



JSOM

JOURNAL of SPECIAL OPERATIONS MEDICINE™



Media Kit

Effective January 1, 2022

THE JOURNAL FOR OPERATIONAL MEDICINE AND COMBAT CASUALTY CARE



published by
breakaway media, LLC

Breakaway Media, LLC

727-748-7141

advertising@JSOMonline.org

www.JSOMonline.org

About Us

The quarterly peer-reviewed **Journal of Special Operations Medicine** (JSOM) was established in 2000 by the United States Special Operations Command Surgeon's Office as a tool to promote education among all Special Operations Forces (SOF) medical personnel.

The *JSOM* is the **Official Journal of the Special Operations Medical Association** (SOMA). We maintain scientific exchanges and agreements with the SOMA Scientific Assembly, the Australian Tactical Medical Association (ATMA), the National Tactical Officers' Association (NTOA), and the Wilderness Medical Society.

The *JSOM* transcends the boundary between military and civilian medicine by bringing forth practical and sensible ideas and techniques to the civilian Tactical Emergency Medical Support (TEMS) provider currently operating in a law enforcement environment. The Journal is the only published venue that brings military SOF, civilian, and government agencies with tactical medical assets together in one forum to promote the sharing of knowledge of this unique tradecraft. It updates the current medical providers on new trends in the field of Special Operations medical care and equipment and provides invaluable, current information that saves lives on the battlefield, whether overseas or urban. Many host nation military and civilians also benefit from the diffusion of medical knowledge that the *JSOM* imparts.

The *JSOM* is the only journal devoted to the practice of unconventional medicine in the austere, remote, tactical, and operational environment.

Our Audience

Special Operations Forces worldwide, national and international conventional military, and civilian — physicians, medics, dentists, and veterinarians; TEMS personnel on federal, state, and local tactical teams; EMS; and medical and paramedic school students, both military and civilian.

Institutional Subscribers

- Over 60 universities and military hospitals across dozens of countries, including Belgium, Germany, Canada, Australia, and Ireland among others.
- Our reach to these military units and universities exceeds 67,000 potential readers.
- Institutional subscribers include Canadian Forces Health Services Library, Central Queensland University, the Texas Rangers SWAT Division, Hong Kong Police Force, the National Library of Medicine, US Army John F. Kennedy Special Warfare Center and School, Walter Reed National Military Medical Center, and the Uniformed Services University of Health Services, among others.

For a complete list of Institutional Subscribers, visit <https://jsom.us/Library>.

Bonus distribution to:

- Conferences and Scientific Assemblies

ANNUAL ADVERTISING PACKAGE (4 QUARTERS)

Advertisers who commit to four (4) consecutive journals receive:

- Ads run in both the print and digital (flipbook) versions of the JSOM. The digital version will have a link on the ad that will take the reader directly to any page on your website.
- Complimentary eNewsletter* tile ads
 - The eNewsletter comes out on the 1st and 15th of the month. It is emailed to all our subscribers plus our additional opt-in newsletter subscribers. It is hosted on our website for perpetuity. It is also put on our social media pages and has a large share rate. Our open rate is 35%, which exceeds the national average.
- 2 advertorials in the eNewsletter of your choice.
- You can request periodic social media promotions on Facebook, LinkedIn, and Twitter.
- A special feature on our Instagram profile as the **Featured Partner of the Month**.
- Your Company logo hosted on JSOM Advertisers' page for duration of advertising with link to your website.
- SOMA Exhibitors receive up to 10% off quarterly advertising depending on ad size.
- Complimentary print OR digital subscription.

*With a **Premium position** or **Full Page** JSOM ad you receive 24 eNewsletter ads with clickthrough link; **Half Page** JSOM ad, receive 12 complimentary eNewsletter ads; and **Quarter Page** ads, receive 6 complimentary eNewsletter ads. See page 3 for details.

MULTI-YEAR ADVERTISING PACKAGES

Maintain persistent presence with our readers and solidify your advertising costs. Advertising presence in all 24 editions of bimonthly eNewsletter. Ask your advertising representative for more details.

CALENDAR

SPRING EDITION	FALL EDITION
Ad space close – 1 February	Ad space close – 1 August
Ad materials due – 13 February	Ad materials due – 13 August
SUMMER EDITION	WINTER EDITION
Ad space close – 1 May	Ad space close – 1 November
Ad materials due – 13 May	Ad materials due – 13 November

PRINT ADVERTISING RATES					
QUARTERLY JOURNAL OF SPECIAL OPERATIONS MEDICINE (JSOM)*					
4-color	1 issue	2 issues	3 issues	4 issues	5th issue Supplement
2-Page Spread (Premium)	\$12,100	\$11,800	\$11,490	\$10,890	\$10,590
Back Cover (Premium)	\$8,140	\$7,950	\$7,750	\$7,370	\$7,180
Inside Front or Back Cover (Premium)	\$7,230	\$7,040	\$6,860	\$6,520	\$6,330
Divider Page (Premium / 2 pages per edition, front or back)**	\$7,370	\$7,180	\$6,980	\$6,600	\$6,410
Full Page across from Table of Contents (Premium)	\$6,600	\$6,440	\$6,270	\$5,940	\$5,780
Full Page (last page) across from Inside Back Cover (Premium)	\$6,600	\$6,440	\$6,270	\$5,940	\$5,780
Full Page	\$5,610	\$5,470	\$5,330	\$5,060	\$4,920
Half Page	\$3,520	\$3,440	\$3,350	\$3,190	\$3,110
Quarter Page	\$2,310	\$2,230	\$2,140	\$1,980	\$1,900
Bookmark	\$2,860				

*All rates include both print and digital flipbook versions. **Position placement at Publisher discretion.

DIGITAL ADVERTISING

➤ JSOM Website Rotating Banner

4 second revolving spot on the JSOM website: **\$2,200/year**

➤ JSOM eNewsletter

Tile Ad space is available to our “quarterly print advertisers” (see **Annual Advertising Package** on page 2), and as part of the bundle packages below. Separately purchased prices are as follows:

Large Tile ad in the body of JSOM eNewsletter: **\$750** per issue

Video Advertisement in the body of the JSOM eNewsletter: **\$750** per issue

Featured Advertorial: One Featured Advertorial in the JSOM eNewsletter, up to 5 pages in PDF format: **\$1,250** per issue

Our eNewsletter goes out the 1st and 15th of every month to 20,000+ subscribers via email, social media, and archiving on a freely accessed portion of the JSOM website. The eNewsletter features current abstracts and articles, and product and sponsor highlights and hosts official announcements, information, and updates from a variety of military and medical organizations and committees.

➤ The Digital Flipbook Sponsor Page Only \$6,000

When you open the digital edition, it goes right to your sponsor ad. When you flip to the next page, it moves to the left of the front cover so it is very visible and seen on the first 2 pages.

DIGITAL PARTNERSHIP BUNDLES

➤ The Digital Flipbook Sponsor Page PLUS Bundles

a. **Sponsor Page** in one edition of the JSOM Digital Flipbook, Website Banner, periodic social media promotion on Facebook, LinkedIn and Twitter, 2 advertorials in the eNewsletter of your choice, and **12** large tile eNewsletter adverts with clickthrough link. **\$12,220**
This is a discounted rate reflective of a \$600 charge for each large tile instead of our individually priced ads at \$750.
Savings of 40% off individual ads

b. **Sponsor Page** in one issue of the Digital JSOM, Website Banner, Periodic social media promotion on Facebook, LinkedIn and Twitter, 2 advertorials in the eNewsletter of your choice, and **24** large tile eNewsletter adverts with clickthrough link. **\$14,850**
This is a discounted rate reflective of a \$600 charge for each large tile instead of our individually priced ads at \$750.
Savings of 50% off individual ads

➤ Newsletter Ads Only Bundle

a. **12** large tile eNewsletter adverts with clickthrough link. **\$6,000**
This is a discounted rate reflective of a \$600 charge for each large tile instead of our individually priced ads at \$750.
Savings of \$1,800

b. **24** large tile eNewsletter adverts with clickthrough link. **\$11,040**
This is a discounted rate reflective of a \$600 charge for each large tile instead of our individually priced ads at \$750.
Savings of \$3,600, PLUS an additional 8% off.

➤ Podcast Advertising

Contact us at advertising@JSOMonline.org to ask about advertising options on our podcast.

DIGITAL AD SPECIFICATIONS			
Ad Type	Dimension of Ad (pixels)	Ad Type	Dimension of Ad (pixels)
eNewsletter Banner	600 × 90	Tiles: Large	400 × 400
Website Banner	1000 × 100	72 dpi, jpg or png format	
For more information, please see details on page 3.		Video	400 × 400

PRINT AD SPECIFICATIONS	
JOURNAL OF SPECIAL OPERATIONS MEDICINE (JSOM)	
Ad Size (page size includes 1/8" bleed)*	Dimension of Ad (inches)
2-Page Spread*	17.125 × 11.125
Divider Page*	8.625 × 11.125
Full Page*	8.625 × 11.125
Half Page Horizontal (no bleed, no crop marks)	6.875 × 4.75
Half Page Vertical (no bleed, no crop marks)	3.3542 × 9.375
Quarter Page (no bleed, no crop marks)	3.3542 × 4.75
Final Trim (Page) Size	8.375 × 10.875
JSOM Bookmark, printed on both sides	3.5 × 8.5

Classified/Recruitment Advertising

\$350 for 60 words or less; \$1.50 for each additional word over 60. All classified ads must be prepaid at the time of order.

Additional Services Available

Graphic design services are available at an additional charge.

Please contact us at publisher@JSOMonline.org or (727) 748-7141 for more information.

Complimentary Subscriptions

Advertisers will receive a complimentary print journal for each issue they advertise in. The purchase of "premium" spaces will include an annual print and digital subscription.

FORMATTING OF ADS

- CMYK **not** RGB, **no** SPOT colors (do not embed ICC profiles)
- Images embedded and high-resolution (CMYK, 300 dpi)
- Fonts embedded or outlined (no artificial type styles)
- 300 dpi, CMYK pdf preferred

SIZING

Full Page: 1/8 inch beyond trim

Live Area: 1/2 inch inside trim

- Please remember the sizes stated above *include* the 1/8 inch bleed
- Ads must be complete and sized at 100%

DELIVERY

- Submit ads via e-mail to publisher@JSOMonline.org and advertising@JSOMonline.org
- Include client or agency contact information, publication title, volume, issue or month of publication with exact ad.

PRINTING INFORMATION

Printing Process: Perfect-binding, 4-color process

Resolution: 300 dpi / Line Screen: 175

Breakaway Media will print according to industry NAPL standards, CMYK density levels and will not be held responsible for the color reproduction of the ad.