

EMpulse Overview

EMpulse is the bi-monthly magazine of the Florida College of Emergency Physicians (FCEP), and has a direct mail distribution that includes 1300 emergency physicians. In addition, each issue is viewed online at www.fcep.org by many others interested in Emergency Medicine, and is mailed to hundreds of hospitals and Emergency Medicine leaders across the country. Also, all of Florida’s lawmakers will receive *EMpulse*, bringing the circulation to approximately 1,600, PLUS internet readership.

Some of the recent themes of *EMpulse* include: Injury Prevention, the Malpractice Crisis, Emergency Medicine’s Preparedness for Terrorism, Mid-Level Practitioners, Physician Wellness, and Patient Safety / Error Reduction. Authors of *EMpulse* articles during the past year have included dozens of Emergency Medicine’s leaders and experts from across the nation, lawyers, legislators, educators, psychologists, the former Secretary of the Florida Department of Health, Dr. John O. Agwunobi, and former Florida Governor Jeb Bush.

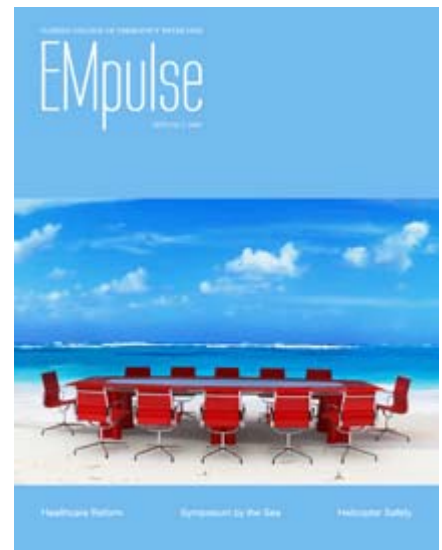
Sponsorship in support of a General Issue of *EMpulse* - \$2,500 (1 issue); \$4,000 (2 issues), \$5,000 (3 issues) or \$7,500 (6 issues)

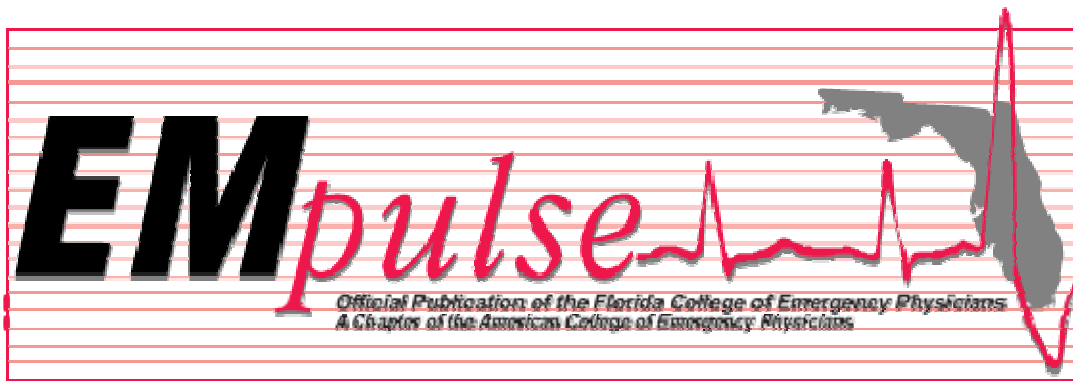
Selected companies and organizations are able to Sponsor an issue of *EMpulse*. For a one-time fee, an official sponsor would be able to:

- Gain acknowledgement on the front cover as the issue’s sponsor,
- Participate in the cover design and photo selection,
- Utilize an entire page within the issue for your advertisement.

EMpulse a la Carte Advertising Rates and Information

EMpulse Advertising Rates & Information				2010
Full Page	\$460	\$435	\$425	\$400
½ Page	\$360	\$335	\$325	\$300
¼ Page	\$310	\$300	\$290	\$275
Inside Front	\$725*	\$710*	\$700*	\$675*
Inside Back	\$725*	\$710*	\$700*	\$675*
Back Cover	\$760*	\$735*	\$720*	\$680*
Frequency	1x	2x	3x	6x
<i>Rates based on B/W except Inside & Outside Cover Ads</i>				





Additional Advertising Opportunities:

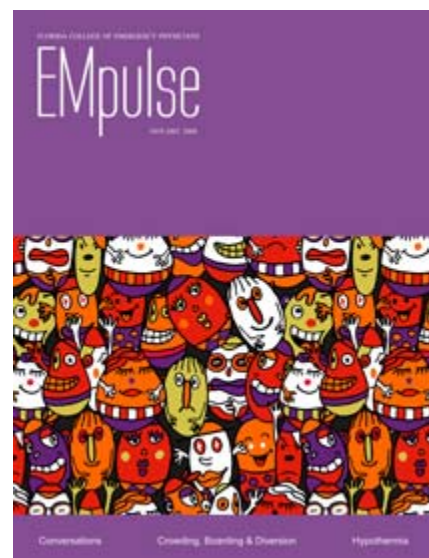
If you can dream it, we can do it! Suggestions for alternate advertising means are always welcome, with prices to be discussed and set by both parties. Combine your ad with a web banner or web button, or package an *EMpulse* ad with a booth at one of our upcoming conferences or symposia for more savings!

Major Benefits for *EMpulse* Sponsorships, Support and/or Advertisements

- Extensive exposure for with Florida's Emergency Physicians, Residents, Nurses, PA's and allied Health Professionals
- Maintaining consumer recognition as an Industry Leader in Emergency Medicine
- Exposure to Florida's lawmakers
- Additional exposure through the FCEP website at www.fcep.org.

Further Information

- Contact Michael Citro at 3717 South Conway Road, Orlando, FL 32812.
 - Phone: (407) 281-7396 x16; mcitro@fcep.org.
- Browse to www.fcep.org.



Issues Available

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

Space/Art Due Date

- | | |
|---------------------------|------------|
| • January/February Issue | December 4 |
| • March/April Issue | February 4 |
| • May/June Issue | April 4 |
| • July/August Issue | June 4 |
| • September/October Issue | August 4 |
| • November/December Issue | October 4 |

Copy Acceptance

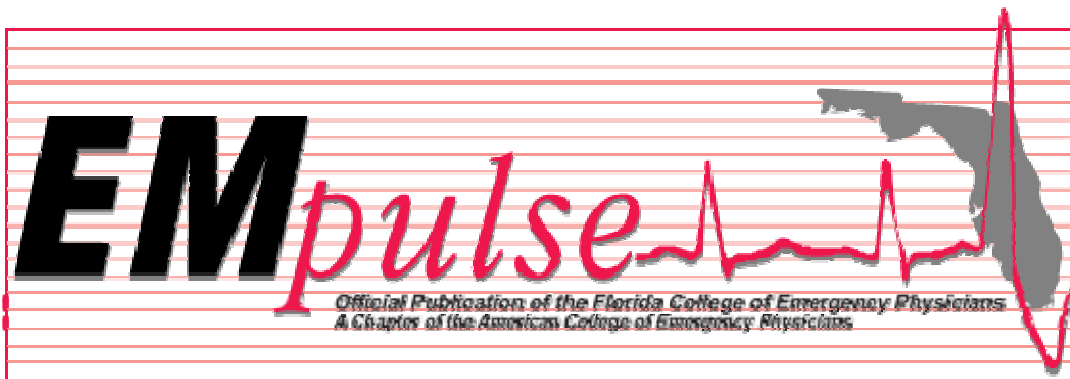
- Camera Ready Art
- File Formats - pdf, eps, tif, jpg, bmp, ai, pub, doc, wpd, cdr.

Specifications

- Full Page 8 ½" x 11"
 - ½ Page (V) 4 ¼" x 11"
 - ½ Page (H) 8 ½" x 5 ½"
 - ¼ Page 4 ¼" x 5 ½"
- Bleeds accepted at no additional charge.

Submitting Copy

- Mail FCEP - *EMpulse*
c/o Michael Citro
3717 South Conway Road
Orlando, FL 32812
Fax: (407) 281-4407
- Email mcitro@fcep.org



INSERTION ORDER

Order authorization to secure space in the EMpulse newsletter
used by advertisers or by their advertising agencies.

NAME OF ADVERTISER/CLIENT _____

COMPANY NAME _____

MAILING ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

CONTACT PERSON _____

TELEPHONE _____ **FAX** _____

E-MAIL ADDRESS _____

PAYMENT [] Check [] Visa [] MC [] AMEX Card No. _____ Exp. _____

Name on Card _____

AD SIZE

- Full Page 8 ½" x 11"
- ½ Page (V) 4 ¼" x 11"
- ½ Page (H) 8 ½" x 5 ½"
- ¼ Page 4 ¼" x 5 ½"

EDITION(S) / RUN DATES

- January/February 201__
- March/April 201__
- May/June 201__
- July/August 201__
- September/October 201__
- November/December 201__

RATES (Circle)

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SPECIAL INSTRUCTIONS
