EMRA

2027-2028

# MEDIA KIT

# Foster the Future of Emergency Medicine

The Emergency Medicine Residents' Association (EMRA) is the oldest and **largest independent EM resident organization in the world.** Founded in 1974, EMRA currently has more than 18,000 emergency medicine resident, fellowship, medical student, and alumni members.

**Today,** our members are early adopters in the specialty, constantly seeking to improve.

**Tomorrow,** they will become the buyers and decision-makers in emergency departments around the globe.

Before they become Program Directors, EM department heads, and attendings in emergency medicine, they start as students and residents—they start with EMRA. **Foster relationships early to shape the future of the specialty.**

# EMRA By the Numbers

EMRA's members represent the future of emergency medicine. As the leading organization for medical students, residents, and fellows in EM, we are committed to **advancing the specialty through our core pillars: Education, Leadership, and Advocacy.**

Your support highlights your commitment to the future of emergency medicine - and our members notice. We invite you to explore our wide range of sponsorship opportunities or collaborate with us to create a customized annual plan aligned with your fiscal year goals.

**1974**
EMRA's incorporation date

**18,000+**
Members annually

**95%**
of all EM residents

**250**
accredited EM residencies are EMRA-fied

**88,000**
Average monthly emra.org page views

**26,500+**
EMRA email newsletter opens in 2026

**5,000**
EMRA*Cast listeners per month

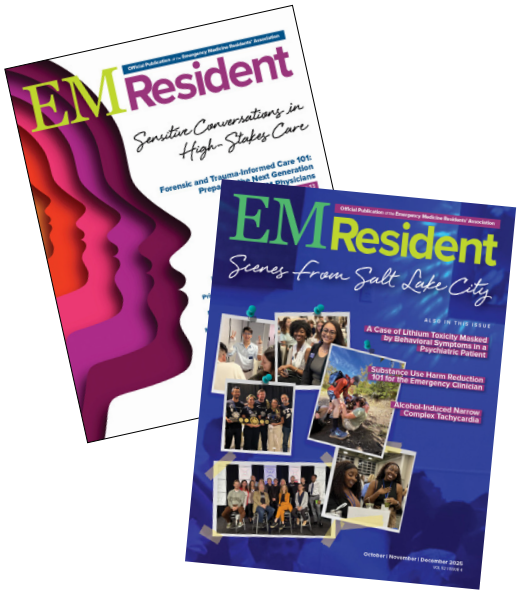
**2,800+**
Job & Fellowship Fair attendees

**1,000+**
Residency Program Fair attendees

**375,000+**
Average monthly social media impressions

**65,000**
Average monthly EM Resident magazine online page-views

# *EM Resident*
# Print Advertising




## EMRA'S Official Publication

***One of the only publications in the specialty that still offers a hold-in-your-hand, frame-your-article print version.***

The quarterly magazine is sent to all members, including students, residents, and alumni. Program directors, program coordinators, academic advisors, EM specialty leaders, and corporate friends also receive the publication.

## Regular Topics Include

- Critical Care
- International Medicine
- Pediatric EM
- Toxicology
- Wilderness Medicine
- Resident Research
- Resident Profiles
- Ultrasound
- Technology
- Advocacy
- Medical Student News
- Career Planning

## Advertising Guidelines

To maintain the integrity and relevance of our publication, the EMRA Board of Directors requires that all advertised career opportunities in *EM Resident* be limited to Board Certified/Board Eligible (BC/BE), residency-trained emergency physicians. EMRA reserves the right to refuse any advertisement that does not meet these standards.

For consistency and professionalism, we prefer the use of the terms "ED," "Emergency Department," and "Emergency Physicians" over "ER" or similar variations.

## Mailing List Rental Prices

EMRA's membership mailing list is available for rental and includes U.S. and international medical students, residents, fellows, and alumni (emergency medicine residency graduates).

To request access, please complete the mailing list rental order form found on page 10. Please note: Some restrictions may apply, and all requests are subject to approval.

***Note: Mailing list is physical addresses; EMRA does not sell member emails.***

| TYPE OF LIST | PRICE |
|---|---|
| Entire Membership | $700 |
| Resident Members by Graduation Dates | $650 |
| Senior Residents | $575 |
| Alumni *(includes recent grads)* | $500 |
| Medical Students | $450 |

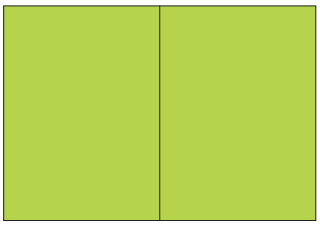
# Advertising Deadlines

| EDITION | SALES CLOSE | AD MATERIALS DUE |
|---|---|---|
| January/February/March 2027 | November 25, 2026 | December 6, 2026 |
| April/May/June 2027 | February 3, 2027 | February 10, 2027 |
| July/August/September 2027 | May 5, 2027 | May 12, 2027 |
| **October/November/December 2027*** | July 28, 2027 | August 4, 2027 |
| January/February/March 2028 | November 2, 2027 | November 9, 2027 |

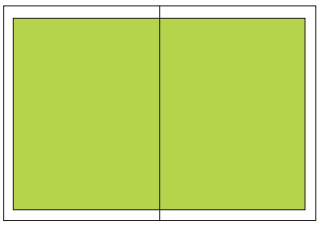
***Promote your booth/events at ACEP Scientific Assembly.***

# Ad Size Specifications

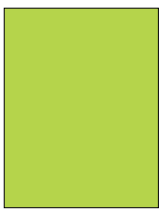
| DISPLAY AD | WIDTH/DEPTH |
|---|---|
| **2-Page Spread** (WITH .125" BLEED) | 16" x 11" |
| **2-Page Spread** | 15" x 10" |
| **Full Page** (WITH .125" BLEED) | 8.5" x 11" |
| **Full Page** | 7.5" x 10" |
| **1/2 Page Horizontal** | 7.5" x 4.75" |
| **1/2 Page Vertical** | 3.5" x 10" |
| **1/3 Page Horizontal** | 8" x 3.33" |
| **1/3 Page Vertical** | 2.25" x 10" |
| **1/4 Page Square** | 3.5" x 4.75" |
| **Outside Back Cover** | 7.5" x 7.5" |



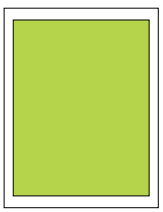
**2-Page Spread**
+ .125" Bleed (9 pts)



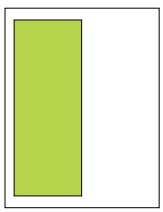
**2-Page Spread**
No Bleed



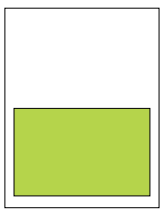
**Full Page**
+ .125" Bleed
(9pts)



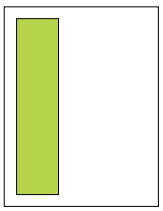
**Full Page**
No Bleed



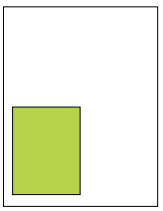
**Half Page Vertical**



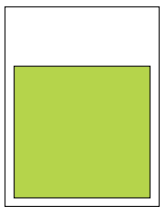
**Half Page Horizontal**



**Third Page Vertical**



**Quarter Page Square**



**Back Cover**
(OBC)

# *EM Resident*
# Ad Pricing




Placement of all ads—excluding premium placements—is at the discretion of the publisher. All advertising is subject to EMRA approval and may be declined at EMRA's discretion.

- Payment must accompany the order; all rates are non-commissionable.
- Cancellations must be submitted in writing.
- Refunds will not be issued for cancellations received after the space reservation deadline.

## *EM Resident* Advertising Pricing

| | # of runs (price per run) | | |
|---|---|---|---|
| **Placement/Size/Color** | ***1X*** | ***2X*** | ***4X*** |
| **COVERS (4 COLOR ONLY)** | | | |
| Inside Front (IFC) 7.5" x 10" | $3900 | $3200 | $2400 |
| Inside Back (IBC) 7.5" x 10" | $3900 | $3200 | $2400 |
| Outside Back (OBC) 7.5" x 7.5" | $4900 | $3800 | $2700 |
| **4 COLOR** | | | |
| 2-Page Spread | $4875 | $3975 | $3475 |
| Full Page 7.5" x 10" | $2675 | $2075 | $1775 |
| 1/2 Page Vertical 3.5" x 10" | $1375 | $1275 | $1075 |
| 1/2 Page Horizontal 7.5" x 4.75" | $1375 | $1275 | $1075 |
| 1/3 Page Vertical 2.25" x 10" | $1175 | $975 | $775 |
| 1/3 Page Horizontal 8" x 3.33" | $1175 | $975 | $775 |
| 1/4 Page Square 3.5" x 4.75" | $825 | $675 | $475 |
| **SPOT COLOR** | | | |
| Add 25% to the Black and White rates for each additional color. | | | |
| **BLACK & WHITE** | | | |
| 2-Page Spread | $3250 | $2750 | $2250 |
| Full Page 7.5" x 10" | $1750 | $1450 | $1150 |
| 1/2 Page Vertical 3.5" x 10" | $950 | $850 | $750 |
| 1/2 Page Horizontal 7.5" x 4.75" | $950 | $850 | $750 |
| 1/3 Page Vertical 2.25" x 10" | $750 | $650 | $550 |
| 1/3 Page Horizontal 8" x 3.33" | $750 | $650 | $550 |
| 1/4 Page Square 3.5" x 4.75" | $550 | $450 | $350 |

***Note: Bleeds must be at least 9 pts on each bleed side. All sizes are expressed width x length.***

# Straight to the Point
# Classified Advertising

As the largest organization representing the needs of EM residents, EMRA offers a trusted platform for reaching the next generation of emergency physicians.

## Submission Guidelines

All classified ad copy must be submitted via email. Please note that space will not be reserved until full payment is received. Ads are listed alphabetically by state and city, or under a “Multi-State” heading when applicable.

## Classified Ad Rates

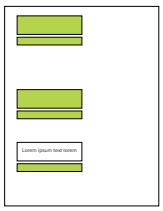
| *1X* | *Price per run* |
|---|---|
| Up to 150 words | $325 |
| Up to 300 words | $525 |
| ***2X*** | ***Price per run*** |
| Up to 150 words | $275 |
| Up to 300 words | $475 |
| ***4X*** | ***Price per run*** |
| Up to 150 words | $225 |
| Up to 300 words | $425 |

## Color Block Background

| *1X* | *Price per run* |
|---|---|
| Up to 150 words | $425 |
| Up to 300 words | $625 |
| ***2X*** | ***Price per run*** |
| Up to 150 words | $375 |
| Up to 300 words | $575 |
| ***4X*** | ***Price per run*** |
| Up to 150 words | $325 |
| Up to 300 words | $525 |

## Ad Size Specifications

| CLASSIFIED AD | WIDTH |
|---|---|
| **Classified Ad** (WITH COLOR BLOCK) | 3.5” |
| **Classified Ad** | 3.5” |
| **Classified Ad** (WITH LOGO) | 3.5” |



Classified Ad Color Block

Classified Ad

Classified Ad with Logo

ADD LOGO ARTWORK TO ANY AD FOR AN ADDITIONAL $100 PER ISSUE

# Website
# Digital Advertising

Static or animated ads are available on EMRA's highly trafficked website, which features dynamic, smart content to deliver a personalized experience for every visitor.

## EMRA.org Website

| | | # of runs (price per run) | | | |
|---|---|---|---|---|---|
| **Location** | **Size** | ***1X*** | ***3X*** | ***6X*** | ***12X*** |
| Homepage | Leaderboard 728 x 90px | $925 | $875 | $750 | $575 |
| Interior | Skyscraper 120 x 600px | $925 | $925 | $925 | $925 |

## *EM Resident* Online

| | | # of runs (price per run) | | | |
|---|---|---|---|---|---|
| **Location** | **Size** | ***1X*** | ***3X*** | ***6X*** | ***12X*** |
| Homepage | Leaderboard 728 x 90px | $925 | $875 | $750 | $575 |
| Interior | Skyscraper 120 x 600px | $925 | $925 | $925 | $925 |

## *What's Up in Emergency Medicine?* Email Newsletter

*What's Up* is EMRA's flagship electronic newsletter, distributed monthly to all EMRA members, emergency medicine program directors and coordinators, and other key stakeholders in the EM community. With an open rate more than twice the industry average, *What's Up* offers a highly effective platform to reach a targeted and engaged audience within emergency medicine.

| | | # of runs (price per run) | | | |
|---|---|---|---|---|---|
| **Frequency** | **Size** | ***1X*** | ***3X*** | ***6X*** | ***12X*** |
| Monthly | Leaderboard 728 x 90px | $825 | $700 | $600 | $500 |

## EMRA at ACEP Scientific Assembly Daily Emails

| | | # of runs (price per run) |
|---|---|---|
| **Frequency** | **Size** | ***Full Conference*** |
| Daily | Leaderboard 728 x 90px | $2500 |

# Print Advertising

## 2027-2028 Opportunities

ALL RATES ARE PER ISSUE/RUN.

| COVER (4 COLOR ONLY) | 1X | 2X | 4X |
|---|---|---|---|
| Inside Front (IFC) 7.5" X 10" | ☐ $3900 | ☐ $3200 | ☐ $2400 |
| Inside Back (IBC) 7.5" X 10" | ☐ $3900 | ☐ $3200 | ☐ $2400 |
| Outside Back (OBC) 7.5" X 7.5" | ☐ $4900 | ☐ $3800 | ☐ $2700 |
| **FOUR COLOR** | **1X** | **2X** | **4X** |
| 2-Page Spread | ☐ $4875 | ☐ $3975 | ☐ $3475 |
| Full Page 7.5" x 10" | ☐ $2675 | ☐ $2075 | ☐ $1775 |
| 1/2 Page Vertical 3.5" x 10" | ☐ $1375 | ☐ $1275 | ☐ $1075 |
| 1/2 Page Horizontal 7.5" x 4.75" | ☐ $1375 | ☐ $1275 | ☐ $1075 |
| 1/3 Page Vertical 2.25" x 10" | ☐ $1175 | ☐ $975 | ☐ $775 |
| 1/3 Page Horizontal 8" x 3.33" | ☐ $1175 | ☐ $975 | ☐ $775 |
| 1/4 Page Square 3.5" x 4.75" | ☐ $825 | ☐ $675 | ☐ $475 |
| **SPOT COLOR** | | | |
| ADD 25% TO THE BLACK ANDWHITE RATES FOR EACH ADDITIONAL COLOR | | | |
| **BLACK & WHITE** | **1X** | **2X** | **4X** |
| 2-Page Spread | ☐ $3250 | ☐ $2750 | ☐ $2250 |
| Full Page 7.5" x 10" | ☐ $1750 | ☐ $1450 | ☐ $1150 |
| 1/2 Page Vertical 3.5" x 10" | ☐ $950 | ☐ $850 | ☐ $750 |
| 1/2 Page Horizontal 7.5" x 4.75" | ☐ $950 | ☐ $850 | ☐ $750 |
| 1/3 Page Vertical 2.25" x 10" | ☐ $750 | ☐ $650 | ☐ $550 |
| 1/3 Page Horizontal 8" x 3.33" | ☐ $750 | ☐ $650 | ☐ $550 |
| 1/4 Page Square 3.5" x 4.75" | ☐ $550 | ☐ $450 | ☐ $350 |

| CLASSIFIED AD RATES | |
|---|---|
| **1X** | |
| Up to 150 Words | ☐ $325 |
| Up to 300 Words | ☐ $525 |
| **2X** | |
| Up to 150 Words | ☐ $275 |
| Up to 300 Words | ☐ $475 |
| **4X** | |
| Up to 150 Words | ☐ $225 |
| Up to 300 Words | ☐ $425 |
| **COLOR BLOCK BACKGROUND** | |
| **1X** | |
| Up to 150 Words | ☐ $425 |
| Up to 300 Words | ☐ $625 |
| **2X** | |
| Up to 150 Words | ☐ $375 |
| Up to 300 Words | ☐ $575 |
| **4X** | |
| Up to 150 Words | ☐ $325 |
| Up to 300 Words | ☐ $525 |
| **ADD LOGO ARTWORK** | |
| Per Ad/Issue | ☐ $100 |

***Notes: Bleeds must be at least 9pts (.125") on each bleed size. All sizes expressed in width x length.***

## ADVERTISER INFORMATION

Contact Name _____

Company _____

Street Address _____

City/State/Zip _____

Phone _____

Email _____

## AGENCY/BILLING INFORMATION

*(IF DIFFERENT FROM ABOVE)*

Contact Name _____

Company _____

Street Address _____

City/State/Zip _____

Phone _____

Email _____

## METHOD OF PAYMENT

☐ Check Enclosed ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex

Card Number _____

Expiration _____ CVV _____

Cardholder Signature _____

**TOTAL $** _____

RESERVE SPACE IN THESE ISSUES:

☐ Jan/Feb/March ☐ July/Aug/Sept

☐ April/May/June ☐ Oct/Nov/Dec

**If you are reserving space for a multiple insertion display ad, please read the following statement and sign below.**

I understand that multiple insertion display ads are sold at a reduced rate and that the number of insertions must run in consecutive order and be paid for in full at the space deadline of the first insertion. I may change the individual ad with each newsletter issue as long as the ad size remains the same.

Name _____

Title _____ Date _____

*EM Resident* is published quarterly. Payment for multiple insertions due with first insertion. No refunds on cancellations after space deadline. All rates are non-commissionable. Any cancellations must be submitted in writing.

**AD SALES DEADLINES AND MATERIALS DEADLINES ARE STRICTLY ENFORCED.**



**Please reach out to Stephanie Batson at 469-912-0176 or advertising@emra.org with any questions.**

# Digital Advertising

2027-2028 OPPORTUNITIES

## Advertising Guidelines

Ads must be submitted in .JPG, .GIF, or .BMP format with a **minimum** resolution of 72 DPI and conform to size requirements listed below. Be sure to include your website address for banner navigation purposes.

- **EMRA.org and EM Resident online homepages:** 728 x 90px leaderboard
- **EMRA.org interior and EM Resident online article pages:** 160 x 600px skyscraper
- **Digital Newsletters (What's Up, EMRA Daily):** 728 x 90px leaderboard

| AD LOCATION | SIZE | 1X | 3X | 6X | 12X |
|---|---|---|---|---|---|
| COST PER RUN | | | | | |
| EMRA.org Homepage | Leaderboard | ☐ $925 | ☐ $875 | ☐ $750 | ☐ $575 |
| EMRA.org Interior Page | Skyscraper | ☐ $925 | ☐ $875 | ☐ $750 | ☐ $575 |
| *EM Resident* Homepage | Leaderboard | ☐ $850 | ☐ $775 | ☐ $650 | ☐ $475 |
| *EM Resident* Interior Page | Skyscraper | ☐ $850 | ☐ $775 | ☐ $650 | ☐ $475 |
| **EMAIL NEWSLETTERS** | **SIZE** | **1X** | **3X** | **6X** | **12X** |
| COST PER RUN | | | | | |
| What's Up Newsletter (Monthly) | Leaderboard | ☐ $850 | ☐ $775 | ☐ $650 | ☐ $475 |
| EMRA Daily @ ACEP Scientific Assembly | Leaderboard | ☐ $2500 | | | |

## ADVERTISER INFORMATION

Contact Name _____

Company _____

Street Address _____

City/State/Zip _____

Phone _____

Email _____

## AGENCY/BILLING INFORMATION

*(IF DIFFERENT FROM ABOVE)*

Contact Name _____

Company _____

Street Address _____

City/State/Zip _____

Phone _____

Email _____

## METHOD OF PAYMENT

☐ Check Enclosed ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex

Card Number _____

Expiration _____ CVV _____

Cardholder Signature _____

**TOTAL $** _____

RESERVE SPACE IN THESE ISSUES:

☐ Jan ☐ April ☐ July ☐ Oct
☐ Feb ☐ May ☐ Aug ☐ Nov
☐ March ☐ June ☐ Sept ☐ Dec

**If you are reserving space for a multiple insertion display ad, please read the following statement and sign below.**
I understand that multiple insertion display ads are sold at a reduced rate and that the number of insertions must run in consecutive order and be paid for in full at the space deadline of the first insertion. I may change the individual ad with each newsletter issue as long as the ad size remains the same.

Name _____

Title _____ Date _____

*Payment for multiple insertions due with first insertion. All rates are non-commissionable.*

**NO REFUNDS on cancellations after insertion order is received. Any cancellations must be submitted in writing.**



**Please reach out to Stephanie Batson at 469-912-0176 or advertising@emra.org with any questions.**

# Membership Mailing List Rental

2027-2028 Opportunities

MAILING LIST IS PHYSICAL ADDRESSES, EMRA DOES NOT SELL MEMBER EMAILS

## List Rental Guidelines

***Please read all guidelines before submitting your request.***

▶ Request for mailing labels must be submitted in writing along with a copy of all materials to be included in the mailing you will be sending to EMRA members. Payment must be received before your order will be fulfilled.

▶ The intended use must relate to and/or promote emergency medicine. The list(s) are to be used for the stated purpose only.

▶ Failure to adhere to the conditions established by EMRA for the use of mailing lists may result in legal action. Any misuse will render the user liable for all damages to EMRA which arise out of litigation, attorney fees, court costs, or other expenses incurred because of the misuse.

▶ All rights to distribution and use of the labels are solely the property of the Emergency Medicine Residents' Association. Labels and lists obtained from EMRA may not be reproduced in any manner, either in whole or in part. This stipulation precludes the use of the same list at a later date and/or with a different mail piece.

| Options | Pricing |
|---|---|
| ☐ ENTIRE MEMBERSHIP (RESIDENTS, STUDENTS, FELLOWS AND ALUMNI) | $700 |
| ☐ ALL RESIDENT MEMBERS & GRADUATION DATES | $650 |
| ☐ SENIOR RESIDENTS | $575 |
| ☐ MEDICAL STUDENTS | $500 |
| ☐ ALUMNI MEMBERS | $450 |

***Please do not forget to attach your mail piece when you order!***

### RELEASE FORM

I have read the guidelines above and understand that EMRA mailing lists are to be used only for the purpose indicated with the materials submitted to and reviewed by EMRA. The list provided by EMRA will not be reproduced or stored in whole or in part. I understand that my order will not be processed until I have upplied the order form, material to be mailed (for approval) and payment.

Signature _____ Date _____

### CONTACT INFORMATION

Company _____

Contact Name _____

Title _____ Date _____

Address _____

City/State/Zip _____

Phone _____

Email _____

**TOTAL $** _____

***Please reach out to Stephanie Batson at 469-912-0176 or advertising@emra.org with any questions.***

### INDICATE LIST REQUIREMENT

☐ Microsoft Excel (recommended)

☐ Adhesive Labels (printing and shipping fees apply)

***adhesive labels are available, and can be sorted by zip code, recipient last name, or graduation year (if applicable to report). $100 will be added for printing fees, and a shipping fee (to be determined) will also apply. The shipping can be charged to recipient's Fed Ex account, if available. Label orders will be shipped Fed Ex Ground (3-5 business days) unless otherwise specified.*

### METHOD OF PAYMENT

☐ Check Enclosed ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex

Card Number _____

Expiration _____ CVV _____

Cardholder Signature _____