

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



Archives of PM&R – Print Advertising

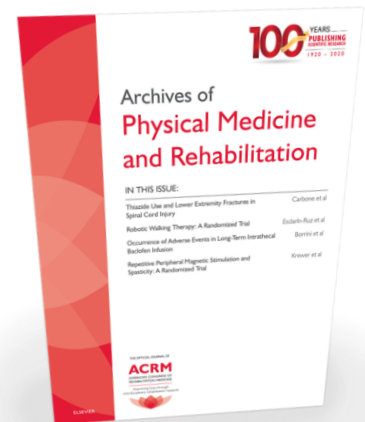
ARCHIVES of Physical Medicine & Rehabilitation
(*The ARCHIVES*)

14JAN2021

SCHEDULE – LIMITED OPPORTUNITIES AVAILABLE

ABOUT *The ARCHIVES*

- #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
- 2.8M+ 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.

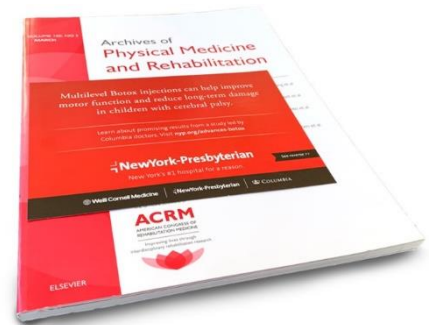
HOW THIS WORKS

- 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.
- **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.
- **Cover Wrap** IMPOSSIBLE to MISS – Your message completely wraps the issue. Cover wrap 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

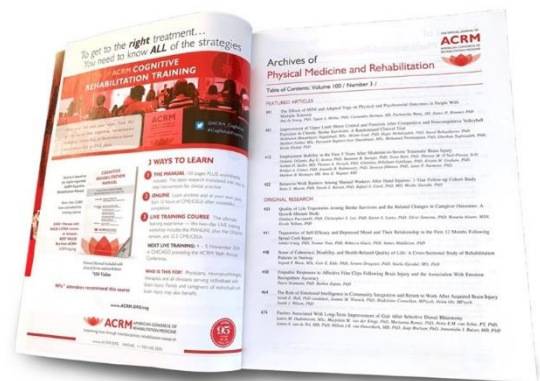
DETAILS

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): **\$1,445**
- ½ Page Ad (Color): **\$2,115**
- 1 Page Ad (B/W): **\$2,085**
- 1 Page Ad (Color): **\$2,755**
- Cover Tips: **\$7,500**
- Poly-Bagged Outserts: **\$8,000**
- Cover Wrap:
- 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.

PRINT CLOSINGS

| VOLUME/ ISSUE | PUBLICATION DATE | PRINT SPACE CLOSING DATE | PRINT MATERIALS DEADLINE | INSERTS DUE |
|------------------|---------------------|-----------------------------------|--------------------------------|----------------|
| 102/1 | January 2021 | 12/3/2020 | 12/8/2020 | 12/15/2020 |
| 102/2 | February 2021 | 1/4/2021 | 1/7/2021 | 1/14/2021 |
| 102/3 | March 2021 | 2/2/2021 | 2/5/2021 | 2/12/2021 |
| 102/4 | April 2021 | 3/4/2021 | 3/9/2021 | 3/16/2021 |
| 102/5 | May 2021 | 4/5/2021 | 4/8/2021 | 4/15/2021 |
| 102/6 | June 2021 | 5/5/2021 | 5/10/2021 | 5/17/2021 |
| 102/7 | July 2021 | 6/4/2021 | 6/9/2021 | 6/16/2021 |
| 102/8 | August 2021 | 7/6/2021 | 7/9/2021 | 7/16/2021 |
| 102/9 | September 2021 | 8/5/2021 | 8/10/2021 | 8/17/2021 |
| 102/10 | October 2021 | 9/2/2021 | 9/8/2021 | 9/15/2021 |
| 102/11 | November 2021 | 10/6/2021 | 10/11/2021 | 10/18/2021 |
| 102/12 | December 2021 | 11/2/2021 | 11/5/2021 | 11/12/2021 |

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

CONTACT OPTIONS

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

CALL

+1.703.435.5335