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<td>19</td>
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<tr>
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<td>21</td>
</tr>
</tbody>
</table>

Print Circulation

**10,997**

Average Monthly Visits

**50,432**

Average Monthly Pageviews

**106,094**

Opt-in Email Subscribers

**11,895**
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 1,000% in attendance and 300% in presentations since 2009.* ACRM Conference: Progress in Rehabilitation Research RR 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 20 research areas, including the seven core fields of 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 65 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: rehabilitation researchers, physicians, physiatrists, psychologists, rehabilitation nurses, occupational therapists, physical therapists, speech-language, audiology professionals, recreation specialists, case managers, rehabilitation counselors, vocational counselors, disability management specialists, caregivers and others.

Membership growth since 2009 1,088%
Institutional membership growth since 2009 367%
Average Monthly Site Visits 59,432

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

Community
• Membership includes the benefit of participating in over twenty 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).

*2018 President’s Address at the 95th ACRM Annual Meeting, Oct 2018
Editorial 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.

Established
1920

Editors-in-Chief
Leighton Chan, MD, MPH, FACRM
Allen W. Heinemann, PhD, ABPP, FACRM

Publisher
Chris Baumle

Society Affiliation
ACRM | American Congress of Rehabilitation Medicine

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

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.

Most Highly Cited Journal in Rehabilitation*
With an Impact Factor of 3.077, the Archives is ninth in the Rehabilitation category out of 65 journals. With 23,438 lifetime citations, Archives is by far the most cited of all PM&R journals. The Archives holds the top spot in Google Scholar Metrics ranking for Rehabilitation journals as well as the second highest Eigenfactor in the category.

Impact Factor
Archives of Physical Medicine and Rehabilitation 3.077
PM&R 1.850
American Journal of Physical Medicine and Rehabilitation 1.843
Physical Medicine and Rehabilitation Clinics of North America 1.867

*2016 Impact Factor: Journal Citation Reports®, Thomson Reuters

Issuance
Monthly: 12 Times Per Year

Website
www.archives-pmr.org

App
Download from iTunes

---

*2016 Impact Factor: Journal Citation Reports®, Thomson Reuters
Print Distribution

Circulation* 10,997
Archives circulation now includes reach to all office-based and hospital-based AMA Board Certified PM&R Physicians.

Pass-Along**
• Pass-along readership is .5 readers/copy

Archives circulation now includes reach to all office-based and hospital-based AMA Board Certified PM&R Physicians.

Archives of Physical Medicine and Rehabilitation
PM&R
The American Journal of Physical Medicine and Rehabilitation

12,552 (circulation) + 6,276 (pass-along) = 18,828 Total Potential Reach

*Elsevier Publisher Statements and LWW website June 2018
**Readex Research, Readership Study, August 2017
Journal Readership & Value

89% of all recipients say they read Archives of Physical Medicine and Rehabilitation on a regular basis

Of those that read:
- 95% read the print version
- 52% read the journal online

Print and Digital Journal Readership

Readership Frequency

How frequently do you read each of these physical medicine and rehabilitation journals?

<table>
<thead>
<tr>
<th>Journal</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>APM&amp;R</td>
<td>88%</td>
</tr>
<tr>
<td>PM&amp;R</td>
<td>73%</td>
</tr>
<tr>
<td>AJPM&amp;R</td>
<td>64%</td>
</tr>
<tr>
<td>JRM</td>
<td>28%</td>
</tr>
<tr>
<td>JHTR</td>
<td>26%</td>
</tr>
<tr>
<td>PT</td>
<td>16%</td>
</tr>
<tr>
<td>JOSPT</td>
<td>12%</td>
</tr>
<tr>
<td>NRN</td>
<td>9%</td>
</tr>
<tr>
<td>JP</td>
<td>3%</td>
</tr>
</tbody>
</table>

Reader Value

What is your level of agreement with each of the following statements about Archives of Physical Medicine & Rehabilitation?

- Publishes articles important to understanding PM&R: 79%
- Publishes articles written by respected authorities: 77%
- Is relevant to patient care: 71%
- Keeps me abreast of the latest information: 66%

*Readex Research, Readership Study, August 2017
**Archives Reader Demographics**

**Degree:**
- MD: 84%
- PhD: 7%
- PT, DPT, OT, OTD: 6%
- Other: 6%
- MS: 5%
- DO: 5%

**Practice Location:**
- Academic Institution: 32%
- Private Practice: 13%
- Rehabilitation Center (outpatient only): 7%
- Hospital/Rehabilitation Unit: 11%
- Other: 2%
- Answered Multiple: 2%
- No Answer: 1%
- Research center: 1%

**Patients Seen/Week:**
- 100 or more: 19%
- 80 - 99: 19%
- 60 - 79: 19%
- 40 - 59: 19%
- 20 - 39: 5%
- 1 to 19: 5%
- none: 12%

**Professional Affiliation:**
- AAPM&R: 75%
- AAP: 30%
- AANEM: 26%
- Other: 22%
- ACRM: 17%
- APA: 3%
- APTA: 2%
- AOTA: 2%
- ASHA: 3%

*Readex Research, Readership Study, August 2017*
Archives Reader Product Purchasing Power

71% of Archives physician readers are involved in advising, recommending, specifying, or approving purchases

Top Products include:

- Physical & occupational therapy modalities 53%
- Ambulatory devices 51%
- Balance and gait assessment 44%
- Pain management 42%
- TENS 40%
- Electrodiagnostic equipment 39%
- Exercise equipment 36%
- Orthotic & prosthetic devices 35%
- Musculoskeletal performance evaluation 31%
- Prescription monitoring 31%
- Diagnostic ultrasound 29%
- Speech therapy products 25%
- Functional electrical stimulation 22%
- Long-term rehabilitation centers 26%
- Wound care products 21%
- Beds 20%
- Case management services 20%
- Neurorehabilitation centers 19%
- Lifts 10%
- Laboratory services 17%

Readers treat the following conditions and procedures (Listed from most to least frequently managed or conducted as a regular part of practice)

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

*Readex Research, Readership Study, August 2017*
Archives Reader Script Writing

Readers Who Write Prescriptions:

- 82% Yes
- 15% No
- 2% No Answer

82% of Archives physician readers write prescriptions

Top Categories include:

- Analgesics: non-opioid: 79%
- NSAIDS: 69%
- Analgesic: opioid: 65%
- Arthritis: 65%
- Muscle spasm: 64%
- Muscle relaxants: 61%
- Antidepressants: 58%
- Osteoarthritis injections: 50%
- Antiepileptic agents: 41%
- Opioid induced constipation: 34%

Other Categories include:

- gastrointestinal
- chronic migraine
- infectious disease
- DVT agents
- spinal injections
- diabetes
- urological
- dermatological
- cardiovascular
- osteoporosis injections
- cancer treatment
- Alzheimer’s
- multiple sclerosis

*Readex Research, Readership Study, August 2017
PRINT ADVERTISING OPPORTUNITIES

Display Advertising

**Run-of-Book Advertising**
- Premium positions
- Pre-printed inserts
- Business reply card (material is mailed with the Journal)

**Rate**
See page 10 for print rates

**List Matching**

**Rate**
Contact your Sales Representative.

**Cover Tip Programs**
An eye-catching and cost-effective way to get your message in front of an engaged audience of 4,000 physicians.

**Rate**
$7,500 Net
Applicable taxes may apply

**Outserts**
Effectively distribute your promotional materials with our highly respected, specialty-leading journals. Capture a reader’s attention before they even open the journal with promotional brochures, conference collateral, CDs/DVDs, and more.

**Rate**
$8,000 Net
Applicable taxes may apply
**Bonus Distribution**

**CSM APTA - Combined Sections meeting of the American Physical Therapy Association**
*January 23 - 26 (Washington DC)*
*Issue:* January 2018

**ATIA - Assistive Technology Industry Association**
*Jan 29 - Feb 2 (Orlando, FL)*
*Issue:* January/February 2018

**AAOP – American Academy of Orthotists and Prosthetist**
*March 6 - 9 (Orlando, FL)*
*Issue:* March 2018

**AAPM - American Academy of Pain Management**
*March 7 - 9 (Denver, CO)*
*Issue:* March 2018

**AOTA - American Occupational Therapy Association**
*April 4 - 7 (New Orleans, LA)*
*Issue:* April 2018

**AOHC - American Occupational Health Conference**
*April 28 - May 1 (Anaheim, CA)*
*Issue:* April/May 2018

**AAN - American Academy of Neurology Annual Meeting**
*May 4 - 11 (Philadelphia, PA)*
*Issue:* May 2018

**ACSM - American College of Sports Medicine**
*May 28 - June 1 (Orlando, FL)*
*Issue:* May/June 2018

**NNS - National Neurotrauma Society**
*June 30 - July 3 (Pittsburgh, PA)*
*Issue:* June/July 2018

**Amputee Coalition National Conference**
*July 25 - 27 (San Antonio, TX)*
*Issue:* July 2018

**ASCIP - Academy of Spinal Cord Injury Professionals**
*September 1 - 4 (Nashville, TN)*
*Issue:* September 2018

**AOPA - American Orthotic & Prosthetic World Congress**
*September 25 - 28 (San Diego, CA)*
*Issue:* September 2018

**Congress of Neurological Surgeons Annual Meeting**
*October 19 - 23 (San Francisco, CA)*
*Issue:* October 2018

**ACRM Annual Conference**
*November 3 - 8 (Chicago, IL)*
*Issue:* October 2018

**9th International Conference - Tissue Engineering and Regenerative Medicine**
*TBA (TBA)*
*Issue:* TBA 2018

**ASHA - American Speech Language Hearing Association**
*November 21 - 23 (Orlando, FL)*
*Issue:* November 2018

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Please Note: Conference distribution subject to change. Please contact your Sales Representative prior to finalizing your media plan.
# Print Rates & Closing Dates

## Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
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<tbody>
<tr>
<td>1x</td>
<td>$2,005</td>
<td>$1,110</td>
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<tr>
<td>6x</td>
<td>$1,950</td>
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<td>$920</td>
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<tr>
<td>24x</td>
<td>$1,730</td>
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## Color Rates

<table>
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<tr>
<th>Frequency</th>
<th>Standard Color</th>
<th>Matched Color</th>
<th>4 Color</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$670</td>
<td>$750</td>
<td>$1,685</td>
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</tbody>
</table>

## Cover Tips

- **Cover Tips**: $7,500 Net
- **Outserts**: $8,000 Net

All ads must go through an approval process.

## Closing Dates

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

## Premium Positions

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

Applicable taxes may apply.
Journal Website Banner Advertising

Maximize your reach by adding a digital 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. Digital 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.

Banner Positions

Homepage
Leaderboard  728 x 90
Rectangle (bottom)  300 x 250

Rest of Site (ROS)
Leaderboard (top)  728 x 90
Rectangle or Skyscraper (right side)  300 x 250
based on responsive ad design

Sticky Banners
Leaderboard remains in place during scroll for 8 seconds. Rectangle and Skyscraper on ROS pages remains in place on right side throughout scroll

Rate
$85 CPM Net/Geotarget

Monthly Metrics*

www.archives-pmr.org
Pageviews  131,844
Unique Visitors  55,789
Visits  71,136

*Adobe Analytics: Average of Oct 2017-Sept 2018
Table of Contents (TOC) Email Advertising

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.

**Banner Positions**
Only 3 positions available per TOC

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
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</tbody>
</table>

**Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Opt-in Distribution</td>
<td>26,786</td>
</tr>
<tr>
<td>Average Open Rate</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Rate**

$1,200 Net per month

*Epsilon: August 2018
Mobile App Advertising

iPad, iPhone, and Android 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.

Banner Positions

<table>
<thead>
<tr>
<th>Tablets (iPad and Android)</th>
<th>1024 x 768</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial, Landscape</td>
<td>1024 x 768</td>
</tr>
<tr>
<td>Interstitial, Portrait</td>
<td>768 x 1024</td>
</tr>
<tr>
<td>Home Screen</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Abstract Page</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Article Menu Bar</td>
<td>160 x 600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Smartphones (iPhone and Android)</th>
<th>320 x 480</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial (portrait only)</td>
<td>320 x 480</td>
</tr>
<tr>
<td>Home Screen</td>
<td>300 x 50</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>300 x 50</td>
</tr>
<tr>
<td>Abstract Page</td>
<td>300 x 50</td>
</tr>
</tbody>
</table>

Monthly Metrics*

<table>
<thead>
<tr>
<th>Users</th>
<th>304</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screen Views</td>
<td>2,402</td>
</tr>
<tr>
<td>Sessions</td>
<td>496</td>
</tr>
</tbody>
</table>

Rate
$1,200/month for 100% Share of Voice (3 month minimum)

*Adobe Analytics: Sept 17-Aug 18
Targeted Advertising

Strategically position your brand alongside trusted, relevant content

**Cover Wraps**

Cover wrap advertising is designed to target a specific sub-set of APM& ERR subscribers with high impact print advertising.

Contact your sales representative for details and pricing.

*All Custom Solutions subject to society and Editor approval.*
Reprint Capabilities

The Power of Credibility
Reach targeted professionals with original, authoritative content
Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier 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 HCPs

Order Reprints Online
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 Media

**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&quot; x 11&quot;</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4&quot; x 10-1/2&quot;</td>
<td>8-1/2&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-3/4&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-1/2&quot; x 5-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-3/8&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</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 warned. 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 to avoid overprint issues.

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.
Print Media (continued)

- 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.

**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).

**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:**

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8 1/2” x 11 1/4”</td>
</tr>
<tr>
<td>4-page insert</td>
<td>17” x 11 1/4”, furnish folded to 8 1/2” x 11 1/4”</td>
</tr>
</tbody>
</table>

**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/spine.

**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 two weeks prior to advertising close date for evaluation and print compatibility.

**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.

**Insert Quantity**
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
SPECIFICATIONS

Print Media (continued)

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
Sheridan NH
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.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Digital Media

Journal Website Banner Ads

Creative Sizes

Leaderboard 728 x 90
Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Wide Skyscraper 160 x 600
Placement: Journal pages. Right hand column of journal page, displays on all non-content pages (content pages = abstract and full text articles*)

Large Rectangle 300 x 250
Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

Specifications

| Desktop/Tablet | HTML5, 150kB |
| Mobile (mWeb or In-App) | HTML5, 40kB |
| Size | 200K max |
| Rotation | Accepted |
| Animated GIF | Max 3 loops of animation, up to 15 seconds per loop |
| Required Resolution | 72 dpi |
| Acceptable File Format | GIF, JPEG, SWF [rich media] |
| Rich Media and HTML5 | Yes. Supplied as 3rd party tags only |
| Target URL | Required |

Rich Media Expanding & HTML In-Page Ads†

Leaderboard 728 x 90
Expands ▼ down to a maximum size of 728 x 315

Wide Skyscraper 160 x 600
Expands ◀ left to a maximum size of 300 x 600

Large Rectangle 300 x 250
Expands ▶ right to a maximum size of 600 x 250

Rich Media Specifications

| Initial Size | 150 KB |
| Subsequent Size | 2.2 MB |
| Back-up GIF | 200 KB |
| Animation | 15 seconds or 3 loops of 5 seconds |
| Video | No |
| Max Video File Size | N/A |
| Expansion Method | On click |
| Hotspot Requirements | Not to exceed 1/4 size of original ad |
| Close Button Requirements | 8pt - 16 pt (11px - 21px) |

Additional Notes:
- Third party tags accepted
- Ads served via DFP by Google

*Generic list of non-content pages available upon request though will vary by journal.
†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
Digital Media (continued)

### Table of Contents (TOC)

**Email Banner Ads**

- **Creative Sizes**
  - Leaderboard 728 x 90
  - Wide Skyscraper 160 x 600
  - Large Rectangle 300 x 250

**Email Specifications**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>200K max</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>No</td>
</tr>
</tbody>
</table>

### Mobile App Banner Ads - Tablets (iPad and Android)

- **Creative Sizes**
  - Landscape 1024 x 768
  - Portrait 768 x 1024
  - Leaderboard 728 x 90

**Mobile App Banner Ads - Smartphones (iPhone and Android)**

- **Creative Sizes**
  - Portrait 320 x 480
  - Leaderboard 300 x 50

**Smartphone Specifications**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Types</td>
<td>.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)</td>
</tr>
<tr>
<td>File Size</td>
<td>40k file size limit. 3rd party tracking and click pixels are accepted.</td>
</tr>
<tr>
<td>Rich Media Ads</td>
<td>Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
</tbody>
</table>

**Tablet Specifications**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Types</td>
<td>.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)</td>
</tr>
<tr>
<td>File Size</td>
<td>200K file size limit.</td>
</tr>
<tr>
<td>Rich Media Ads</td>
<td>Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
</tbody>
</table>
Contacts

Display Advertising Sales
Lauren Morgan
American Medical Communications
630 Madison Ave.
Manalapan, NJ 07726
Tel: 267-980-6087
Fax: 212-633-3846
Email: lmorgan@acrmjournal.com

Display Production
Le-Andrea Sylvester
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3649
Fax: 212-633-3846
Email: le.sylvester@elsevier.com

Additional ACRM Advertising, Sponsorship & Exhibiting
Jenny Richard
American Medical Communications - ACRM
11654 Plaza America Drive, Suite 535
Reston, VA 20190
Tel: 703-574-5845
Fax: 866-692-1619
Email: jrichard@acrm.org

Recruitment & Classified Advertising
Lauren Morgan
American Medical Communications
630 Madison Ave.
Manalapan, NJ 08857
Tel: 267-980-6087
Fax: 212-633-3846
Email: lmorgan@acrmjournal.com

Recruitment & Classified Production
Jaichand Ramsaroop
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3690
Fax: 212-633-3846
Email: j.ramsaroop@elsevier.com

Visit www.elsmediakits.com to view other media kits and rate cards.