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Overview

Editorial Direction

Archives of Physical Medicine and Rehabilitation brings its readers authoritative information on the therapeutic utilization of physical and pharmaceutical agents in providing comprehensive care for persons with disabilities and chronic illnesses. Archives of Physical Medicine and Rehabilitation is the most influential journal on rehabilitation in the world—its papers have been cited more than any other rehabilitation journal.

Physiatrists are MDs writing prescriptions and recommending medical devices for patient conditions that require rehabilitation, including pain, arthritis, neurologic disorders, orthopedics, psychological disorders, and more.

Editors-in-Chief

Leighton Chan, MD, MPH, FACRM

Allen W. Heinemann, PhD, ABPP, FACRM

Affiliation

ACRM - American Congress of Rehabilitation Medicine

Audience

Reaches all AMA PM&R physicians as well as physiatrists, physical therapists, occupational therapists, speech-language pathologists, rehabilitation nurses, psychologists, and other professionals serving the field of rehabilitation medicine.

Publisher

Chris Baumle

Issuance

Monthly: 12 Times Per Year

Most Highly Cited Journal in Rehabilitation*

*Source: 2013 Impact Factor: 2014 Journal Citation Reports®, Thomson Reuters
ACRM: American Congress of Rehabilitation Medicine

About ACRM

ACRM is a nonprofit association of rehabilitation professionals serving people with disabilities. By providing a platform for critical interdisciplinary exchange, ACRM promotes quality rehabilitation research and its translation into clinical practice. It is also an important advocate for adequate public funding of rehabilitation research and patient access to evidence-based treatment across the continuum of care.

- ACRM has the largest conference and tradeshow in the world* for Interdisciplinary Rehabilitation Research with a growth of over 500% in attendance and 300% in presentations over the past five years.*

ACRM Conference: Progress in Rehabilitation Research (PIRR) held every fall (www.ACRMconference.org) offers rehabilitation researchers, providers, administrators, students, and patients the opportunity to learn about cutting-edge RESEARCH and its TRANSLATION into clinical practice in seven practice areas, including brain injury, spinal cord injury, stroke, neurodegenerative diseases, pain, cancer, and pediatric rehabilitation.

- ACRM has the largest and fastest growing interdisciplinary membership, now including rehabilitation professionals in more than 50 countries worldwide.

Membership and Reach

ACRM is a global community of both researchers and consumers of research, in the field of rehabilitation. ACRM is the only professional association representing all members of the interdisciplinary rehabilitation team, including: physicians, psychologists, rehabilitation nurses, occupational therapists, physical therapists, speech therapists, recreation specialists, case managers, rehabilitation counselors, vocational counselors, and disability management specialists.

The ARCHIVES

The Archives of Physical Medicine and Rehabilitation, also known as “The ARCHIVES,” has been the official journal of ACRM for more than 75 years. With a focus on translational research, The ARCHIVES provides advertisers a unique opportunity to reach an interdisciplinary readership, including both MDs and PhDs specializing in PM&R.

Community

Membership includes the benefit of participating in more than a dozen interdisciplinary special interest and networking groups. Each supports the ACRM mission and provides a unique community where members gain leadership opportunities, career development support, and the chance to network and collaborate with peers from around the world.

Mission

With the mission of IMPROVING LIVES through interdisciplinary rehabilitation research, ACRM curates, translates, and disseminates world-class rehabilitation research in person (at the ACRM Annual Conference), in print (through its monthly journal, the Archives of Physical Medicine and Rehabilitation) and online (at ACRM.org and ARCHIVES-pmr.org).

Membership growth

1,140%*

Institutional membership growth

2,800%*

*2014 President’s Address at the 91st ACRM Annual Meeting, Oct 2014
Reader Demographics

Graduate Degree(s)

- MD: 54%
- PhD: 17%
- PT, DPT, OT, OTD: 13%
- MS: 12%
- DO: 4%
- Other: 15%

Practice Location

- Private practice: 40%
- Academic institution: 23%
- Hospital/rehabilitation unit: 21%
- Rehabilitation center (outpatient only): 4%
- Other: 4%

*Source: Readex Research, July 2014

Base: Archives of Physical Medicine & Rehabilitation readers (multiple answers)
Readers treat the following conditions and procedures (Listed from most to least frequently managed or conducted as a regular part of practice):

- Neurologic disorders
- Pain management
- Brain injury
- Spinal cord injury
- Orthopedics
- Stroke rehabilitation
- General PM&R
- Amputee rehabilitation
- Neurodegenerative diseases
- Spasticity management
- Multiple sclerosis
- Electrodiagnosis
- Geriatrics
- Parkinson’s disease
- Physical therapy
- Aphasia
- Rheumatologic conditions (arthritis, connective tissue)
- Peripheral vascular disease and diabetes
- Anxiety
- Cancer
- Speech-language and swallowing
- Wound care
- Alzheimer’s disease
- Vertebroplasty/kyphoplasty
- Neurostimulation
- Bipolar disorders
- Drug and alcohol addiction
- Pediatrics
- ADHD
- Borderline personality disorders
- Schizophrenia

Readers write prescriptions in the following categories (Listed from most to least written prescriptions):

- NSAIDs
- Analgesics, non-opioid
- Arthritis
- Muscle spasm
- Muscle relaxants
- Analgesics, opioid
- Anti-epileptic agents
- Antidepressants
- Opioid induced constipation
- Osteoarthritis injections
- Spinal injections
- Diabetes
- Gastrointestinal disease
- Cardiovascular disease
- Chronic migraine
- DVT agents
- Multiple sclerosis
- Urological disorders
- Infectious disease
- Dermatological disorders
- Osteoporosis injections
- Cancer treatment
- Alzheimer’s disease

*Source: Readex Research, July 2014*
Print Distribution

Circulation: 9,200

Market Leader in Print Distribution

Archives of Physical Medicine and Rehabilitation is now the #1 journal in print distribution to the physical medicine and rehabilitation market. This includes distribution to all American Medical Association (AMA) physical medicine and rehabilitation physicians!

Source: The American Medical Association 2013

*Archives of Physical Medicine and Rehabilitation is the official journal of ACRM and has been the trusted resource for physiatrists and other healthcare professionals since 1920.

Print Reach

- Pass-along readership is 1 reader per copy or 9,200 additional reach
- Circulation + pass-along readership = 18,400 total

Journal Readership

Reader Value

88% of Archives readers say that the journal publishes articles important to understanding PM&R
82% of Archives readers say that the journal publishes articles written by respected authorities
82% of Archives readers say that the journal keeps them abreast of the latest information
68% of Archives readers say that they regularly read various content in each issue

Unique Audience

Over 48% of Archives readers say they do not receive PM&R
Over 42% of Archives readers say they do not receive the American Journal of Physical Medicine & Rehabilitation

Readership Trends

- Print only: 8%
- Mostly print with some online: 31%
- Mostly online with some print: 48%
- No answer: 13%

Archives is read regularly 2 to 1 over the closest competing journals such as PM&R, American Journal of PM&R, Neurorehabilitation and Neural Repair, Journal of Rehabilitation Medicine and Journal of Orthopaedic & Sports Physical Therapy.

Base: Archives of Physical Medicine & Rehabilitation readers (multiple answers)
*Source: Readex Research, July 2014
Print Advertising Opportunities

Journal Advertising
- Run-of-book advertising
- Premium positions
- Business reply cards
- Gatefold ad units

Poly-bagged Outserts
Capture a reader’s attention before they even open the journal with promotional brochures, conference collateral, CDs/DVDs, and more.

**Rate:** $8,000 net

Cover Tips
A great and cost-effective way to get your message in front of over 9,200 engaged professionals in the physical medicine and rehabilitation market.

**Rate:** $7,500 net

All ad material requires editorial approval. The Journal only accepts advertisements within advertising wells.

For print advertising rates and additional information please refer to the next page (page 10) or call your sales representative.
Product Advertising Print Rates, Closing Dates

Print Rates, Black & White

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$1,745</td>
<td>$970</td>
</tr>
<tr>
<td>6x</td>
<td>$1,660</td>
<td>$895</td>
</tr>
<tr>
<td>12x</td>
<td>$1,615</td>
<td>$805</td>
</tr>
<tr>
<td>24x</td>
<td>$1,505</td>
<td>$770</td>
</tr>
</tbody>
</table>

Print Rates, Additional Color Charges

<table>
<thead>
<tr>
<th>Colors</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Color</td>
<td>$595</td>
</tr>
<tr>
<td>Matched Color</td>
<td>$670</td>
</tr>
<tr>
<td>4 Color</td>
<td>$1,495</td>
</tr>
</tbody>
</table>

Premium Positions

- **Cover 4:** Earned B/W page rate +50% premium
- **Cover 2:** Earned B/W page rate +35% premium
- **Cover 3:** Earned B/W page rate +25% premium
- **Opposite TOC:** Earned B/W page rate +25% premium
- **First Right Hand Page:** Earned B/W page rate +25% premium
- **Other Preferred Positions:** Earned B/W page rate +10% premium

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

Agency Discounts

Advertising agencies receive 15% discount off gross rates listed above.

Print Advertising Closing Dates

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Print Space Closing Date</th>
<th>Print Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/25/14</td>
<td>12/2/14</td>
<td>12/12/14</td>
</tr>
<tr>
<td>February</td>
<td>12/23/14</td>
<td>1/5/15</td>
<td>1/16/15</td>
</tr>
<tr>
<td>March</td>
<td>1/30/15</td>
<td>2/4/15</td>
<td>2/17/15</td>
</tr>
<tr>
<td>May</td>
<td>3/31/15</td>
<td>4/6/15</td>
<td>4/16/15</td>
</tr>
<tr>
<td>June</td>
<td>5/4/15</td>
<td>5/7/15</td>
<td>5/19/15</td>
</tr>
<tr>
<td>July</td>
<td>6/3/15</td>
<td>6/8/15</td>
<td>6/18/15</td>
</tr>
<tr>
<td>August</td>
<td>7/2/15</td>
<td>7/8/15</td>
<td>7/20/15</td>
</tr>
<tr>
<td>September</td>
<td>8/5/15</td>
<td>8/10/15</td>
<td>8/20/15</td>
</tr>
<tr>
<td>October</td>
<td>8/31/15</td>
<td>9/3/15</td>
<td>9/16/15</td>
</tr>
<tr>
<td>November</td>
<td>10/1/15</td>
<td>10/7/15</td>
<td>10/20/15</td>
</tr>
<tr>
<td>December</td>
<td>10/30/15</td>
<td>11/4/15</td>
<td>11/17/15</td>
</tr>
</tbody>
</table>

Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

- **Two-PAGE INSERT (ONE LEAF):** Two-times earned frequency rate
- **Four-PAGE OR LARGER INSERT:** Black & White earned frequency rate per page

Cancellations

Must be received in writing on or before the announced closing date.

Pricing Example:

Full Page, 4-Color Advertisement at the 1x rate.
- $1,745 B&W 1x Rate
- $1,495 4-color charge
- $3,240 gross total
- $2,794 NET total (with 15% agency discount)
Bonus Distribution

American Pain Society (APS)
May 13–16, 2015 (Palm Springs, CA)
ISSUE: May 2015

International Association for the Study of Pain (IASP)
May 14–17, 2015 (Nice, France)
ISSUE: May 2015

American Society for Pain Management Nursing (ASPMN)
September 8–12, 2015 (Las Vegas, NV)
ISSUE: September 2015

American Academy of Physician Medicine & Rehabilitation (AAPM&R)
October 1–4, 2015 (Boston, MA)
ISSUE: September 2015

ACRM 92nd Annual Conference: Progress in Rehabilitation Research
October 25–30, 2015 (Dallas, TX)
ISSUE: October 2015
As the leading journal in the field of physical medicine and rehabilitation, *Archives of Physical Medicine and Rehabilitation* attracts over **44,100 visits** to the journal website each month. There are also an average of **125,000 article downloads** each month.

Maximize your reach by adding an online advertising campaign to your print schedule. The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Online advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

**Average Monthly Pageviews**

122,318

**Average Monthly Unique Visitors**

36,092

**Average Monthly Visits**

44,122

*Source: Unica, based upon the average of January-June 2014*

**Banner Positions**

Leaderboard, Skyscraper, Rectangle

**Rate:** $85 CPM

Allow three to five business days for artwork approval and banner posting.
Table of Contents (TOC) Email

Each month, registered subscribers receive the Table of Contents (TOC) email for *Archives of Physical Medicine and Rehabilitation* providing a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

**TOCs** deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

**3 POSITIONS AVAILABLE:** Leaderboard, Skyscraper and Rectangle

<table>
<thead>
<tr>
<th>Subscribers: 4,560</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Open Rate: 19.36%</td>
</tr>
<tr>
<td>Rate: $1,200 net per month</td>
</tr>
</tbody>
</table>

TOC email alerts are sent at the end of each month prior to issue date. Contact your sales representative for specific closing and artwork deadlines.
Mobile App Advertising

iPad and iPhone Advertising

Journal mobile apps allow busy healthcare professionals to turn to their favorite journals no matter where their schedules take them. Thanks to the convenience and real-time relevancy of the apps, keeping up-to-date is easy. Connect with these forward thinking healthcare professionals in their medium of choice by advertising within the Archives of Physical Medicine and Rehabilitation mobile app.

- The Archives of Physical Medicine and Rehabilitation app launched in September 2013
- Rate: $1,000/month for 100% Share of Voice (3 month minimum)

Journal App Traffic

Downloads: **1,400**

Contact your sales representative for monthly usage

Allow three to five business days for artwork approval and banner posting.
Custom Solutions

Journal-Branded Webinars
Submit a completed webinar (can include CME) to the ARCHIVES for review. After final review and approval, your webinar will be posted on the ARCHIVES website for 12 months. Sponsorship includes an audience generation promotional package and sponsorship recognition.

Contact your sales representative for customized pricing.

Resource Centers
Strategically position your brand alongside trusted, relevant content. These specialty topic websites present a unique sponsorship opportunity for brands to connect with healthcare professionals in an unbiased and engaging online environment.

Editorial Supplements
Mailed with publication and available online. Content is peer-reviewed and indexed.

Article Collections
Selected articles categorized by single-topic that appear on the journal website.

Product Bulletin
Each Product Bulletin is a product breakdown crafted by one of our medical writers using your prescribing information and preferred data. Directly targeting healthcare professionals in the fields of your choice, it is then packaged and mailed with the latest issue of one or more of our top journals.
Reprint Capabilities

Reprints

The Power of Credibility

Reach targeted healthcare professionals with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, ARCHIVES article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted healthcare professionals

Visit us at www.reprints.elsevier.com where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more.
- Receive your quote online in 24 hours or less.
- Place your order online, and track the production process.

Digital Reprints

E-Premier

 Seamlessly incorporate page-flipping digital media features into your journal-branded reprints. View a demo

Linkards:

Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Tablet Program

Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

Targeted Email Marketing

We offer the opportunity to distribute your ePrint via Elsevier’s specialty email lists or your own email list.

An Electronic Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.
Print Specifications

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” x 11”</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 3/4” x 10 1/2”</td>
<td>8 1/2” x 11 1/4”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16 3/4” x 11 1/4”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8 1/2” x 5 3/4”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3 1/2” x 10”</td>
<td>4 3/8” x 11 1/4”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 1/2” x 5”</td>
<td>—</td>
</tr>
</tbody>
</table>

Keep live matter 1/4” from all trim edges

BINDING: Perfect; Jogs to head

PRINTING PROCESS: Web

HALFTONE SCREEN: Cover: 150 line screen
Text: 150 line screen

Print Ad Specifications

File Format
PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be rejected. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:
- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:
- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:
- Final size must meet journal trim size and include 1/8” bleed image on all four sides.
- Files will include trim marks with a minimum 3/16” offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4” of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.
Print Specifications (continued)

Color Space
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

Trapping and Screening
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery
Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Insert Requirements
- Size - 2 page: 8 1/2” x 11 1/4”
- Size - 4 page: 17” x 11 1/4”, furnish folded to 8 1/2” x 11 1/4”
- Trimming: 1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a 1/2” safety must also be applied to both sides of the gutter.
- Insert Stock weight: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher for evaluation
- Closing Date for Booking Inserts: Same as ad space closing
- Insert delivery date: See Insert due dates
  - All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications
  - Copy of insert must accompany insertion order
  
  NOTE: Failure to meet insert specifications & packaging guidelines may result in additional charges.
- Insert Quantity: Contact Ad Sales Services For conference copy distribution, contact Ad Sales Services
- Insert Packing & Shipping Instructions: Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.
- Insert Shipment Address:
  - Archives of Physical Medicine and Rehabilitation
  - Dartmouth Journal Services Inc.
  - 69 Lyme Road
  - Hanover, NH 03755
  - Attn: Elsevier Team

Disposition of Reproduction Material
All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.
**Digital Specifications**

**Journal Website Banner Ads**

**CREATIVE SIZES**
- Leaderboard: 728 x 90
- Wide Skyscraper: 160 x 600
- Large Rectangle: 300 x 250

**SPECIFICATIONS**
- Size: 40K max
- Rotation: Accepted
- Required Resolution: 72 dpi
- Animation: No
- Target URL: Required
- 3rd Party Tracking: Yes

**Mobile Advertising**

**iPad Advertising, Version 4**

**CREATIVE SIZES**
- Interstitial, Landscape: 1024 x 768
- Interstitial, Portrait: 768 x 1024
- Home Screen, Table of Contents, and Abstract Page: 728 x 90
- Article Menu Bar: 160 x 600

**SPECIFICATIONS**
- Interstitial
  - File types: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick.)
  - File size: No bigger than 200kb; larger files acceptable via 3rd party serving
  - Rich Media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
  - Target URL: Required
- Home Screen, Table of Contents, and Abstract Page
  - File Format: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick.)
  - File Size: No bigger than 40kb; larger files acceptable via 3rd party serving
  - Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
  - Target URL: Required
- Article Menu Bar
  - File Format: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick.)
  - File Size: No bigger than 40kb; larger files acceptable via 3rd party serving
  - Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
  - Target URL: Required

**iPhone Advertising**

**CREATIVE SIZES**
- Interstitial, (portrait only): 320 x 480
- Home Screen, Table of Contents, and Article Menu Bar: 300 x 50

**SPECIFICATIONS**
- Interstitial
  - File Format: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick.)
  - File Size: No bigger than 200kb; larger files acceptable via 3rd party serving
  - Rich Media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
  - Target URL: Required
- Home Screen, Table of Contents, and Article Menu Bar
  - File types: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick.)
  - File Size: No bigger than 40kb; larger files acceptable via 3rd party serving
  - Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
  - Target URL: Required
Contacts

Pharmaceuticals Sales Contact
Nicole Johnson
Elsevier
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