



# Archives of PMR – eTOC and AIP Advertising

## ARCHIVES of Physical Medicine & Rehabilitation (The ARCHIVES)

01JAN2024

### SCHEDULE — ADS SOLD ON A MONTHLY BASIS — FIRST COME, FIRST SERVE

- January 2024 – Available
- February 2024 – Available
- March 2024 – Available
- April 2024 – Available
- May 2024 – Available
- June 2024 – Available
- July 2024 - Available
- August 2024 - Available
- September 2024 – Available
- October 2024 – Available
- November 2024 - Available
- December 2024 – Available

### ABOUT *The ARCHIVES*

- Impact Factor (Ranked 11th): 4.3; CiteScore (Ranked 11th): 6.2; Google Scholar h-5 Index (Ranked 2nd): 61 - All Metrics are All-Time Highs
- 104-year-old journal, founded in 1920
- Archives is Number 2 on the Media Kantar Report for advertising in the PM&R/Pain space
- 20,011 total print reach (subscribers + pass along)
- 34,690+ Lifetime Citations
- 50,000+ unique visitors per month
- 60%+ of the content comes from outside of the United States
- 77,000+ average monthly page views at [www.Archives-PMR.org](http://www.Archives-PMR.org)
- 2.9M+ downloads in 2020 (1 every 11 seconds)



Average Monthly Visits  
**45,790**

Average Monthly Pageviews  
**76,983**

Opt-In Email Subscribers  
**6,552**

[ACRM.org/ArchivesTocAds](http://ACRM.org/ArchivesTocAds)

- Over 90% of readers agree – the Archives publishes articles written by respected authorities that are relevant to patient care and critical to the field of PM&R (Readex Research Survey, 2021)

*The ARCHIVES* is **the most influential journal on rehabilitation** in the world—its papers have been cited more than any other rehabilitation journal.

## HOW THIS WORKS

- The Archives sends out a monthly electronic table of contents alert (eTOC) and on average 12 article in press (AIP) alerts per month.
- Your ad will make it through spam filters because each subscriber self-registers.
- Advertising in *The ARCHIVES* eTOC or AIP solidifies your place among critical information provided to members.
- Advertising in *The ARCHIVES* eTOC or AIP allows your company to reach industry decision-makers.

\*All submitted content is subject to ACRM approval\*

\*\*ACRM will place an ‘advertisement’ disclaimer on all ads\*\*

## MARKETING

### ADVERTISING OPPORTUNITIES

- **eTOC Leaderboard** (728p x 90p)
- **3 individual side Boombox positions** (300x250)
- **AIP only – skyscraper** (160x600)
- **AIP only – rectangle** (300x250)

**Total = 4 ad positions for eTOC; 3 for AIP**

### DETAILS

Prices listed are per month and per location.

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **eTOC Leaderboard: \$1,575**
- **eTOC single BoomBox: \$1,315**
- **eTOC 100% Share of Voice (3 ads in one month-Leaderboard plus 2 BoomBoxes): \$2,999**
- **AIP Share of Voice: \$2,310 per month for 100% share of voice, 3 month minimum**

“More than 2.9 million downloads per year. We are very proud of that.”

—*Leighton Chan, MD, MPH, FACRM*, Co-Editor-in-Chief, Archives of Physical Medicine & Rehabilitation



## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)
- Call [+1.703.435.5335](tel:+17034355335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](http://ACRM.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](http://ACRM.org/365)



***reaching millions in rehab***

*sponsorships | exhibiting | advertising*

ACRM INSTITUTIONAL SUPPORT PROGRAM