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

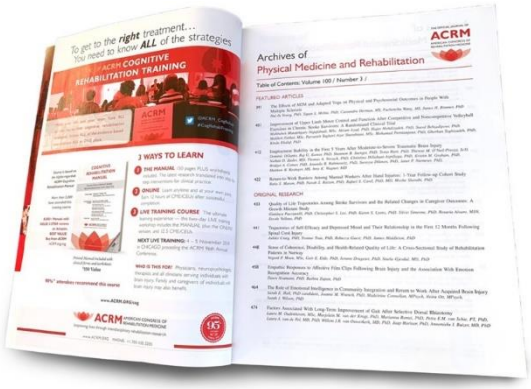
DETAILS

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

- Lauren Morgan (lmorgan@ACRM.org)
- 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