Emails may be targeted geographically or by industry, contact sales representative for more information/pricing.

REQUIRED FILES

Email-ready HTML file.

NO RATE INCREASE



Emergency Physicians International (EPI) is the vital new way to reach emergency medicine providers outside the United States, and impact one of the fastest growing medical specialties in the world. EPI is helmed by the leading voices in international emergency medicine, including Drs. Peter Cameron, president of IFEM, Jim Holliman, presidentelect of IFEM, Terry Mulligan and Lee Wallis.

Distributed in print at the largest emergency medicine conferences in Europe, Asia, Africa and Latin America, as well as through email and social networks, EPI Journal reaches between 6,000 and 10,000 global EPs each issue. That's the largest circulation in this quickly growing market.

With complimentary color and bundled pricing options, EPI is the most cost-efficient way to extend your brand beyond the United States into new, growing markets.

RUN OF BOOK (ROB) 4-COLOR RATES

Frequency	Full page	1/2 page
1x	\$2,930	\$1,690
4x	\$2,700	\$1,550

BONUS DISTRIBUTION

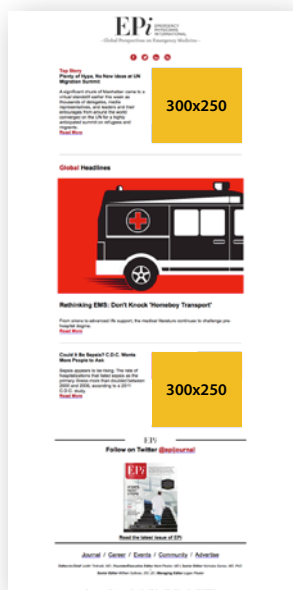
Meeting	Dates	Issue
European Society for Emergency Med.	Sep 24-27	TBD

CLASSIFIED RATES

Online 30-day job posting	\$99 net
Print line ad	\$3 per word (\$150 minimum)
Online/Print ad package	\$50 net

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full page	8-1/4 x 10-3/4"
1/2 page	4-1/8 x 10-3/4"
Publication trims at 8-1/4 x 10-3/4", keep live matter 1/8" from trim.	



Each week Epi distributes the **EPI Global Briefing** to the inboxes of emergency physicians from more than 100 countries. Each issue is filled with clinical updates and specialty news, this Briefing is an excellent way to keep your brand in front of thousands of physicians all over the world.

Average sent: 6,900 per issue

Average open rate: 20.00%

EMAIL RATES

Contract Length	Cost
13 weeks, top box	\$3,500 net
13 weeks, bottom box	\$3,000 net

MECHANICAL SPECIFICATIONS

Box	300x250 pixels	50KB limit
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REQUIRED EMAIL FILES

JPG, static GIF, Click-through URL. No Rich Media can be accepted.