

2024

Media Kit

Foster the Future of EM

Before they are the CEOs, department chairs, and board members of the specialty, they are students and residents first - they are EMRA. Start fostering your relationships early to ensure tomorrow's success.

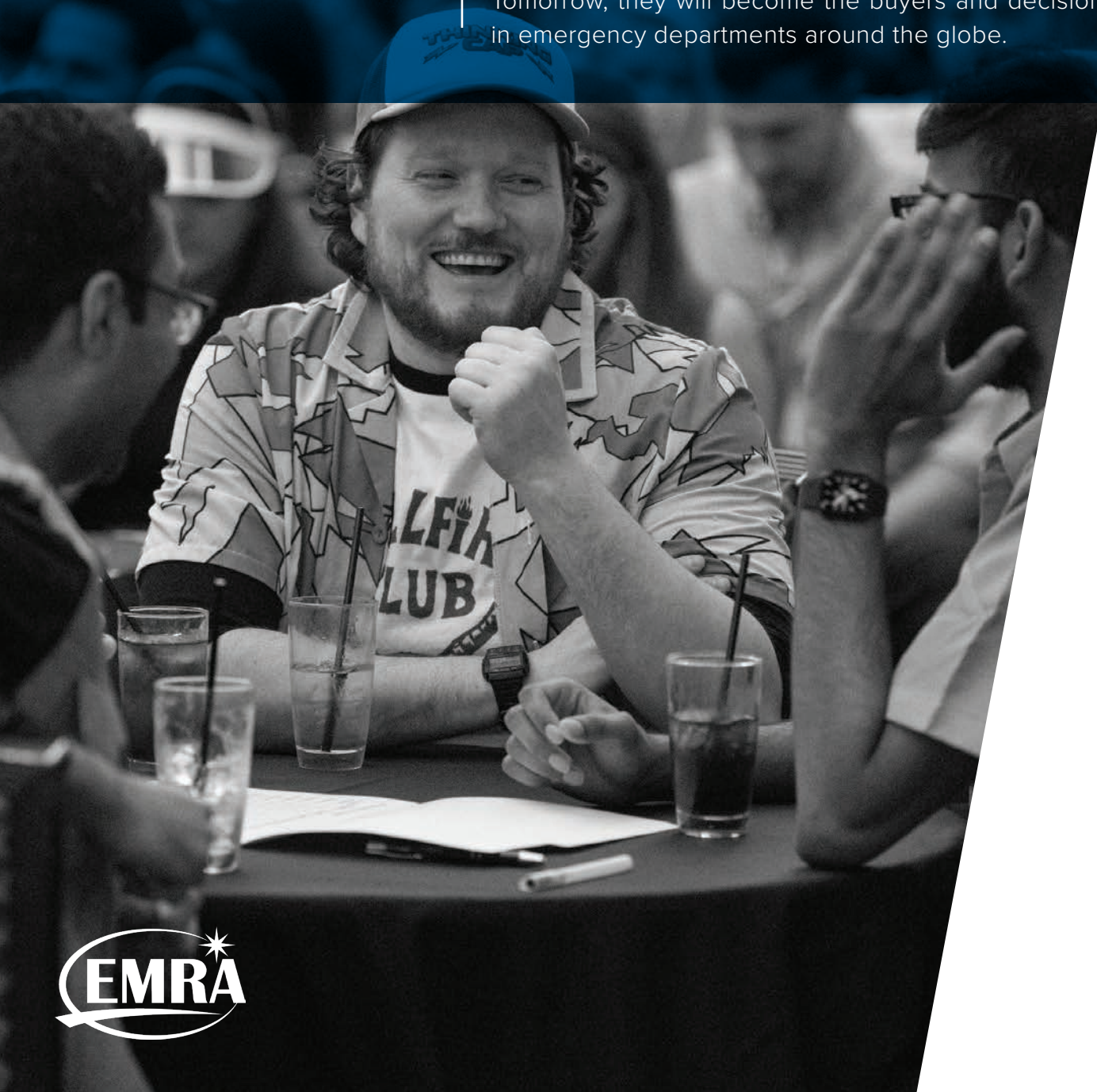


About EMRA

The Emergency Medicine Residents' Association is the voice of emergency medicine physicians-in-training and the future of our specialty. EMRA is the largest and oldest independent resident organization in the world.

Today, our members are early adopters in the specialty, constantly seeking to improve.

Tomorrow, they will become the buyers and decision-makers in emergency departments around the globe.



INTEGRATED MARKETING OPTIONS

EMRA's members are the future of emergency medicine. Your support for the leading organization for medical students, residents, fellows, and alumni members. EMRA seeks to provide lasting options for helping our members with our three pillars: Education, Leadership, Advocacy.

You can select from our rich inventory of options or work with us to put together a yearly plan, based on your fiscal year. Here's what we have to offer.

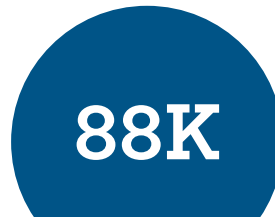
EMRA BY THE NUMBERS



EMRA was established



Members annually



Average monthly EMRA.ORG page-views



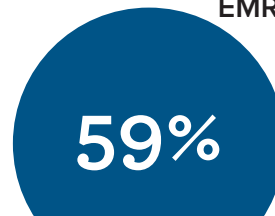
of all EM residencies in the U.S. sign up every resident to be an EMRA member



Average monthly EM Resident magazine online page-views



EMRA*Cast listeners per month



Open rate of What's Up (all-member monthly electronic newsletter)



Open rate of Medical Student Council monthly newsletter



Open rate of EM Resident online announcement



Open rate of the EMRA Daily (conference electronic newsletter)



Job & Fellowship Fair attendees



One-on-one meetings held through Virtual Residency Fair



Social media followers



Average monthly social media impressions

EMResident MAGAZINE

Official Publication • Emergency Medicine Residents' Association

Our magazine is written by residents, for residents.
It's packed with knowledge - **and it gets noticed.**

CIRCULATION AND REACH

17k+

Average print circulation per edition

65k+

Average monthly site visits to EM Resident online

60%

Avg. open rate for EM Resident Table of Contents email



The magazine is published quarterly and sent to all members, including students, residents, and alumni, plus program directors, program coordinators, academic advisors, EM specialty leaders, and corporate friends.

REGULAR TOPICS INCLUDE:

- Critical Care
- International Medicine
- Pediatric EM
- Toxicology
- Wilderness Medicine
- Resident Research
- Resident Profiles
- Ultrasound
- Technology
- Advocacy
- Medical Student News
- Career Planning

ADVERTISING DEADLINES:

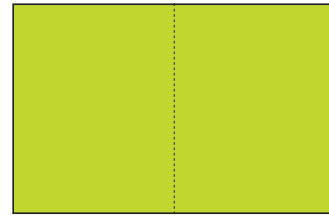
EDITION	SALES CLOSE	AD MATERIALS DUE
January - February - March	October 15, 2023	November 1, 2023
April - May - June	January 15, 2024	February 1, 2024
July - August - September*	April 15, 2024	May 1, 2024
October - November - December	July 15, 2024	August 1, 2024
January - February - March 2025	October 15, 2024	November 1, 2024
April - May - June 2025	January 15, 2025	February 1, 2025

*Scientific Assembly edition! Be sure to promote your booth and events at ACEP24.

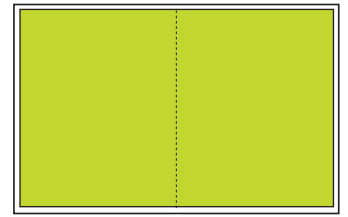
DISPLAY AD SIZES

All files must be 300 dpi or higher, submitted as EPS, TIFF, JPG, or press-ready PDFs.

DISPLAY AD	WIDTH/DEPTH
2 Page Spread (Full Bleed)	16" x 11"
2 Page Spread (No Bleed)	15" x 10"
Full Page (Bleed)	8.5" x 11"
Full Page (No Bleed)	7.5" x 10"
Half Page Horizontal	7.5" x 4.75"
Half Page Vertical	3.5" x 10"
Third Page Horizontal	8.0" x 3.33"
Third Page Vertical	2.25" x 10"
Quarter Page Square	3.5" x 4.75"
Back Cover	7.5" x 7.5"



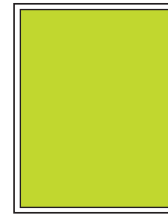
2 Page Spread
+ .125" bleed (9pts)



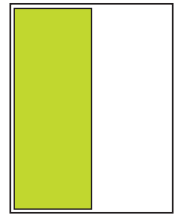
2 Page Spread
No Bleed



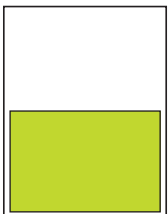
Full Page
+ .125" bleed (9pts)



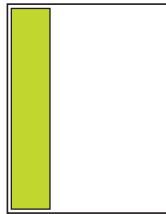
Full Page
No Bleed



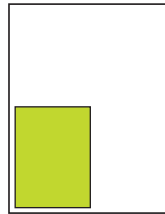
Half Page
Vertical



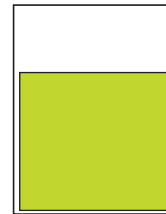
Half Page
Horizontal



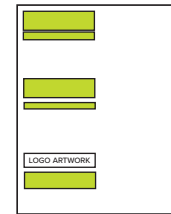
Third Page
Vertical



Quarter
Page
Square



Back Cover
(OBC)



Classified Ad
Classified Ad
Color block
Classified Ad
with logo



TWEETIMONIAL

We **pride** ourselves in **supporting** our residents & their passions.

We're **so proud of our intern for her first publication on such an**
IMPORTANT topic in the current issue of **EMResident!**

DISPLAY AD PRICING

Guidelines

As the largest organization to represent the needs of the emergency medicine resident, we are able to reach a unique and important niche of our specialty.

The EMRA Board of Directors requires that all positions advertised in EM Resident be limited to Board Certified/Board Eligible (BC/BE), Residency-Trained emergency physicians. EM Resident has the right to refuse an advertisement if such guidelines are not met.

For the sake of terminology consistency, the terms, “ED,” “Emergency Department,” and “Emergency Physicians” are preferable over using “ER” or any derivation.

Display Ads

Placement of all ads other than premium ads is at the discretion of the publisher. **All advertising is subject to the approval of EMRA and may be declined at EMRA's discretion.** Payment must accompany order. All rates are non-commissionable. All cancellations must be in writing. Any cancellations received after space deadline will not be refunded.

DISPLAY ADS	# OF RUNS		
PLACEMENT/SIZE/COLOR	1X	2X	4X
COVERS (4 COLOR ONLY)			
Inside front (IFC) 7.5" x 10"	\$4460	\$3652	\$2725
Inside back (IBC) 7.5" x 10"	\$4460	\$3652	\$2725
Outside back (OBC) 7.5" x 7.5"	\$5717	\$4383	\$3144
4 COLOR			
2-page spread	\$5145	\$4383	\$3878
Full page 7.5" x 10"	\$3000	\$2293	\$1871
1/2 page vertical 3.5" x 10"	\$1560	\$1380	\$1210
1/2 page horizontal 7.5" x 4.75"	\$1560	\$1380	\$1210
1/3 vertical 2.25" x 10"	\$1240	\$1034	\$880
1/3 horizontal 8" x 3.33"	\$1240	\$1034	\$880
1/4 page 3.5" x 4.75"	\$918	\$690	\$550
SPOT COLOR			
Add 25% to the Black and White rates for each additional color.			
BLACK & WHITE			
2-page spread	\$3430	\$2922	\$2585
Full page 7.5" x 10"	\$2001	\$1534	\$1246
1/2 page vertical 3.5" x 10"	\$1040	\$918	\$807
1/2 page horizontal 7.5" x 4.75"	\$1040	\$918	\$807
1/3 vertical 2.25" x 10"	\$800	\$690	\$586
1/4 page 3.5" x 4.75"	\$560	\$460	\$366

Notes: Bleeds must be at least 9 points on each bleed side; All sizes are expressed width x length.

CLASSIFIED AD PRICING

Classified Ads

As the largest organization to represent the needs of the emergency medicine resident, we are able to Copy for classified ads must be submitted via email; space will not be reserved until payment is received. Classified ads are placed in alphabetical order by state, then city, or under a "Multi-State" heading.

CLASSIFIED AD RATES

1X

Up to 150 Words \$359

Upto 300 Words \$639

2X

Up to 150 Words \$300

Upto 300 Words \$560

4X

Up to 150 Words \$255

Upto 300 Words \$480

COLOR BLOCK BACKGROUND

1X

Up to 150 Words \$464

Upto 300 Words \$720

2X

Up to 150 Words \$401

Upto 300 Words \$680

4X

Up to 150 Words \$320

Upto 300 Words \$560

ADD LOGO ARTWORK TO AD

Per Ad

\$100 per Issue



TWEETIMONIAL

Being part of EMRA has been the **best decision I've made. I'm forever indebted to this organization** for **seeing something in me** that I never saw in myself.

DISPLAY AD PRICING

Static or animated ads are available on EMRA's hugely popular website, which features smart content, ensuring every visitor has a customized experience.

EMRA.ORG HOMEPAGE

Size: 728x90 px	1X	3X	6X	12X
Per Ad / Per Issue	\$1000	\$2835 (\$945/mo)	\$4725 (\$787.50/mo)	\$7560 (\$630/mo)
Size: 300x250 px	1X	3X	6X	12X
Per Ad / Per Issue	\$840	\$2205 (\$735/mo)	\$3780 (\$630/mo)	\$6300 (\$525/mo)

EMRA.ORG INTERIOR LANDING PAGES

Size: 728x90 px	1X	3X	6X	12X
Per Ad / Per Issue	\$1000	\$2835 (\$945/mo)	\$4725 (\$787.50/mo)	\$7560 (\$630/mo)
Size: 300x250 px	1X	3X	6X	12X
Per Ad / Per Issue	\$840	\$2205 (\$735/mo)	\$3780 (\$630/mo)	\$6300 (\$525/mo)

EM RESIDENT ONLINE

Size: 728x90 px	1X	3X	6X	12X
Per Ad / Per Issue	\$1000	\$2364 (\$788/mo)	\$4410 (\$735/mo)	\$7560 (\$630/mo)
Size: 300x250 px	1X	3X	6X	12X
Per Ad / Per Issue	\$840	\$2100 (\$700/mo)	\$4095 (\$682.50/mo)	\$6300 (\$525/mo)

Size: 728x90 px	Table of contents email (<i>Released with each print mailing</i>)			
Running 4x	\$4725			

EMRA DAILY - CONFERENCE E-NEWSLETTERS

Sent daily to EMRA attendees at ACEP Scientific Assembly

Banner: 728x90 px	Content (25 words)
Run of conference \$3000	Run of conference \$3700

WHAT'S UP - MONTHLY E-NEWSLETTER

What's Up is sent to all EMRA members, EM program directors and coordinators, and additional EM-relevant audiences every month. With an open rate more than double the industry average, this is a highly effective channel.

Size: 728x90 px	1X	3X	6X	12X
Per Ad / Per Issue	\$895	\$2365 (\$788/mo)	\$4410 (\$735/mo)	\$7560 (\$630/mo)
Content Ad (25 words)	1X	3X	6X	12X
Per Ad / Per Issue	\$1000	\$2835 (\$945/mo)	\$5040 (\$840/mo)	\$8820 (\$735/mo)

MAILING LIST RENTAL PRICING

EMRA's membership mailing addresses are available for rental. Members include U.S. and International students, residents, fellows, and alumni (EM residency graduates). To request your EMRA mailing list rental, complete the order form. Some restrictions may apply. Complete order form on page 12.

Type of List	Price
Entire Membership	\$715
Resident Members by Graduation Dates	\$633
Random Sample or Special Criteria List	\$605
Senior Residents	\$550
Alumni (includes recent grads)	\$523
Medical Student Section	\$468

SPECIALTY ADVERTISING

Unique opportunities are available

Call Cynthia Kucera at 201.767.4170 to customize your campaign!

MULTI-CHANNEL ADVERTISING

Let us help you reach your goals by reaching our members

Reach Cynthia Kucera at 201.767.4170 or advertising@emra.org to customize your campaign!

EMResident

2024 ADVERTISING RATES/ORDER FORM

All rates are **PER ISSUE**; select preferred ad size and run time(s) below. Prices effective with the Jan/Feb/March 2024 issue.

Cover (4 color only)	1x	2x	4x
Inside front (IFC) 7.5" x 10"	<input type="checkbox"/> \$4460	<input type="checkbox"/> \$3652	<input type="checkbox"/> \$2725
Inside back (IBC) 7.5" x 10"	<input type="checkbox"/> \$4460	<input type="checkbox"/> \$3652	<input type="checkbox"/> \$2725
Outside back (OBC) 7.5" x 7.5"	<input type="checkbox"/> \$5717	<input type="checkbox"/> \$4383	<input type="checkbox"/> \$3144
Four Color	1x	2x	4x
2-page spread	<input type="checkbox"/> \$5145	<input type="checkbox"/> \$4383	<input type="checkbox"/> \$3878
Full page 7.5" x 10"	<input type="checkbox"/> \$3000	<input type="checkbox"/> \$2293	<input type="checkbox"/> \$1871
1/2 page vertical 3.5" x 10"	<input type="checkbox"/> \$1560	<input type="checkbox"/> \$1380	<input type="checkbox"/> \$1210
1/2 page horizontal 7.5" x 4.75"	<input type="checkbox"/> \$1560	<input type="checkbox"/> \$1380	<input type="checkbox"/> \$1210
1/3 vertical 2.25" x 10"	<input type="checkbox"/> \$1240	<input type="checkbox"/> \$1034	<input type="checkbox"/> \$880
1/3 horizontal 8" x 3.33"	<input type="checkbox"/> \$1240	<input type="checkbox"/> \$1034	<input type="checkbox"/> \$880
1/4 page 3.5" x 4.75"	<input type="checkbox"/> \$918	<input type="checkbox"/> \$690	<input type="checkbox"/> \$550
Spot Color	<input type="checkbox"/> Add 25% to the Black and White rates for each additional color.		
Black & White	1x	2x	4x
2-page spread	<input type="checkbox"/> \$3430	<input type="checkbox"/> \$2922	<input type="checkbox"/> \$2585
Full page 7.5" x 10"	<input type="checkbox"/> \$2001	<input type="checkbox"/> \$1534	<input type="checkbox"/> \$1246
1/2 page vertical 3.5" x 10"	<input type="checkbox"/> \$1040	<input type="checkbox"/> \$918	<input type="checkbox"/> \$807
1/2 page horizontal 7.5" x 4.75"	<input type="checkbox"/> \$1040	<input type="checkbox"/> \$918	<input type="checkbox"/> \$807
1/3 page vertical 2.25" x 10"	<input type="checkbox"/> \$800	<input type="checkbox"/> \$690	<input type="checkbox"/> \$586
1/4 page 3.5" x 4.75"	<input type="checkbox"/> \$560	<input type="checkbox"/> \$460	<input type="checkbox"/> \$366

Notes: Bleeds must be at least 9 points (.125") on each bleed side. All sizes are expressed width x length.

Classified Ad Rates	
1x	
Up to 150 words	<input type="checkbox"/> \$359
Up to 300 words	<input type="checkbox"/> \$639
2x	
Up to 150 words	<input type="checkbox"/> \$300
Up to 300 words	<input type="checkbox"/> \$560
4x	
Up to 150 words	<input type="checkbox"/> \$255
Up to 300 words	<input type="checkbox"/> \$480

Color Block Background	
1x	
Up to 150 words	<input type="checkbox"/> \$464
Up to 300 words	<input type="checkbox"/> \$720
2x	
Up to 150 words	<input type="checkbox"/> \$401
Up to 300 words	<input type="checkbox"/> \$680
4x	
Up to 150 words	<input type="checkbox"/> \$320
Up to 300 words	<input type="checkbox"/> \$560

Color Block Background	
Per ad	<input type="checkbox"/> \$100 per listing/per issue

EM Resident is published quarterly: Jan/Feb/March, April/May/June, July/Aug/Sept, and Oct/Nov/Dec.

AD SALES DEADLINES AND MATERIALS DEADLINES ARE STRICTLY ENFORCED.

*Payment for multiple insertions due with first insertion. **NO REFUNDS** on cancellations after space deadline.

All rates are non-commissionable. Any cancellations must be submitted in writing.

ADVERTISER'S INFORMATION

Contact Name _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Email _____

If you are reserving space for a multiple insertion display ad, please read the following statement and sign below.

I understand that multiple insertion display ads are sold at a reduced rate and that the number of insertions must run in consecutive order and be paid for in full at the space deadline of the first insertion. I may change the individual ad with each newsletter issue as long as the ad size remains the same.

Name _____ Date _____
 Title _____

Reserve space in these issues: Jan/Feb/March April/May/June July/Aug/Sept Oct/Nov/Dec

METHOD OF PAYMENT

Check enclosed Visa MasterCard Discover AMEX

*Discounts apply for credit card payments! Please contact Cynthia Kucera for details.

Card Number+CVV _____

Expiration Date _____

Cardholder's signature _____

AGENCY/BILLING INFORMATION

(If different from advertiser information)

Contact Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Questions? Contact Cynthia Kucera at 201-767-4170 or email advertising@emra.org

DIGITAL ADVERTISING

2024 ADVERTISING RATES/ORDER FORM

ADVERTISING GUIDELINES

Ads must be submitted in .JPG, .GIF, or .BMP format with a minimum resolution of 72 DPI and conform to size requirements listed below. Be sure to include your website address for banner navigation purposes.

- ▶ **EMRA.org and EM Resident online homepages:** 728 x 90px leaderboard; 300 x 250px medium rectangle
- ▶ **EMRA.org interior and EM Resident online article pages:** 728 x 90px leaderboard; 300 x 250px medium rectangle
- ▶ **Digital Newsletters (What's Up, EMRA Daily):** 728 x 90px leaderboard; 25-word content marketing spot
- ▶ **EM Resident Online TOC email:** 1 advertiser per year; 728 x 90px leaderboard

TYPESETTING/AD DESIGN

In addition to the charge for ad placement, for a typesetting fee of \$100, the publisher will format your ad with a solid line border and enter bulleted or paragraph-style text. You may submit a JPG file of your logo to be inserted.

Ad Location (Leader Rectangle)	1x		3x		6x		12x	
	LEADER	RECTANGLE	LEADER	RECTANGLE	LEADER	RECTANGLE	LEADER	RECTANGLE
EMRA.org Homepage	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$840	<input type="checkbox"/> \$2835	<input type="checkbox"/> \$2205	<input type="checkbox"/> \$4725	<input type="checkbox"/> \$3780	<input type="checkbox"/> \$7560	<input type="checkbox"/> \$6300
EMRA.org Interior	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$840	<input type="checkbox"/> \$2835	<input type="checkbox"/> \$2205	<input type="checkbox"/> \$4725	<input type="checkbox"/> \$3780	<input type="checkbox"/> \$7560	<input type="checkbox"/> \$6300
EMResident Online	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$840	<input type="checkbox"/> \$2364	<input type="checkbox"/> \$2100	<input type="checkbox"/> \$4410	<input type="checkbox"/> \$4095	<input type="checkbox"/> \$7560	<input type="checkbox"/> \$6300
Digital Newsletters (Leader Content)	1x		3x		6x		12x	
	LEADER	CONTENT	LEADER	CONTENT	LEADER	CONTENT	LEADER	CONTENT
What's Up (monthly)	<input type="checkbox"/> \$895	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$2365	<input type="checkbox"/> \$2835	<input type="checkbox"/> \$4410	<input type="checkbox"/> \$5040	<input type="checkbox"/> \$7560	<input type="checkbox"/> \$8820
EMRA Daily @ ACEP Scientific Assembly	<input type="checkbox"/> \$3000	<input type="checkbox"/> \$3700						
EM Resident Online TOC (4x/yr)	<input type="checkbox"/> \$4725							

*Payment for multiple insertions due with first insertion. All rates are non-commissionable.

NO REFUNDS on cancellations after insertion order is received. Any cancellations must be submitted in writing.

ADVERTISER'S INFORMATION

Contact Name _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Email _____

If you are reserving space for a multiple insertion display ad, please read the following statement and sign below.

I understand that multiple insertion display ads are sold at a reduced rate and that the number of insertions must run in consecutive order and be paid for in full at the space deadline of the first insertion. I may change the individual ad with each newsletter issue as long as the ad size remains the same.

Name _____ Date _____
 Title _____

Reserve space in these issues:

<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December

METHOD OF PAYMENT

Check enclosed Visa MasterCard Discover AMEX

*Discounts apply for credit card payments! Please contact Cynthia Kucera for details.

Card Number+CVV _____

Expiration Date _____

Cardholder's signature _____

AGENCY/BILLING INFORMATION

(If different from advertiser information)

Contact Name _____

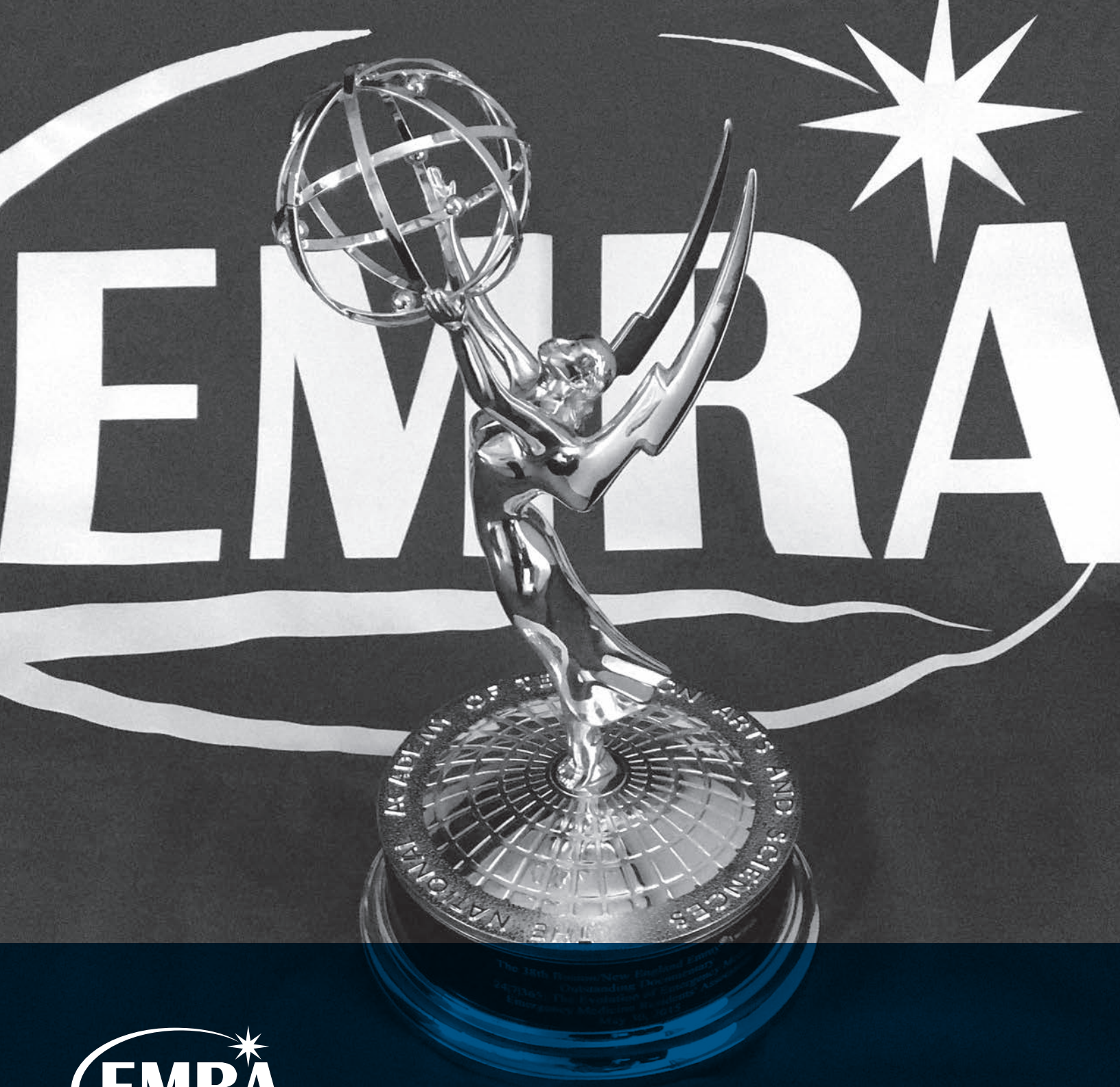
Company _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Questions? Contact Cynthia Kucera at 201-767-4170 or email advertising@emra.org



EMRA

4950 W. Royal Lane
Irving, TX 75603
866-566-2492

» EMRA.ORG
» EMRESIDENT.ORG

SPONSORSHIP

Heather Deja
hdeja@emra.org
469-912-0698

ADVERTISING

Cynthia Kucera
advertising@emra.org
201-767-4170

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-  [EMResidents](#)