

2025 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 (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.



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.

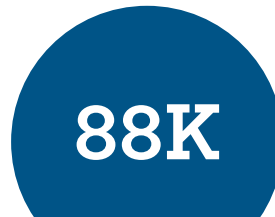
EMRA BY THE NUMBERS



EMRA was established



Members annually



Average monthly EMRA.ORG page-views



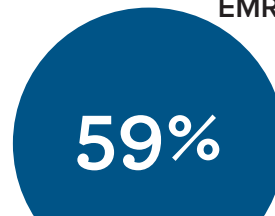
of all EM residencies in the U.S. sign up every resident to be an EMRA member



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



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:

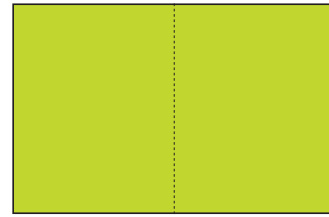
EDITION	SALES CLOSE	AD MATERIALS DUE
January - February - March	November 25, 2024	December 6, 2024
April - May - June	February 25, 2025	March 1, 2024
July - August - September*	May 25, 2025	June 6, 2025
October - November - December	August 25, 2025	September 6, 2025
January - February - March 2025	November 25, 2025	December 6, 2025

*Scientific Assembly edition! Be sure to promote your booth and events at ACEP25.

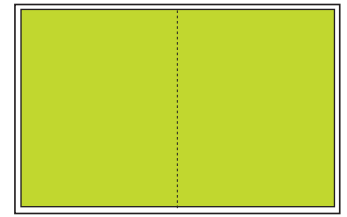
DISPLAY AD SIZES

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"



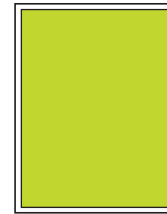
2 Page Spread
+ .125" bleed (9pts)



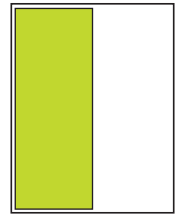
2 Page Spread
No Bleed



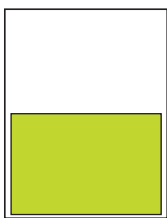
Full Page
+ .125" bleed (9pts)



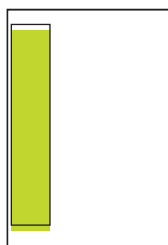
Full Page
No Bleed



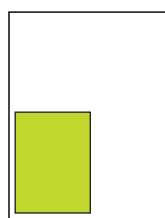
Half Page Vertical



Half Page Horizontal



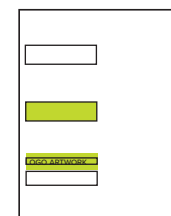
Third Page Vertical



Quarter Page Square



Back Cover (OBC)



Classified Ad
Classified Ad Color block
Classified Ad with logo

INSERTS

Inserts are available in the printed version of **EMResident** magazine. Advertiser will pay a set fee for the insert. Additionally, advertiser will be responsible for printing and shipping the inserts to the publisher.

IMAGE RESOLUTION / COLOR / FONTS

Please be sure the entire file is high resolution and that all images within are 300 DPI. All spot color and 0-color adds will be converted to CMYK. Please embed fonts before saving to PDF. Web graphics are unacceptable (resolution is too low) and will be discarded.

AD SIZES

Ad sizes must conform to the sizes presented in this media kit. Publisher will not reduce or enlarge ads to fit required space. Incorrect size ads will be sent back to advertiser.

TYPESSETTING / AD DESIGN

EMRA is available to assist in the production of your advertisement. 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 TIF, EPS or JPG file of your logo (300 DPI) to be inserted.

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"	\$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			
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			
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 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 \$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

MULTI-CHANNEL ADVERTISING

Let us help you reach your goals by reaching our members

Questions:

Leah Stefanini: 469-912-0698

Tom Ende: 651-288-3422

or advertising@emra.org

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	\$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	\$700	\$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 - 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	\$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)

MEMBERSHIP MAILING RENTAL

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.

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

SPECIALTY ADVERTISING

Unique opportunities are available

Contact us today to customize your campaign!

Questions:
Leah Stefanini: 469-912-0698
Tom Ende: 651-288-3422
or advertising@emra.org

EMResident

2025 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 2025 issue.

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 _____ Date _____
 Title _____

METHOD OF PAYMENT

Check enclosed Visa MasterCard Discover AMEX

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 _____

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

Questions:
 Leah Stefanini: 469-912-0698 Tom Ende: 651-288-3422
 or advertising@emra.org

DIGITAL ADVERTISING

2025 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 _____ 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

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:
Leah Stefanini: 469-912-0698 **Tom Ende:** 651-288-3422
 or advertising@emra.org

MEMBERSHIP MAILING

2025 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:

Leah Stefanini: 469-912-0698 Tom Ende: 651-288-3422

or advertising@emra.org