



## Archives of PM&R – Print Advertising

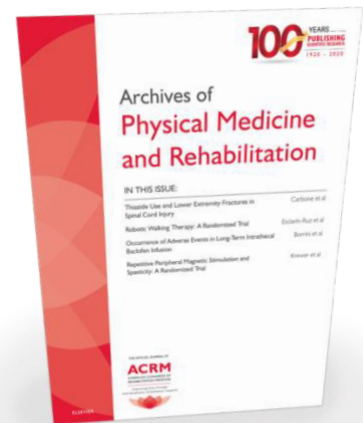
*ARCHIVES of Physical Medicine & Rehabilitation*  
(The ARCHIVES)

1JAN2024

**SCHEDULE** – LIMITED OPPORTUNITIES 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 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+ monthly page views to [www.Archives-PMR.org](http://www.Archives-PMR.org)
- 2.9M+ 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



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

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

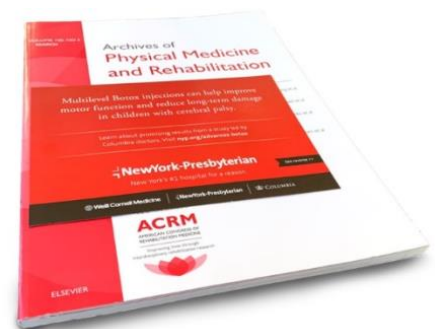
- Advertising in *The ARCHIVES* solidifies your place among monthly information provided to members.
- Advertising in *The ARCHIVES* allows your company to reach industry decision-makers.

\*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
105/1	January 2024	12/01/2023	12/06/2023	12/13/2023
105/2	February 2024	01/04/2024	01/09/2024	01/16/2024
105/3	March 2024	02/01/2024	02/06/2024	02/13/2024
105/4	April 2024	03/04/2024	03/07/2024	03/14/2024
105/5	May 2024	04/04/2024	04/09/2024	04/16/2024
105/6	June 2024	05/03/2024	05/08/2024	05/15/2024
105/7	July 2024	06/05/2024	06/10/2024	06/17/2024
105/8	August 2024	07/05/2024	07/10/2024	07/17/2024
105/9	September 2024	08/02/2024	08/07/2024	08/14/2024
105/10	October 2024	09/04/2024	09/09/2024	09/16/2024
105/11	November 2024	10/03/2024	10/08/2024	10/15/2024
105/12	December 2024	11/01/2024	11/06/2024	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](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)



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*sponsorships | exhibiting | advertising*

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