The Journal of Emergency Medicine

Overview

The Journal of Emergency Medicine (JEM) is an international peer-reviewed publication. *JEM* features include Clinical Communications, Pharmacology in Emergency Medicine, Techniques and Procedures, Visual Diagnosis in Emergency Medicine, Case Presentations of the Harvard Emergency Medicine Residency, Emergency Forum, Ultrasound in Emergency Medicine and more. *JEM* publishes original research papers as well as articles focusing on the training of emergency physicians and the practice of emergency medicine.

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6,845

Affiliation
American Academy of Emergency Medicine

Audience
Practicing and academic emergency physicians and technicians.

Editor-in-Chief
Stephen R. Hayden

Digital Specs

Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Top	Leaderboard	728 x 90	728 x 315	Down
Top	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

FORMATS	jpeg, png, gif, HTML5†, 3rd party tags
TRACKING PIXELS	Yes
MAX FILE SIZE	200 KB
MAX ANIMATION (TIME/LOOPS)	15 seconds/ 3 loops
PRESTITIAL FREQUENCY	1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

eTOC Email

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

FORMATS	jpeg, png, gif, (static image only)
TRACKING PIXELS	No
MAX FILE SIZE	200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

AIP Email

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Side	Skyscraper	160 x 600
Middle	MPU	300 x 250

FORMATS	jpeg, png, gif, (static image only)
TRACKING PIXELS	No
MAX FILE SIZE	200 KB

Animation and expandable banners unavailable

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Rates

PLACEMENT	RATE	COMMENTS
Banner (CPM)	$165	
eTOC Leaderboard	$1,000	
eTOC Large Rectangle	$1,200	
eTOC AIP	$1,500	
Prestitial (CPM)	$255	

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11. Audit Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or to arrange for Publisher's authorized representatives to have access to other relevant premises) for the purpose of inspecting Client's facilities, books and records to verify Client's compliance with the TC.

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Circulation updated on 1st September, 2025, based on 12-month monthly average September 2024-Aug 2025

eTOC Metrics: 12 Month Average of eTOC sends - September 2024 to Aug 2025

Monthly average web metrics based on the period of September 2024 to Aug 2025