ARCHIVES of PM&R PRINT ADVERTISING

Archives of PM&R – Print Advertising

ARCHIVES of Physical Medicine & Rehabilitation
(The ARCHIVES)

SCHEDULE – LIMITED OPPORTUNITIES AVAILABLE

ABOUT The ARCHIVES

- Impact Factor (Ranked 11th): 4.3; CiteScore (Ranked 11th): 6.2; Google Scholar h-5 Index (Ranked 2nd): 61
  - All Metrics are All-Time Highs
- 104-year-old journal, founded in 1920
- Archives is Number 2 on the Media Kantar Report for advertising in the PM&R/Pain space
- 20,011 print reach (subscribers + pass along)
- 34,690+ Lifetime Citations
- 50,000+ unique visitors per month
- 60%+ of the content comes from outside of the United States
- 77,000+ monthly page views to www.Archives-PMR.org
- 2.9M+ downloads in 2020 (1 every 11 seconds)
- Over 90% of readers agree – the Archives publishes articles written by respected authorities that are relevant to patient care and critical to the field of PM&R (Readex Research Survey, 2021)
- Over 80% of readers read the journal in print and of those 59% ONLY read it in print
- Over 30% of our readers take action off of print ads

ACRM.org/ArchivesPrintAds
The ARCHIVES is the most influential journal on rehabilitation in the world—it's 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.

*All submitted content is subject to ACRM approval*

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.
- Bellyband IMPOSSIBLE to MISS – Your message completely wraps the issue. Bellyband advertising is designed to target a specific sub-set of APM&R subscribers with high impact print advertising.

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): $1,745
- ½ Page Ad (Color): $2,430
- 1 Page Ad (B/W): $2,460
- 1 Page Ad (Color): $3,145
- Cover Tips: $9,300 + printing costs
- Poly-Bagged Outserts: $9,800
- 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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/4&quot; x 11&quot;</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4&quot; x 10-1/2&quot;</td>
<td>8-1/2&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-3/4&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-1/2&quot; x 5-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-3/8&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td>—</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>105/1</td>
<td>January 2024</td>
<td>12/01/2023</td>
<td>12/06/2023</td>
<td>12/13/2023</td>
</tr>
<tr>
<td>105/2</td>
<td>February 2024</td>
<td>01/04/2024</td>
<td>01/09/2024</td>
<td>01/16/2024</td>
</tr>
<tr>
<td>105/3</td>
<td>March 2024</td>
<td>02/01/2024</td>
<td>02/06/2024</td>
<td>02/13/2024</td>
</tr>
<tr>
<td>105/4</td>
<td>April 2024</td>
<td>03/04/2024</td>
<td>03/07/2024</td>
<td>03/14/2024</td>
</tr>
<tr>
<td>105/5</td>
<td>May 2024</td>
<td>04/04/2024</td>
<td>04/09/2024</td>
<td>04/16/2024</td>
</tr>
<tr>
<td>105/6</td>
<td>June 2024</td>
<td>05/03/2024</td>
<td>05/08/2024</td>
<td>05/15/2024</td>
</tr>
<tr>
<td>105/7</td>
<td>July 2024</td>
<td>06/05/2024</td>
<td>06/10/2024</td>
<td>06/17/2024</td>
</tr>
<tr>
<td>105/8</td>
<td>August 2024</td>
<td>07/05/2024</td>
<td>07/10/2024</td>
<td>07/17/2024</td>
</tr>
<tr>
<td>105/9</td>
<td>September 2024</td>
<td>08/02/2024</td>
<td>08/07/2024</td>
<td>08/14/2024</td>
</tr>
<tr>
<td>105/10</td>
<td>October 2024</td>
<td>09/04/2024</td>
<td>09/09/2024</td>
<td>09/16/2024</td>
</tr>
<tr>
<td>105/11</td>
<td>November 2024</td>
<td>10/03/2024</td>
<td>10/08/2024</td>
<td>10/15/2024</td>
</tr>
<tr>
<td>105/12</td>
<td>December 2024</td>
<td>11/01/2024</td>
<td>11/06/2024</td>
<td>11/13/2024</td>
</tr>
</tbody>
</table>
BELLYBAND DESCRIPTION, KEY INFO & SPECS

- Size range: Between 1/2 to 3/4 the size of the journal page, width may vary. Please work out exact specs with the sales and production office.
- Client-provided artwork
- Additional printing, shipping, and handling charges may apply

CONTACT OPTIONS

- Email ThreeSixtyFive@ACRM.org or complete this inquiry form: www.ACRM.org/salesform
- Call +1.703.435.5335

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: ACRM.org/SalesForm | ThreeSixtyFive@ACRM.org | ACRM.org/365