

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



ACRM SALES

6OCT2020

Archives of PM&R – Print Advertising

SCHEDULE – LIMITED OPPORTUNITIES AVAILABLE

OVERVIEW

- #1 in Google Scholar Metrics for the field of Rehabilitation Medicine
- 3.098 impact factor
- 100-year-old journal, founded in 1920
- 17,592 print subscribers
- 24,309+ Lifetime Citations
- 50,000+ unique visitors per month
- 60%+ of the content comes from outside of the United States
- 65,000+ monthly visits to www.Archives-PMR.org
- 2.7M+ downloads in 2019 (1 every 12 seconds)

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.

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.
- **Outserts** 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.

DETAILS

Prices listed are for 1 advertisement run in one monthly issue.

INVESTMENT OPPORTUNITIES

- ½ Page Ad (B/W): **\$1,445**
- ½ Page Ad (Color): **\$2,115**
- 1 Page Ad (B/W): **\$2,085**
- 1 Page Ad (Color): **\$2,755**
- Cover Tips: **\$7,500**
- Outserts: **\$8,000**
- Contact us for more advertising opportunities

EVENT BOOST

Extra ACRM 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 — one dedicated eblast to ACRM's exclusive email list, extra App pushes, additional social media boosting including and sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

CONTACT OPTIONS

- Katy Sell (ksell@acrm.org)
- Evie Thompson (ethompson@acrm.org)
- Email sales@acrm.org or complete this inquiry form: www.ACRM.org/salesform

CALL

+1.703.435.5335

MECHANICAL SPECIFICATIONS

- File format: high-resolution PDF
- Trim: 8-1/4" x 11"
- Keep live matter 1/4" from all trim edges.

AD SIZE	NON-BLEED	BLEED
Full page	7-3/4" x 10-1/2"	8-1/2" x 11-1/4"
½ Horizontal	7" x 5"	8-1/2" x 5-3/4"

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.

Cover Tip Description, Key Info & Specs

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