

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## Archives of PM&R – Website Advertising

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

12MAY2021

**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<sup>o</sup>

**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\*

\*\*ACRM will place an 'advertisement' disclaimer on all ads\*\*

# 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**

## 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.

“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*



## CONTACT OPTIONS

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## CALL

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