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Click to view

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By the Numbers

Print Circulation

12,300

Average Monthly Pageviews*

110,730

Average Monthly Visits†

62,757

Opt-in Email Subscribers†

6,863

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, psychiatrists, 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.

<table>
<thead>
<tr>
<th>Membership growth since 2009</th>
<th>1,088%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional membership growth since 2009</td>
<td>367%</td>
</tr>
<tr>
<td>Average Monthly Site Visits</td>
<td>50,432</td>
</tr>
</tbody>
</table>

Archives of Physical Medicine and Rehabilitation
The Archives of Physical Medicine and Rehabilitation, also known as “Archives,” is the official journal of ACRM and will be celebrating its 100th year of publication in 2020. 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 (Archives) 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 is the most influential journal on rehabilitation in the world—its papers have been cited more than any other rehabilitation journal.

Established 1920
Issuance 12 times per year
Circulation 12,300
Impact Factor† 2.697
5-yr Impact Factor‡ 3.618
CiteScore† 3.03
Website www.archives-pmr.org
App iTunes Android

Impact Factor
Archives of Physical Medicine and Rehabilitation 2.697
PM&R 1.902
American Journal of Physical Medicine and Rehabilitation 1.908
Physical Medicine and Rehabilitation Clinics of North America 2.252

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

Societies & Affiliations
ACRM | American Congress of Rehabilitation Medicine

†2018 Journal Citation Reports®
READERSHIP

Print Distribution

Circulation*
Archives circulation now includes reach to all office-based and hospital-based AMA Board Certified PM&R physicians

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archives of Physical Medicine and Rehabilitation</td>
<td>12,552</td>
</tr>
<tr>
<td>PM&amp;R</td>
<td>8,314</td>
</tr>
<tr>
<td>The American Journal of Physical Medicine and Rehabilitation</td>
<td>2,692</td>
</tr>
</tbody>
</table>

Pass-Along**
Pass-along readership is .4 readers/copy

\[
12,552 \text{ (circulation)} + 5,020 \text{ (pass-along)} = 17,572
\]

Total potential reach

*Elsevier Publisher Statements and LWW website June 2018
**Readex Research, Readership Study, August 2019
**Journal Readership & Value**

**Print and Digital Journal Readership**

99% of all recipients say they read *Archives* on a regular basis.

Of those that read:
- 54% read the print version
- 33% read the journal online

**Readership Frequency, at least “Read Occasionally”**

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><em>Archives of Physical Medicine &amp; Rehabilitation</em></td>
<td>69%</td>
</tr>
<tr>
<td>PM&amp;R</td>
<td>56%</td>
</tr>
<tr>
<td>American Journal of Physical Medicine &amp; Rehabilitation</td>
<td>47%</td>
</tr>
<tr>
<td>Stroke</td>
<td>23%</td>
</tr>
<tr>
<td><em>Annals of Physical and Rehabilitation Medicine</em></td>
<td>22%</td>
</tr>
<tr>
<td><em>Journal of Head Trauma Rehabilitation</em></td>
<td>19%</td>
</tr>
<tr>
<td>Neurorehabilitation and Neural Repair</td>
<td>16%</td>
</tr>
<tr>
<td><em>Journal of Rehabilitation Medicine</em></td>
<td>15%</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: 80%
- Is relevant to patient care: 75%
- Keeps me abreast of the latest information: 73%
- Publishes articles written by respected authorities: 72%

*Readex Research, Readership Study, August 2019*
**READERSHIP**

## Demographics

### Degree(s)

- **MD**: 75%
- **DO**: 19%
- **PhD**: 7%
- **MS**: 7%
- **PT, etc**: 2%
- **Other**: 6%
- **No answer**: 1%
- **Answered Multiple**: 3%

### Practice Location

- **Academic Institution**: 27%
- **Private Practice**: 28%
- **Hospital/Rehabilitation Unit**: 19%
- **Rehabilitation Center (outpatient only)**: 5%
- **Research Center**: 1%
- **Other**: 9%
- **No answer**: 1%
- **Answered Multiple**: 3%
**Readex Research, Readership Study, August 2019**

---

**Product Purchasing Power**

78% of Archives physician readers are involved in advising, recommending, specifying, or approving purchases.

<table>
<thead>
<tr>
<th>Top Products include:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambulatory devices</td>
<td>52%</td>
</tr>
<tr>
<td>Pain management</td>
<td>49%</td>
</tr>
<tr>
<td>Physical &amp; occupational therapy modalities</td>
<td>47%</td>
</tr>
<tr>
<td>Orthotic &amp; prosthetic devices</td>
<td>46%</td>
</tr>
<tr>
<td>Balance and gait assessment</td>
<td>45%</td>
</tr>
<tr>
<td>TENS</td>
<td>40%</td>
</tr>
<tr>
<td>Exercise equipment</td>
<td>32%</td>
</tr>
<tr>
<td>Electrodiagnostic equipment</td>
<td>29%</td>
</tr>
<tr>
<td>Beds</td>
<td>25%</td>
</tr>
<tr>
<td>Diagnostic ultrasound</td>
<td>23%</td>
</tr>
<tr>
<td>Musculoskeletal performance evaluation</td>
<td>22%</td>
</tr>
<tr>
<td>Functional electrical stimulation</td>
<td>22%</td>
</tr>
<tr>
<td>Case management services</td>
<td>21%</td>
</tr>
<tr>
<td>Prescription monitoring</td>
<td>21%</td>
</tr>
<tr>
<td>Lifts</td>
<td>21%</td>
</tr>
<tr>
<td>EHR/EMR</td>
<td>20%</td>
</tr>
<tr>
<td>Laboratory services</td>
<td>20%</td>
</tr>
<tr>
<td>Computer equipment and software</td>
<td>20%</td>
</tr>
<tr>
<td>Neurorehabilitation centers</td>
<td>20%</td>
</tr>
<tr>
<td>Wound care products</td>
<td>17%</td>
</tr>
<tr>
<td>Gait measurement</td>
<td>17%</td>
</tr>
<tr>
<td>Long-term rehabilitation centers</td>
<td>15%</td>
</tr>
<tr>
<td>Speech therapy products</td>
<td>15%</td>
</tr>
</tbody>
</table>

| Imaging equipment                             | 14%    |
| Billing services                              | 13%    |
| Robotic exoskeleton                           | 9%     |
| Diathermy (ultrasound, short)                 | 9%     |
| PENS                                           | 9%     |

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

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

*Readex Research, Readership Study, August 2019*
### Readers Who Write Prescriptions

#### Top Categories include:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analgesics: non-opioid</td>
<td>69%</td>
</tr>
<tr>
<td>Muscle relaxants</td>
<td>66%</td>
</tr>
<tr>
<td>NSAIDS</td>
<td>63%</td>
</tr>
<tr>
<td>Muscle spasm</td>
<td>61%</td>
</tr>
<tr>
<td>Antidepressants</td>
<td>58%</td>
</tr>
<tr>
<td>Arthritis</td>
<td>53%</td>
</tr>
<tr>
<td>Analgesics: opioid</td>
<td>52%</td>
</tr>
<tr>
<td>Antiepileptic agents</td>
<td>49%</td>
</tr>
<tr>
<td>Osteoarthritis injections</td>
<td>44%</td>
</tr>
<tr>
<td>Opioid induced constipation</td>
<td>33%</td>
</tr>
</tbody>
</table>

#### Other Categories include:

- Gastrointestinal
- Spinal injections
- DVT agents
- Infectious disease
- Urological
- Cardiovascular
- Diabetes
- Multiple sclerosis
- Dermatological
- Alzheimer’s
- Cancer treatment
- Osteoporosis injections

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*Readex Research, Readership Study, August 2019*
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 11 for print rates

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)

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)

List Matching
Contact your Sales Representative.

*All ads must go through an approval process.
## PRINT ADVERTISING OPPORTUNITIES

### Bonus Distribution

#### 2020 Conferences

<table>
<thead>
<tr>
<th>Conference</th>
<th>Date</th>
<th>Location</th>
<th>Archives Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>NANS North American Neuromodulation Society</td>
<td>Jan 23-26</td>
<td>Las Vegas, NV</td>
<td>January</td>
</tr>
<tr>
<td>ATIA Assistive Technology Industry Association</td>
<td>Jan 29-Feb 1</td>
<td>Orlando, FL</td>
<td>Jan/Feb</td>
</tr>
<tr>
<td>CSM APTA Combined Sections meeting of the American Physical Therapy Association</td>
<td>Feb 12-15</td>
<td>Denver, CO</td>
<td>February</td>
</tr>
<tr>
<td>ISC International Stroke Conference</td>
<td>Feb 18-21</td>
<td>Los Angeles, CA</td>
<td>February</td>
</tr>
<tr>
<td>NABIS North American Brain Injury Society</td>
<td>Feb 26-29</td>
<td>New Orleans, LA</td>
<td>February</td>
</tr>
<tr>
<td>ISPRM International Society of Physical and Rehabilitation Medicine</td>
<td>Mar 4-9</td>
<td>Orlando, FL</td>
<td>March</td>
</tr>
<tr>
<td>AOTA American Occupational Therapy Association</td>
<td>Mar 26-29</td>
<td>Boston, MA</td>
<td>March</td>
</tr>
<tr>
<td>AOHC American Occupational Health Conference</td>
<td>May 3-6</td>
<td>Washington DC</td>
<td>May</td>
</tr>
<tr>
<td>ASIA American Spinal Injury Association</td>
<td>May 3-7</td>
<td>New Orleans, LA</td>
<td>May</td>
</tr>
<tr>
<td>NNS National Neurotrauma Society</td>
<td>Jun 27 - Jul 1</td>
<td>Atlanta, GA</td>
<td>Jun/July</td>
</tr>
<tr>
<td>AOPA Amputee Coalition National Conference</td>
<td>Aug 20-22</td>
<td>Washington DC</td>
<td>August</td>
</tr>
<tr>
<td>ASCIP Academy of Spinal Cord Injury Professionals</td>
<td>Sep 6-9</td>
<td>Chicago, IL</td>
<td>September</td>
</tr>
<tr>
<td>ACRM Annual Conference</td>
<td>Oct 19-24</td>
<td>Atlanta, GA</td>
<td>October</td>
</tr>
<tr>
<td>ASHA American Speech Language Hearing Association</td>
<td>Nov 19-21</td>
<td>San Diego, CA</td>
<td>November</td>
</tr>
<tr>
<td>Steel Assembly Pediatric Spinal Cord Injury &amp; Dysfunction</td>
<td>Dec 2-5</td>
<td>Orlando, FL</td>
<td>December</td>
</tr>
</tbody>
</table>

Please Note: Conference distribution subject to change. Please contact your Sales Representative prior to finalizing your media plan.
## PRINT ADVERTISING OPPORTUNITIES

### Print Rates

#### Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,085</td>
<td>$1,445</td>
</tr>
<tr>
<td>6x</td>
<td>$1,980</td>
<td>$1,335</td>
</tr>
<tr>
<td>12x</td>
<td>$1,925</td>
<td>$1,195</td>
</tr>
<tr>
<td>24x</td>
<td>$1,800</td>
<td>$1,145</td>
</tr>
</tbody>
</table>

#### Color Rates

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

#### Premium Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>B/W Page Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>50%</td>
</tr>
<tr>
<td>Cover 2</td>
<td>35%</td>
</tr>
<tr>
<td>Cover 3</td>
<td>25%</td>
</tr>
<tr>
<td>Opposite TOC</td>
<td>25%</td>
</tr>
<tr>
<td>First right hand</td>
<td>25%</td>
</tr>
<tr>
<td>Other preferred</td>
<td>10%</td>
</tr>
</tbody>
</table>

#### Cover Tips

- **$7,500 Net**
  - Client Provided (standard size, 2-sided); please contact your sales representative for larger unit pricing.

#### Outserts

- **$8,000 Net**
  - Client Provided (Up to 4 pages); please contact your sales representative for larger unit pricing.

#### Closing Dates

Please refer to [elsmediakits.com](http://elsmediakits.com) or contact your sales rep for issue closing dates.

---

*All ads must go through an approval process.*
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, top: 728 x 90
- Rectangle, bottom: 300 x 250

**Rest of Site (ROS)**
- Leaderboard, top: 728 x 90
- Rectangle, right†: 300 x 250
- Skyscraper, right†: 160 x 600

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

**Monthly Metrics***

<table>
<thead>
<tr>
<th>Metric</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>110,730</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>51,290</td>
</tr>
<tr>
<td>Visits</td>
<td>62,757</td>
</tr>
</tbody>
</table>

**Rate**
$85 CPM Net/Geotarget

---

*Adobe Analytics: Average of January 2019-July 2019
†Based on responsive design
DIGITAL ADVERTISING OPPORTUNITIES

Table of Contents Email (eTOC) Advertising

Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) 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.

eyTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

**Banner Positions**

<table>
<thead>
<tr>
<th>Banner Position</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>
</tr>
</tbody>
</table>

**Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in Distribution</td>
<td>6,863</td>
</tr>
<tr>
<td>Average Open Rate</td>
<td>12.61%</td>
</tr>
</tbody>
</table>

**Rate**

$1,200 Net per month

*Epsilon: July 2019*
**Mobile App 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 HCPs in their medium of choice by advertising within the *Archives of Physical Medicine and Rehabilitation* mobile app.

### Banner Positions

**Tablets (iPad and Android)**
- Interstitial, Landscape 1024 x 768
- Interstitial, Portrait 768 x 1024
- Home Screen 728 x 90
- Table of Contents 728 x 90
- Abstract Page 728 x 90
- Article Menu Bar 160 x 600

**Smartphones (iPhone and Android)**
- Interstitial (portrait only) 320 x 480
- Home Screen 300 x 50
- Table of Contents 300 x 50
- Abstract Page 300 x 50

### Monthly Metrics*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>253</td>
</tr>
<tr>
<td>Sessions/Visits</td>
<td>422</td>
</tr>
<tr>
<td>Screen Views</td>
<td>2,436</td>
</tr>
</tbody>
</table>

### Rate

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

---

*Adobe Analytics: Average of January 2019-July 2019*
Targeted Media Advertising Opportunities

Cover Wraps

Strategically position your brand alongside trusted, relevant content

**Cover Wraps**

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

**Rate**

Please contact your Sales Representative.

---

*All targeted solutions are subject to society and Editor approval.*
Editorial Supplements

A supplemental publication containing a group of papers on a specific topic, which is then mailed with the publication and also available online.

Rate
Please contact your Sales Representative.
Exclusive 100% SOV banner advertising within a collection of select articles

Featuring a series of articles selected and reviewed by our independent Archives of Physical Medicine and Rehabilitation editorial board, Topic Collections provide an exclusive opportunity for advertisers to reinforce their message within editorially relevant content via banners on a dedicated section of our journal website, and within a multi-wave email campaign to our proprietary list of specialists.

Existing Topic Collections include:
- From the Editors’ Desk
- Information/Education Pages
- Journal-Based CME Article
- Measurement of Environmental Barriers and Facilitators
- Measurement Tools

Sponsorship includes the following:
- Banner placement on the journal site’s topic collection. Ads on collection landing pages follow reader to the selected article page.
- Placement of a leaderboard banner on a 3-wave email campaign targeting your specialty audience.

Banner Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard, top</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Banners appear on all topic collection landing pages and on article pages accessed from topic collection landing pages.

Rate
Please contact your Sales Representative.

*All targeted solutions are subject to society and Editor approval.
The Power of Credibility

Reach targeted HCPs 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
Reprint Capabilities (continued)

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.

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
### 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.

- Adobe Indesign CS6 or higher
- Adobe Illustrator* CS6 or higher

Additional costs may apply if problems are encountered.

*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.

---

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

NOTE: Any non-intended spot colors will be converted to CMYK.

Trapping and Screening
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

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.
# SPECIFICATIONS

## Print Media (continued)

<table>
<thead>
<tr>
<th>Insert Requirements:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8 1/2&quot; x 11 1/4&quot;</td>
</tr>
<tr>
<td>4-page insert</td>
<td>17&quot; x 11 1/4&quot;, furnish folded to 8 1/2&quot; x 11 1/4&quot;</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 Quality                 | Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services. |

## 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.

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

#### Journal Website Banner Ads

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>Desktop/Tablet: HTML5, 150kB</td>
</tr>
<tr>
<td>728 x 90</td>
<td>Size: 200KB max</td>
</tr>
<tr>
<td></td>
<td>Rotation: Accepted</td>
</tr>
<tr>
<td></td>
<td>Animated GIF: Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>File Format: .gif, .jpg or .swf [rich media]</td>
</tr>
<tr>
<td>160 x 600</td>
<td>Required Resolution: 72 dpi</td>
</tr>
<tr>
<td></td>
<td>Rich Media and HTML5: Yes. Supplied as 3rd party tags only</td>
</tr>
<tr>
<td><strong>Large Rectangle</strong></td>
<td>Target URL: Required</td>
</tr>
<tr>
<td>300 x 250</td>
<td></td>
</tr>
</tbody>
</table>

*Generic list of non-content pages available upon request though will vary by journal*
**Rich Media Expanding & HTML In-Page Ads**

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Rich Media Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>HTML5, 150KB</td>
</tr>
<tr>
<td>Expands ▼ down</td>
<td></td>
</tr>
<tr>
<td>(maximum size)</td>
<td></td>
</tr>
<tr>
<td>728 x 90</td>
<td></td>
</tr>
<tr>
<td>Expands ▼ down (max)</td>
<td></td>
</tr>
<tr>
<td>728 x 315</td>
<td></td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>HTML5, 40KB</td>
</tr>
<tr>
<td>Expands ◄ left</td>
<td></td>
</tr>
<tr>
<td>(maximum size)</td>
<td></td>
</tr>
<tr>
<td>160 x 600</td>
<td></td>
</tr>
<tr>
<td>Expands ◄ left (max)</td>
<td></td>
</tr>
<tr>
<td>300 x 600</td>
<td></td>
</tr>
<tr>
<td><strong>Large Rectangle</strong></td>
<td></td>
</tr>
<tr>
<td>Expands ► right</td>
<td></td>
</tr>
<tr>
<td>(maximum size)</td>
<td></td>
</tr>
<tr>
<td>300 x 250</td>
<td></td>
</tr>
<tr>
<td>Expands ► right (max)</td>
<td></td>
</tr>
<tr>
<td>600 x 250</td>
<td></td>
</tr>
</tbody>
</table>

**Rich Media Specifications**

- **Desktop/Tablet**: HTML5, 150KB
- **Mobile (mWeb or In-App)**: HTML5, 40KB
- **Initial Size**: 150KB
- **Subsequent Size**: 2.2 MB
- **Back-up .gif**: 200KB
- **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

*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

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

**Email Specifications**
- **Size**: 40KB (200KB max)
- **Rotation**: No
- **Required Resolution**: 72 dpi
- **Acceptable File Format**: .gif or .jpg
- **Rich Media**: No
- **Animation**: No
- **Target URL**: Required
- **3rd Party Tags**: No

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

**Creative Sizes**
- **Portrait**: 320 x 480
- **Interstitial (portrait only)**
- **Leaderboard**: 300 x 50
- **Home Screen, Table of Contents, Abstract Page (portrait only)**

**Smartphone Specifications**
- **File Types**: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
- **File Size**: 40k file size limit. 3rd party tracking and click pixels are accepted.
- **Rich Media Ads**: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
- **Target URL**: Required
Digital Media (continued)

Mobile App Banner Ads - Tablets (iPad and Android)

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Spec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape 1024 x 768</td>
<td></td>
</tr>
<tr>
<td>Portrait 768 x 1024</td>
<td></td>
</tr>
<tr>
<td>Leaderboard 728 x 90</td>
<td></td>
</tr>
<tr>
<td>Home Screen, Table of Contents, Abstract Page</td>
<td></td>
</tr>
<tr>
<td>Wide Skyscraper 160 x 600</td>
<td></td>
</tr>
<tr>
<td>Article Menu Bar</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tablet Specifications</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>File Types .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)</td>
<td></td>
</tr>
<tr>
<td>File Size 40KB (200KB max)</td>
<td></td>
</tr>
<tr>
<td>No 3rd party adtags are accepted.</td>
<td></td>
</tr>
<tr>
<td>Rich Media Ads</td>
<td></td>
</tr>
<tr>
<td>Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.</td>
<td></td>
</tr>
<tr>
<td>Target URL Required</td>
<td></td>
</tr>
</tbody>
</table>

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
Contacts

**Display Advertising**

**Lauren Morgan**  
American Medical Communications  
630 Madison Ave.  
Manalapan, NJ 07726  
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Email: lmorgan@americanmedicalcomm.com

Visit [www.elsmediakits.com](http://www.elsmediakits.com) to view other media kits and rate cards.

**Contracts, Insertion Orders & Production Materials**

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

Send new print ad files and submit pickup ads to [www.ads4els.com](http://www.ads4els.com)

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Tel: 703-574-5845  
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Email: lmorgan@americanmedicalcomm.com

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Fax: 212-633-3846  
Email: j.ramsaroop@elsevier.com