

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



Archives of PM&R – Website Advertising

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

16MAR2021

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)



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.

All submitted content is subject to ACRM approval

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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CALL

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