



Foster the Future of EM

The Emergency Medicine Residents' Association (EMRA) is the oldest and largest independent EM resident organization in the world. Founded in 1974, EMRA currently has more than 18,000 emergency medicine resident, fellowship, medical student, and alumni members. EMRA is the voice of emergency medicine physicians-in-training and the future of our specialty.

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.

Before they become Program Directors, EM Department Heads, and Attendings in emergency medicine, they start as students and residents — they start with **EMRA**. Foster relationships early to shape the future of the specialty.

A horizontal bar with five colored segments: light green, medium blue, light blue, orange, and dark blue.

2025-2026 Media Kit

EMRA’s members represent the future of emergency medicine. As the leading organization for medical students, residents, fellows, and alumni in EM, we are committed to advancing the specialty through our core pillars: Education, Leadership, and Advocacy.

Your support helps us continue delivering meaningful resources and programming for our members. We invite you to explore our wide range of advertising opportunities or collaborate with us to create a customized annual plan aligned with your fiscal year goals.

EMRA BY THE NUMBERS



EMRA's
incorporation
date



Members
annually



Average monthly
EMRA.ORG
page-views



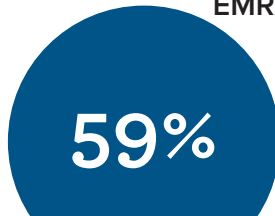
of all EM
residencies in the
U.S. sign up every
resident to be an
EMRA member



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



Residency Program
Fair attendees



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

18k+

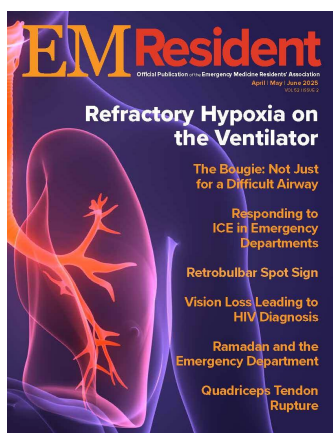
Average print
circulation per
edition

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:

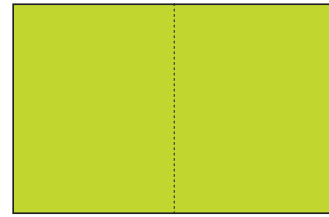
EDITION	SALES CLOSE	AD MATERIALS DUE
October - November - December 2025	August 25, 2025	September 6,
January - February - March 2026	November 25, 2025	2025 December 6,
April - May - June 2026	February 25, 2026	2025 March 1,
July - August - September* 2026	May 25, 2026	2026 June 6, 2026
October - November - December 2026	August 25, 2026	September 6, 2026

*Promote your booth/events at ACEP conference.

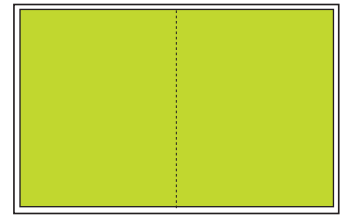
DISPLAY AD SIZES

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"



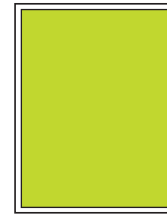
2 Page Spread
+ .125" bleed (9pts)



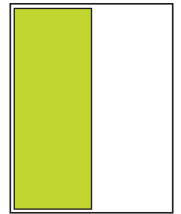
2 Page Spread
No Bleed



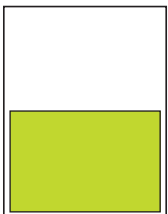
Full Page
+ .125" bleed
(9pts)



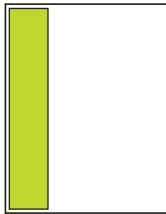
Full Page
No Bleed



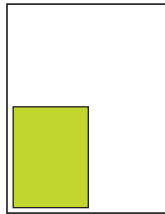
Half Page Vertical



Half Page Horizontal



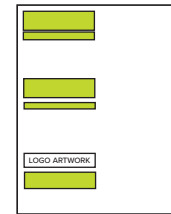
Third Page Vertical



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 ADVERTISING

Advertising Guidelines

As the largest organization representing emergency medicine residents, EMRA offers direct access to a highly engaged and influential segment of the specialty.

To maintain the integrity and relevance of our publication, the EMRA Board of Directors requires that all advertised positions in EM Resident be limited to Board Certified/Board Eligible (BC/BE), residency-trained emergency physicians. EMRA reserves the right to refuse any advertisement that does not meet these standards. For consistency and professionalism, we prefer the use of the terms “ED,” “Emergency Department,” and “Emergency Physicians” over “ER” or similar variations.

Display Ads

Placement of all ads—excluding premium placements—is at the discretion of the publisher. All advertising is subject to EMRA approval and may be declined at EMRA’s discretion.

- Payment must accompany the order; all rates are non-commissionable.
- Cancellations must be submitted in writing.
- Refunds will not be issued for cancellations received after the space reservation deadline.

DISPLAY ADS	# OF RUNS		
PLACEMENT/SIZE/COLOR	1X	2X	4X
COVERS (4 COLOR ONLY)	COST PER RUN		
Inside front (IFC) 7.5” x 10”	\$3900	\$3200	\$2400
Inside back (IBC) 7.5” x 10”	\$3900	\$3200	\$2400
Outside back (OBC) 7.5” x 7.5”	\$4900	\$3800	\$2700
4 COLOR	COST PER RUN		
2-page spread	\$4875	\$3975	\$3475
Full page 7.5” x 10”	\$2675	\$2075	\$1775
1/2 page vertical 3.5” x 10”	\$1375	\$1275	\$1075
1/2 page horizontal 7.5” x 4.75”	\$1375	\$1275	\$1075
1/3 vertical 2.25” x 10”	\$1175	\$975	\$775
1/3 horizontal 8” x 3.33”	\$1175	\$975	\$775
1/4 page 3.5” x 4.75”	\$825	\$675	\$475
SPOT COLOR			
Add 25% to the Black and White rates for each additional color.			
BLACK & WHITE	COST PER RUN		
2-page spread	\$3250	\$2750	\$2250
Full page 7.5” x 10”	\$1750	\$1450	\$1150
1/2 page vertical 3.5” x 10”	\$950	\$850	\$750
1/2 page horizontal 7.5” x 4.75”	\$950	\$850	\$750
1/3 vertical 2.25” x 10”	\$750	\$650	\$550
1/4 page 3.5” x 4.75”	\$550	\$450	\$350

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

CLASSIFIED ADVERTISING

As the largest organization representing the needs of emergency medicine residents, EMRA offers a trusted platform for reaching the next generation of EM physicians.

Submission Guidelines:

All classified ad copy must be submitted via email. Please note that space will not be reserved until full payment is received. Ads are listed alphabetically by state and city, or under a "Multi-State" heading when applicable.

CLASSIFIED AD RATES

1X

Up to 150 Words \$325

Upto 300 Words \$525

2X

Up to 150 Words \$275

Upto 300 Words \$475

4X

Up to 150 Words \$225

Upto 300 Words \$425

COLOR BLOCK BACKGROUND

1X

Up to 150 Words \$425

Upto 300 Words \$625

2X

Up to 150 Words \$375

Upto 300 Words \$575

4X

Up to 150 Words \$325

Upto 300 Words \$525

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.

EMRA

1601 Utica Ave S, Ste 213
Minneapolis, MN 55416

SPECIALTY ADVERTISING

Unique opportunities are available

Contact **Tom Ende** at 651-288-3442 or advertising@emra.org

DIGITAL ADVERTISING

Static or animated ads are available on EMRA's highly trafficked website, which features dynamic, smart content to deliver a personalized experience for every visitor.

EMRA.ORG HOMEPAGE

Size: 728x90 px	1X	3X	6X	12X
Per Ad / Per Issue	\$925	\$2625 (\$875/mo)	\$4500 (\$750/mo)	\$6900 (\$575/mo)
Size: 300x250 px	1X	3X	6X	12X
Per Ad / Per Issue	\$800	\$1950 (\$650/mo)	\$3300 (\$550/mo)	\$5700 (\$475/mo)

EMRA.ORG INTERIOR LANDING PAGES

Size: 728x90 px	1X	3X	6X	12X
Per Ad / Per Issue	\$850	\$2325 (\$775/mo)	\$3900 (\$650/mo)	\$5700 (\$475/mo)
Size: 300x250 px	1X	3X	6X	12X
Per Ad / Per Issue	\$840	\$1650 (\$550/mo)	\$2700 (\$450/mo)	\$4800 (\$400/mo)

EM RESIDENT ONLINE

Size: 728x90 px	1X	3X	6X	12X
Per Ad / Per Issue	\$850	\$2325 (\$775/mo)	\$3900 (\$650/mo)	\$5700 (\$475/mo)
Size: 300x250 px	1X	3X	6X	12X
Per Ad / Per Issue	\$700	\$1650 (\$550/mo)	\$2700 (\$450/mo)	\$4800 (\$400/mo)

Size: 728x90 px	Table of contents email (<i>Released with each print mailing</i>)
Running 4x	\$3300 (\$800/issue)

EMRA DAILY - CONFERENCE E-NEWSLETTERS

Sent daily to EMRA attendees at ACEP Scientific Assembly

Banner: 728x90 px	Content (25 words)
Run of conference	Run of conference
\$2500	\$1800

WHAT'S UP IN EMERGENCY MEDICINE?

What's Up is EMRA's flagship electronic newsletter, distributed monthly to all EMRA members, emergency medicine program directors and coordinators, and other key stakeholders in the EM community. With an open rate more than twice the industry average, *What's Up* offers a highly effective platform to reach a targeted and engaged audience within emergency medicine.

Size: 728x90 px	1X	3X	6X	12X
Per Ad / Per Issue	\$825	\$2100 (\$700/mo)	\$3600 (\$600/mo)	\$6000 (\$500/mo)
Content Ad (25 words)	1X	3X	6X	12X
Per Ad / Per Issue	\$725	\$1800 (\$600/mo)	\$3000 (\$500/mo)	\$4800 (\$400/mo)

MAILING LIST RENTAL PRICING

EMRA Membership Mailing List Rental

EMRA's membership mailing list is available for rental and includes U.S. and international medical students, residents, fellows, and alumni (emergency medicine residency graduates).

To request access, please complete the mailing list rental order form found on page 11. Please note: Some restrictions may apply, and all requests are subject to approval.

Type of List	Price
Entire Membership	\$700
Resident Members by Graduation Dates	\$650
Senior Residents	\$575
Alumni (includes recent grads) Medical	\$500
Student Section	\$450

MULTI-CHANNEL ADVERTISING

Let us help you reach your goals by reaching our members

EMRA

1601 Utica Ave S, Ste 213
Minneapolis, MN 55416

Contact **Tom Ende** at 651-288-3442 or
advertising@emra.org

EMResident

2025-2026 ADVERTISING RATES/ORDER FORM

All rates are **PER ISSUE**; select preferred ad size and run time(s) below.

Cover (4 color only)	1x	2x	4x
Inside front (IFC) 7.5" x 10"	<input type="checkbox"/> \$3900	<input type="checkbox"/> \$3200	<input type="checkbox"/> \$2400
Inside back (IBC) 7.5" x 10"	<input type="checkbox"/> \$3900	<input type="checkbox"/> \$3200	<input type="checkbox"/> \$2400
Outside back (OBC) 7.5" x 7.5"	<input type="checkbox"/> \$4900	<input type="checkbox"/> \$3800	<input type="checkbox"/> \$2700
Four Color	1x	2x	4x
2-page spread	<input type="checkbox"/> \$4875	<input type="checkbox"/> \$3975	<input type="checkbox"/> \$3475
Full page 7.5" x 10"	<input type="checkbox"/> \$2675	<input type="checkbox"/> \$2075	<input type="checkbox"/> \$1775
1/2 page vertical 3.5" x 10"	<input type="checkbox"/> \$1375	<input type="checkbox"/> \$1275	<input type="checkbox"/> \$1075
1/2 page horizontal 7.5" x 4.75"	<input type="checkbox"/> \$1375	<input type="checkbox"/> \$1275	<input type="checkbox"/> \$1075
1/3 vertical 2.25" x 10"	<input type="checkbox"/> \$1175	<input type="checkbox"/> \$975	<input type="checkbox"/> \$775
1/3 horizontal 8" x 3.33"	<input type="checkbox"/> \$1175	<input type="checkbox"/> \$975	<input type="checkbox"/> \$775
1/4 page 3.5" x 4.75"	<input type="checkbox"/> \$825	<input type="checkbox"/> \$675	<input type="checkbox"/> \$475
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"/> \$3250	<input type="checkbox"/> \$2750	<input type="checkbox"/> \$2250
Full page 7.5" x 10"	<input type="checkbox"/> \$1750	<input type="checkbox"/> \$1450	<input type="checkbox"/> \$1150
1/2 page vertical 3.5" x 10"	<input type="checkbox"/> \$950	<input type="checkbox"/> \$850	<input type="checkbox"/> \$750
1/2 page horizontal 7.5" x 4.75"	<input type="checkbox"/> \$950	<input type="checkbox"/> \$850	<input type="checkbox"/> \$750
1/3 page vertical 2.25" x 10"	<input type="checkbox"/> \$750	<input type="checkbox"/> \$650	<input type="checkbox"/> \$550
1/4 page 3.5" x 4.75"	<input type="checkbox"/> \$550	<input type="checkbox"/> \$450	<input type="checkbox"/> \$350

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"/> \$325
Up to 300 words	<input type="checkbox"/> \$525
2x	
Up to 150 words	<input type="checkbox"/> \$275
Up to 300 words	<input type="checkbox"/> \$475
4x	
Up to 150 words	<input type="checkbox"/> \$225
Up to 300 words	<input type="checkbox"/> \$425

Color Block Background	
1x	
Up to 150 words	<input type="checkbox"/> \$425
Up to 300 words	<input type="checkbox"/> \$625
2x	
Up to 150 words	<input type="checkbox"/> \$375
Up to 300 words	<input type="checkbox"/> \$575
4x	
Up to 150 words	<input type="checkbox"/> \$325
Up to 300 words	<input type="checkbox"/> \$525

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 _____
Title _____ Date _____

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 Tom Ende at 651-288-3422 or advertising@emra.org

DIGITAL ADVERTISING

2025-2026 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"/> \$925	<input type="checkbox"/> \$800	<input type="checkbox"/> \$2625	<input type="checkbox"/> \$1950	<input type="checkbox"/> \$4500	<input type="checkbox"/> \$3300	<input type="checkbox"/> \$6900	<input type="checkbox"/> \$5700
EMRA.org Interior	<input type="checkbox"/> \$850	<input type="checkbox"/> \$700	<input type="checkbox"/> \$2325	<input type="checkbox"/> \$1650	<input type="checkbox"/> \$3900	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$5700	<input type="checkbox"/> \$4800
EMResident Online	<input type="checkbox"/> \$850	<input type="checkbox"/> \$700	<input type="checkbox"/> \$2325	<input type="checkbox"/> \$1650	<input type="checkbox"/> \$3900	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$5700	<input type="checkbox"/> \$4800
Digital Newsletters (Leader Content)	1x		3x		6x		12x	
	LEADER	CONTENT	LEADER	CONTENT	LEADER	CONTENT	LEADER	CONTENT
What's Up (monthly)	<input type="checkbox"/> \$850	<input type="checkbox"/> \$700	<input type="checkbox"/> \$2325	<input type="checkbox"/> \$1650	<input type="checkbox"/> \$3900	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$5700	<input type="checkbox"/> \$4800
EMRA Daily @ ACEP Scientific Assembly	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$1800						
EM Resident Online TOC (4x/yr)	<input type="checkbox"/> \$3300							

*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 _____
Title _____ Date _____

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 Tom Ende at 651-288-3422 or advertising@emra.org

MEMBERSHIP MAILING

2025-2026 LIST RENTAL RATES/ORDER FORM

GUIDELINES

Please read all guidelines before submitting your request

1. Request for mailing labels must be submitted in writing along with a copy of all materials to be included in the mailing you will be sending to EMRA members. **Payment must be received before your order will be fulfilled.**
2. The intended use must relate to and/or promote emergency medicine. The list(s) are to be used for the stated purpose only.
3. Failure to adhere to the conditions established by EMRA for the use of mailing lists may result in legal action. Any misuse will render the user liable for all damages to EMRA which arise out of litigation, attorney fees, court costs, or other expenses incurred because of the misuse.
4. All rights to distribution and use of the labels are solely the property of the Emergency Medicine Residents' Association. Labels and lists obtained from EMRA may not be reproduced in any manner, either in whole or in part. This stipulation precludes the use of the same list at a later date and/or with a different mail piece.

Options	Pricing
<input type="checkbox"/> Entire Membership (Residents, Students, Fellows and Alumni)	\$700
<input type="checkbox"/> All Resident Members & Graduation Dates	\$650
<input type="checkbox"/> Senior Residents	\$575
<input type="checkbox"/> Medical Students	\$500
<input type="checkbox"/> Alumni Members	\$450

Please do not forget to attach your mail piece when you order!

RELEASE FORM

I have read the guidelines above and understand that EMRA mailing lists are to be used only for the purpose indicated with the materials submitted to and reviewed by EMRA. The list provided by EMRA will not be reproduced or stored in whole or in part. I understand that my order will not be processed until I have supplied the order form, material to be mailed (for approval) and payment.

CONTACT INFORMATION

Company _____

Contact Name _____

Title _____ Date _____

Address _____

City/State/Zip _____

Phone _____

E-mail _____

INDICATE LIST REQUIREMENT

☐ Microsoft Excel (recommended)

☐ Adhesive Labels (printing and shipping fees apply)

**adhesive labels are available, and can be sorted by zip code, recipient last name, or graduation year (if applicable to report). \$100 will be added for printing fees, and a shipping fee (to be determined) will also apply. The shipping can be charged to recipient's Fed Ex account, if available. Label orders will be shipped Fed Ex Ground (3-5 business days) unless otherwise specified.

INDICATE METHOD OF PAYMENT

☐ Check enclosed ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

Card Number _____

Expiration Date _____

Card holder's Signature _____

Questions:

Tom Ende: 651-288-3422 or advertising@emra.org