



Archives of PM&R – Print Advertising

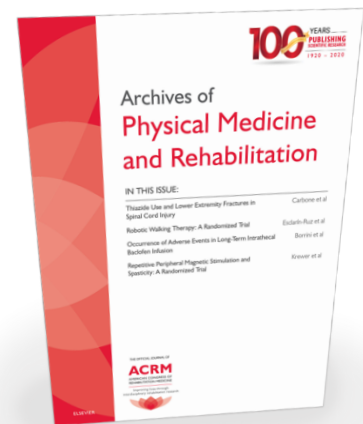
ARCHIVES of Physical Medicine & Rehabilitation
(The ARCHIVES)

26FEB2025

SCHEDULE – LIMITED OPPORTUNITIES AVAILABLE

ABOUT *The ARCHIVES*

- Impact Factor (Ranked 9th): 3.6; CiteScore (Ranked 11th): 6.2; Google Scholar h-5 Index (Ranked 4th): 60
- All Metrics are All-Time Highs
- 105-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 print reach (subscribers + pass along)
- 34,690+ Lifetime Citations
- 43,000+ visitors per month
- 65%+ of the content comes from outside of the United States
- 77,000+ monthly page views to www.Archives-PMR.org
- 2.0M+ downloads in 2020 (1 every 11 seconds)
- 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)
- Over 80% of readers read the journal in print and of those 59% ONLY read it in print
- Over 30% of our readers take action off of print ads



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

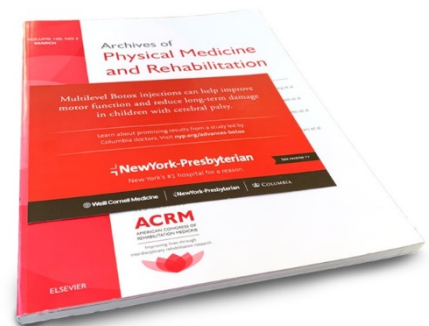
- Advertising in *The ARCHIVES* solidifies your place among monthly information provided to members.
- Advertising in *The ARCHIVES* allows your company to reach industry decision-makers.

All submitted content is subject to ACRM approval

MARKETING

ADVERTISING OPPORTUNITIES

- **1-page and ½-page ads** Available in black and white or color
- **Cover Tips** An eye-catching and cost-effective way to get your message in front of an engaged audience of 10,000+ physicians.
- **Poly-Bagged Outserts** Strategically position your brand message alongside trusted, relevant content. Effectively distribute your promotional materials with our highly respected, specialty-leading journals. Capture a reader's attention before they even open the journal with promotional brochures, conference collateral, CDs/ DVDs, and more.
- **Bellyband IMPOSSIBLE to MISS** – Your message completely wraps the issue. Bellyband advertising is designed to target a specific sub-set of APM&R subscribers with high impact print advertising.



Cover Tip: Glue strip on left side.
Your message here

DETAILS

Prices listed are for 1 advertisement run in one monthly issue. Discounts for multiple inserts may apply.

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice

- ½ Page Ad (B/W): **\$1,745**
- ½ Page Ad (Color): **\$2,430**
- 1 Page Ad (B/W): **\$2,460**
- 1 Page Ad (Color): **\$3,145**
- Cover Tips: **\$9,300 + printing costs**
- Poly-Bagged Outserts: **\$9,800**
- Contact us for more advertising opportunities



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.

MECHANICAL SPECIFICATIONS

AD SIZE	NON BLEED	BLEED
Trim	8-1/4" x 11"	—
Full Page	7-3/4" x 10-1/2"	8-1/2" x 11-1/4"
Spread	15" x 10"	16-3/4" x 11-1/4"
1/2 Horizontal	7" x 5"	8-1/2" x 5-3/4"
1/2 Vertical	3-1/2" x 10"	4-3/8" x 11-1/4"
1/4 Page	3-1/2" x 5"	—

Keep live matter 1/4" from all trim edges.

- File format: high-resolution PDF

COVER TIP DESCRIPTION, KEY INFO, & SPECS

- Standard 2-sided
- Size range:
 - Minimum: 4"H x 6"W
 - Maximum: 7"H X 8"W
- Client-provided artwork
- Additional printing, shipping, and handling charges may apply

POLY-BAGGED OUTSERT DESCRIPTION, KEY INFO & SPECS

Description: Whatever collateral you have on-hand, or wish to produce, buying an Outsert puts your collateral front and center and in the hands of all journal subscribers. From a product brochure to a postcard, flyer or multi-page newsletter, or a fold-out multi-panel leaflet — an outsert is produced and shipped by the advertiser and can be anything smaller than the journal trim size.

Key Info & Specs:

- Final size must be **SMALLER** than the size of the journal itself — known in the industry as the "trim size".
- THE ARCHIVES of PM&R trim size = **8.25 x 11**
- Maximum weight = Additional fees may apply for weight
- A PDF of the piece must be reviewed and approved by ACRM prior to order confirmation and before the advertiser orders their printing.
- **15,000 printed copies** are needed in New Hampshire / Elsevier publishing house by the **15th of the month** before the insertion issue.
 - **SPECIAL SHIPPING LABELING:** please be sure **all boxes** are marked with "**YAPMR volume/issue**"

TO: Archives of Physical Medicine and Rehabilitation
Dartmouth Journal Services Inc.
69 Lyme Road
Hanover, NH 03755
(800) 244-8320 ext. 234
Attn: Elsevier Team

- Advertiser is responsible for printing & shipping their material on time.

VOLUME/ISSUE	PUBLICATION DATE	SPACE CLOSING	RUN OF BOOK ARTWORK DUE	PREPRINTED SUPPLIED PIECES DUE
106/1	January 2025	11/27/2024	12/04/2024	12/11/2024
106/2	February 2025	01/03/2025	01/08/2025	01/15/2024
106/3	March 2025	01/30/2025	02/04/2025	02/11/2024
106/4	April 2025	03/04/2025	03/07/2025	03/14/2024
106/5	May 2025	04/01/2025	04/04/2025	04/11/2024
106/6	June 2025	05/05/2025	05/08/2025	05/15/2024
106/7	July 2025	06/05/2025	06/10/2025	06/17/2024
106/8	August 2025	07/03/2025	07/09/2025	07/16/2024
106/9	September 2025	08/04/2025	08/07/2025	08/14/2024
106/10	October 2025	09/03/2025	09/08/2025	09/15/2024
106/11	November 2025	10/06/2025	10/09/2025	10/16/2024
106/12	December 2025	11/03/2025	11/06/2025	11/13/2024

BELLYBAND DESCRIPTION, KEY INFO & SPECS

- Size range: Between 1/2 to 3/4 the size of the journal page, width may vary. Please work out exact specs with the sales and production office.
- Client-provided artwork
- Additional printing, shipping, and handling charges may apply

CONTACT OPTIONS

- Email ThreeSixtyFive@ACRM.org or complete this inquiry form: 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 | ThreeSixtyFive@ACRM.org | ACRM.org/365



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ACRM INSTITUTIONAL SUPPORT PROGRAM