

# EMpulse

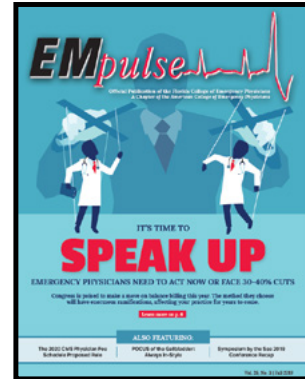
The official publication of the Florida College of Emergency Physicians

## About:

The Florida College of Emergency Physicians (FCEP) publishes **EMpulse Magazine**: a quarterly journal that includes FCEP updates, scientific articles and other news relevant to the field of emergency medicine.

## Every issue features:

- Reports from FCEP committees
- Updates from Florida's 18 emergency medicine residency programs
- Upcoming FCEP/FEMF events and webinars
- Corporate sponsor recognition on the back cover
- Features such as case reports, expert commentary, etc.



[View Print Editions](#)

## Audience & Reach:



2,100+ FCEP members: physicians, residents, & medical students



Florida legislators



Healthcare & emergency medicine leaders in Florida



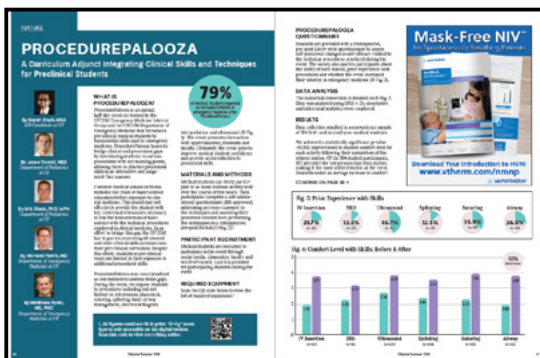
More through [online readership](#)

## Advertising Opportunities:

### Print Ads

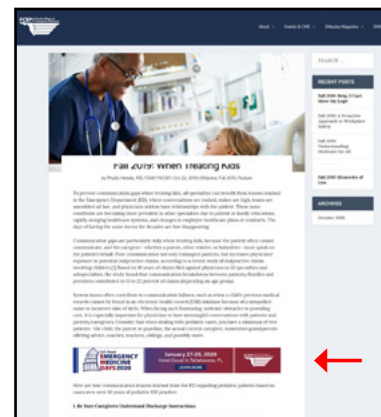
Traditional advertising through print ads. Various sizes available; sponsored articles also accepted.

*See options on the second page »*




### New! EMpulse Online Benefit

Every print ad will come with a number of digital banner ads, which will be placed on article webpages on fcep.org.



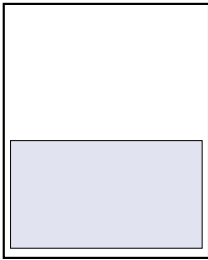
## 2020 Print Advertising Opportunities & Pricing:



**Full Page Ad: \$1,500**

**Design Specs:**  
8.5" x 11" with a 0.125" bleed

**Banner Ads: 4**  
Size: 728px w x 90px h



**1/2 Page Ad: \$1,000**

**Design Specs:**  
8" w x 5" h

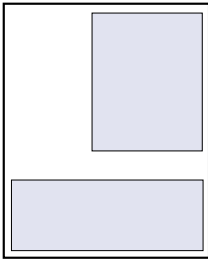
**Banner Ads: 3**  
Size: 728px w x 90px h



**1/3 Page Ad: \$800**

**Design Specs:**  
2.5" w x 10" h

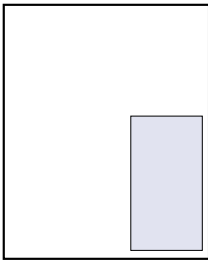
**Banner Ads: 2**  
Size: 728px w x 90px h



**1/4 Page Ad: \$600**

**Design Specs:**  
**H:** 8" w x 2.5" h | **V:** 3.9" w x 5" h

**Banner Ads: 1**  
Size: 728px w x 90px h



**1/6 Page Ad: \$400**

**Design Specs:**  
2.58" w x 5" h

**Banner Ads: 1**  
Size: 728px w x 90px h



**Sponsored Article: \$1,500**

**Design Specs:**  
may submit copy and EMPulse staff will design page, or submit final, print-ready PDF

**Banner Ads: 1**  
Size: 728px w x 90px h

*Sponsored articles will have their own page like other articles*

### Additional Notes:

Banner ads on article webpages is a new, complimentary benefit for print advertisers *only*, designed to give you digital exposure through the new EMPulse Online.

- Article ads cannot be purchased without a print advertisement purchase.
- Print advertisers are *not* required to submit banner ads. It is a "use it or lose it" deal.
- Additional article ads cannot be "added on" to a print ad purchase.
- Banner ads must be used in that issue of print ad purchase. Unused quantities do not "roll over."
- Banner ad designs may be unique or the same.
- No edits to your banner ad will be accepted after it's published. Please keep this in mind when providing URLs to link to.
- Tracking links must be provided by you to ensure you receive statistics. EMPulse staff are not responsible for sending statistics for your ad.
- If you'd like your ad(s) to appear on specific articles, please inform EMPulse staff when sending in your designs. Staff cannot guarantee placement but will do their best to honor requests. *See what your options are on the next page.*

## ARTICLES IN EVERY ISSUE:\*

\*unless the author misses deadline

Articles in this column are expected to have **2** banner ads on their webpage:

### FCEP Committee Reports:

- FCEP President's Message
- ACEP President's Message
- Government Affairs
- Medical Economics
- EMS/Trauma
- Pediatric Education
- Membership & Professional Development
- EMRAF President's Message
- Medical Student Council

### Columns:

- Poison Control
- Ultrasound Zoom
- Musings from a Retired Physician
- Daunting Diagnosis

Articles in this column are expected to have **1** banner ad on their webpage:

### EM Residency Program Updates:

- Aventura Hospital
- AdventHealth East Orlando
- Kendall Regional Medical Center
- St. Lucie Medical Center
- Florida Atlantic University
- Jackson Memorial Hospital
- Mount Sinai Medical Center
- Oak Hill Hospital
- USF Health
- Brandon Regional Hospital
- FSU at Sarsota Memorial
- UCF/HCA of Greater Orlando
- UCF/HCA Ocala Regional
- Orlando Health
- Orange Park Medical Center
- UF Health Jacksonville
- UF Health Gainesville
- UCF/HCA North Florida Regional

Each issue also contains a number of **feature articles** with flexible word counts. Features are expected to have **2-3** banner ads on their webpage.

Browse through  
current articles on  
[fcep.org/empulse](http://fcep.org/empulse)

## DEADLINES:

### SPRING 2020

**Feb 21:** Print ad insertion orders & payment due

**March 9:** Print ad designs due

**March 23:** Article banner ad designs due

- Don't forget to include the URL for banners to link to, as well as preferred article placements

**In mailboxes:** April 6-20, 2020

### SUMMER 2020

**June 1:** Print ad insertion orders & payment due

**June 8:** Print ad designs due

**June 22:** Article banner ad designs due

- Don't forget to include the URL for banners to link to, as well as preferred article placements

**In mailboxes:** July 1-15, 2020

### Send everything to:

Samantha League, MA

EMpulse Managing & Design Editor | FCEP Director of Communications

[sleague@emlrc.org](mailto:sleague@emlrc.org)

# EMpulse

ADVERTISMENT INSERTION ORDER FORM

ADMIN ONLY	DATE RECEIVED:
	TIME:
	PAID IN FULL DATE:
	ASSIGNED:

## ADVERTISER INFORMATION

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Primary/Sales Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Design/Artwork Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## ORDER DETAILS

### Issue(s):

### Type(s) of Advertisement(s):

<input type="checkbox"/> SPRING 2020 <small>Order Form &amp; Payment Due: Feb. 21            Designs Due: March 9</small>	<input type="checkbox"/> Full Pg (\$1,500)	<input type="checkbox"/> 1/2 Pg H (\$1,000)	<input type="checkbox"/> 1/4 Pg H (\$600)	<input type="checkbox"/> 1/3 Pg V (\$800)
	<input type="checkbox"/> Sponsored Article (\$1,500)	<input type="checkbox"/> 1/2 Pg V (\$1,000)	<input type="checkbox"/> 1/4 Pg V (\$600)	<input type="checkbox"/> 1/6 Pg V (\$400)
<input type="checkbox"/> SUMMER 2020 <small>Order Form &amp; Payment Due: June 1            Designs Due: June 8</small>	<input type="checkbox"/> Full Pg (\$1,500)	<input type="checkbox"/> 1/2 Pg H (\$1,000)	<input type="checkbox"/> 1/4 Pg H (\$600)	<input type="checkbox"/> 1/3 Pg V (\$800)
	<input type="checkbox"/> Sponsored Article (\$1,500)	<input type="checkbox"/> 1/2 Pg V (\$1,000)	<input type="checkbox"/> 1/4 Pg V (\$600)	<input type="checkbox"/> 1/6 Pg V (\$400)
<input type="checkbox"/> FALL 2020 <small>Order Form &amp; Payment Due: Aug. 31            Designs Due: Sept. 14</small>	<input type="checkbox"/> Full Pg (\$1500)	<input type="checkbox"/> 1/2 Pg H (\$1,000)	<input type="checkbox"/> 1/4 Pg H (\$600)	<input type="checkbox"/> 1/3 Pg V (\$800)
	<input type="checkbox"/> Sponsored Article (\$1,500)	<input type="checkbox"/> 1/2 Pg V (\$1,000)	<input type="checkbox"/> 1/4 Pg V (\$600)	<input type="checkbox"/> 1/6 Pg V (\$400)
<input type="checkbox"/> WINTER 2021 <small>Order Form &amp; Payment Due: Dec. 4            Designs Due: Dec. 14</small>	<input type="checkbox"/> Full Pg (\$1,500)	<input type="checkbox"/> 1/2 Pg H (\$1,000)	<input type="checkbox"/> 1/4 Pg H (\$600)	<input type="checkbox"/> 1/3 Pg V (\$800)
	<input type="checkbox"/> Sponsored Article (\$1,500)	<input type="checkbox"/> 1/2 Pg V (\$1,000)	<input type="checkbox"/> 1/4 Pg V (\$600)	<input type="checkbox"/> 1/6 Pg V (\$400)

## PAYMENT DETAILS

- I am mailing or faxing a check.       Please send me an invoice.  
 Please charge my card:    AMEX    VISA    Mastercard    Discover  
 Card #: \_\_\_\_\_  
 Exp: \_\_\_\_\_ Security: \_\_\_\_\_ Billing Zip: \_\_\_\_\_  
 Cardholder Name: \_\_\_\_\_  
 Cardholder Signature: \_\_\_\_\_

### Send to:

Samantha League  
 Managing/Design Editor  
 3717 S. Conway Road  
 Orlando, FL 32812  
 sleague@emlrc.org  
 Fax: 407-281-4407