

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## Archives of PM&R – Website 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](http://www.Archives-PMR.org)
- 2.8M+ downloads in 2019 (1 every 12 seconds)



Average Monthly Visits\*

**62,757**

Average Monthly Pageviews\*

**110,730**

Opt-in Email Subscriberst

**6,863**

*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: \$100 CPM**
- **Skyscraper: \$100 CPM**
- **Large Rectangle: \$100 CPM**
- **Mobile Leaderboard \$100 CPM**
- **\$2,500 minimum ad placement**

“More than 2.7 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

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[www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

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