

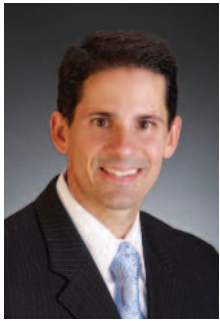


The *PULSE*

Osteopathic Emergency Medicine Quarterly

2012 Media Kit

ACOEP President's Note



On behalf of the ACOEP and its Board of Directors, let me welcome you to The Pulse, ACOEP's quarterly newsletter. Please feel free to access the

myriad of information pertinent to your practice of emergency medicine, register on-line for the upcoming high quality educational programs, register for and explore cost-effective CME programs, and visit other health organizations and societies through interactive links. It is our intent at ACOEP to continually upgrade the benefits of membership and pertinent information you'll find in The Pulse. Your comments and suggestions are always welcome.

Gregory M. Christiansen, D.O., M.Ed., FACOEP, President, American College of Osteopathic Emergency Physicians

The American College of Osteopathic Emergency Physicians, founded in 1975, exists to support high quality emergency care, promote and protect the interests of Osteopathic emergency physicians, ensure the highest standards of postgraduate education, and provide leadership in research through the Foundation for Osteopathic Emergency Medicine, in a distinct, unified profession.

The Pulse

Started in 1985, *The Pulse* is published quarterly and distributed at no cost by the American College of Osteopathic Emergency Physicians to its members, libraries, sponsors, and liaison agencies by the National Office of ACOEP. Circulation is currently over 3,000.

Editorial Content

The Pulse – our flagship publication – reports on the issues and trends that are shaping the field of emergency medicine, including but not limited to editorials, informative articles, scientific research in emergency medicine, journal reviews, financial investments, College announcements and other information of interest.



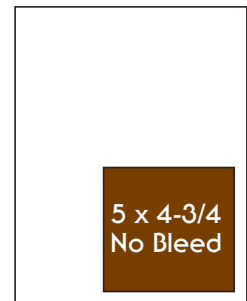
2012 Print Advertising Rates



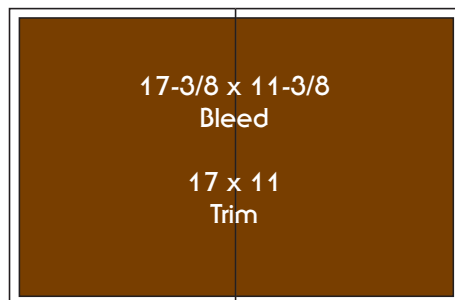
Ad Size		1x	2x	3x	4x
Spread	4/c	\$5,550	\$5,272	\$5,008	\$4,758
	B/W	\$4,200	\$3,990	\$3,790	\$3,600
	Hospitals*	\$2,100	\$1,995	\$1,895	\$1,800
Inside Cover	4/c	\$2,950	\$2,802	\$2,662	\$2,529
	B/W	\$1,600	\$1,520	\$1,444	\$1,372
	Hospitals*	\$ 800	\$ 760	\$ 722	\$ 686
Outside Back Cover	4/c	\$3,450	\$3,277	\$3,113	\$2,957
	B/W	\$2,100	\$1,995	\$1,895	\$1,800
	Hospitals*	\$1,050	\$ 997	\$ 947	\$ 900
Full Page	4/c	\$2,450	\$2,395	\$2,275	\$2,161
	B/W	\$1,100	\$1,045	\$ 992	\$ 943
	Hospitals*	\$ 550	\$ 525	\$ 496	\$ 471
1/2 Page	4/c	\$1,950	\$1,852	\$1,760	\$1,672
	B/W	\$ 600	\$ 570	\$ 541	\$ 514
	Hospitals*	\$ 300	\$ 285	\$ 270	\$ 257
1/4 Page	4/c	\$1,700	\$1,615	\$1,534	\$1,457
	B/W	\$ 350	\$ 332	\$ 315	\$ 300
	Hospitals*	\$ 175	\$ 166	\$ 157	\$ 150

*This SPECIAL rate applies to hospitals with AOA residency programs.

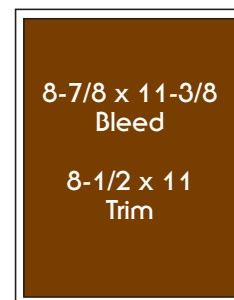
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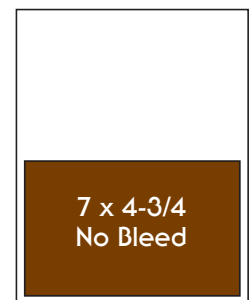
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2012 Schedule

January 2012 Issue

12/1/11 *Space Reservations*

12/8/11 *Artwork Due*

April 2012 Issue

3/1/12 *Space Reservations*

3/8/12 *Artwork Due*

July 2012 Issue

6/1/12 *Space Reservations*

6/8/12 *Artwork Due*

October 2012 Issue

9/3/12 *Space Reservations*

9/10/12 *Artwork Due*

Print Specifications

Mechanical Requirements

The Pulse is saddle-stitched and printed offset.

Electronic Materials

Our preferred format is a high-resolution PDF, or jpeg format. Materials should be submitted via email (10MB file size limit), CD/DVD or flash-drive.

All color ads must be accompanied by a color accurate match print.

Please call Norcom, Inc., our advertising/production department, at 847/948-7762 with compatibility issues. PDF files may be emailed to:

theteam@norcomdesign.com

Production Charges

We offer complete creative design services if you require assistance. Please call our advertising/production department for a quotation at 847/948-7762.

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Advertising/Production Dept.
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