

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



ACRM SALES

Archives of PM&R – Website Advertising

2DEC2020

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 information provided to members.
- Advertising in the Archives allows your company to reach industry decision-makers.

MARKETING

ADVERTISING OPPORTUNITIES

- **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** (300p 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.
- Skyscraper remains in place on right side throughout scroll.

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice

- **Leaderboard: \$90 CPM**
- **Skyscraper: \$90 CPM**
- **Large Rectangle: \$90 CPM**
- **Mobile Leaderboard \$90 CPM**
- **\$1,500 minimum ad placement**

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

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

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