



Archives of PM&R – Website Advertising

ARCHIVES of Physical Medicine & Rehabilitation (The ARCHIVES)

01JAN2024

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+ average monthly page views at 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)



Average Monthly Visits
45,790

Average Monthly Pageviews
76,983

Opt-In Email Subscribers
6,552

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

ACRM.org/ArchivesWebAds

HOW THIS WORKS

- Advertising in *The ARCHIVES* solidifies your place among information provided to members.
- Advertising in *The ARCHIVES* 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

- **Prestitial Splash** (300p x 250p)(480p x 640p)
Ad displayed as page loads and auto-closes after 7 seconds. Ad appears on homepage, TOC or article pages.
- **Leaderboard** (728p x 90p) Journal banner and logo set to display on all non-content journal pages
- **Skyscraper** (160p x 600p) Right hand column of journal page, displays on all non-content pages
- **Large Rectangle** (300p x 250p) Bottom center of the page, displays on HOMEPAGE only
- **Mobile Leaderboard** (320p x 50p) Journal banner and logo set to display on all non-content journal pages when viewed on a mobile device

DETAILS

- Rate given below is CPM or Cost Per Thousand (1,000 ad units served)
- Leaderboard banner remains in place during scroll for 8 seconds (i.e. "sticky banner").
- Skyscraper remains in place on right side throughout scroll.

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice

- **Prestitial Splash: \$1,100/Month 100% SOV (2-month minimum)**
- **ROS Banner Ads: \$110/net/CPM – includes all ad sizes (728 x 90, 300 x 250, 160 x 600, 320 x 50)**
- **\$1,500 minimum ad placement**

"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



MECHANICAL SPECIFICATIONS

- File format: JPG, GIF (Max 3 loops of animation, up to 15 seconds per loop) or SWF (rich media) at 72 DPI
- 200KB max file size
- Target URL required

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



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ACRM INSTITUTIONAL SUPPORT PROGRAM

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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