

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## ACRM SALES

29OCT2020

## 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](http://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

\*all prices are subject to change without notice

- 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](mailto:ksell@acrm.org))
- Evie Thompson ([ethompson@acrm.org](mailto:ethompson@acrm.org))
- Email [sales@acrm.org](mailto:sales@acrm.org) or complete this inquiry form: [www.ACRM.org/salesform](http://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