

# MAGAZINE ADVERTISING RATES & SPECS

## MAGAZINE SPECIFICATIONS

Frequency	Distribution	Page Size	Paper	Process
Quarterly	1,750+/-	8.375" X 10.875"	80 lb silk cover text/ 60 lb gloss paper	CMYK

Following publication, a virtual edition is emailed to 2,000 +/- physicians and available online at FCEP.ORG

FLORIDA COLLEGE OF EMERGENCY PHYSICIANS

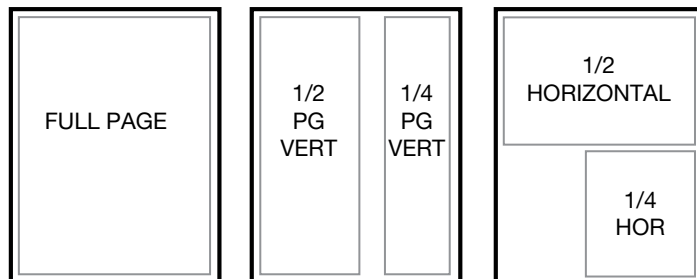
# EMpulse

## SIZES + RATES PER ISSUE

Size	Rate	Artwork Dimensions
FULL PAGE	\$800	NO BLEED: 7.375" X 9.875" BLEED: 8.625" X 11.125"
1/2 PAGE (Horizontal or Vertical)	\$500	Horizontal: 7.375" X 4.9375" Vertical: 3.694" X 9.875"
1/4 PAGE (Horizontal or Vertical)	\$400	Horizontal: 4.6875" X 4.8125" Vertical: 2.4305" X 9.875"
PREMIUM POSITION Full Page Inside Front Cover - 4 Color	\$1,100	NO BLEED: 7.375" X 9.875" BLEED: 8.625" X 11.125"
PREMIUM POSITION Full Page Inside Back Cover - 4 Color	\$1,000	NO BLEED: 7.375" X 9.875" BLEED: 8.625" X 11.125"
PREMIUM POSITION Full Page Back Cover - 4 Color	\$1,200	NO BLEED: 7.375" X 9.875" BLEED: 8.625" X 11.125"

*EMpulse* is the quarterly magazine of the Florida College of Emergency Physicians (FCEP), and has a direct mail distribution that includes 1500 emergency physicians. In addition, each issue is viewed online at [www.fcep.org](http://www.fcep.org) by many others interested in Emergency Medicine, and is mailed to hundreds of hospitals and Emergency Medicine leaders across the country. Also, all of Florida's lawmakers will receive *EMpulse*, bringing the circulation to approximately 1,750, PLUS internet readership.

## PRINT AD SIZES RELATIVE TO PAGE



## DEADLINES

Activity	Spring	Summer	Fall	Winter
Insertion Order	Mar 18	May 15	Aug 28	Dec 2
Artwork	Mar 23	May 20	Sep 4	Dec 7
Mailed	Apr 11	Jun 26	Sep 15	Dec 21

## ACCEPTABLE FORMATS

- Print-ready PDF and TIFF images @ 300dpi resolution minimum
  - Vector (EPS) file with all text converted to outlines
- Orders requiring typesetting or design will be billed at \$75/per hour (\$75 minimum charge)

## DISCOUNTS

Available on multi-issue contracts.

- 2x - 5% Savings
- 3x - 10% Savings
- 4x - 15% Savings

For more details, contact Gina Fickett at 407-281-7396 x232 or [gfickett@emlrc.org](mailto:gfickett@emlrc.org)

## NOTE

Rates are net & subject to change without notice. All advertisements subject to approval by FCEP.

# PRINT ADVERTISING INSERTION ORDER

Complete the form below and return it to :  
Florida College of Emergency Physicians  
3717 South Conway Road  
Orlando, FL 32812  
Attn: Gina Fickett

OR Fax this form to 407-281-4407.  
Please do so by the deadlines listed previously.  
Send all ads and/or copy directly to FCEP  
or email to [gfickett@emlrc.org](mailto:gfickett@emlrc.org).  
Please use black ink and print clearly.

## ADVERTISER INFORMATION

All advertisements subject to approval by FCEP.

COMPANY \_\_\_\_\_

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

CLIENT NAME (if agency) \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

ART CONTACT  
NAME/ EMAIL: \_\_\_\_\_

## PAYMENT INFORMATION

Check  MC  VISA  Invoice Me

\$ Due \_\_\_\_\_

MAKE CHECK PAYABLE TO FCEP AND MAIL TO:  
Florida College of Emergency Physicians  
3717 South Conway Road  
Orlando, FL 32812

Card # \_\_\_\_\_

Exp. \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

## MAGAZINE SPECIFICATIONS

Issue(s) Winter  Spring  Summer  Fall

Size Full Page  1/2 H  1/2 V  1/4 H  1/4 V

Premium Front Inside  Back Inside  Back Cover

Format PDF  EPS

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