

Illinois College of Emergency Physicians  
3000 Woodcreek Drive, Suite 200  
Downers Grove, IL 60515

# Advertising Opportunities in the Illinois EPIC

The Illinois EPIC is the bimonthly newsletter of the Illinois College of Emergency Physicians. ICEP reaches more than 1,100 emergency physicians in Illinois and 150 more emergency medicine leaders throughout the country. If you have a professional opportunity, product or service that you want to market to emergency physicians, the Illinois EPIC will get you noticed.

A unique targeted audience, a specialty publication sought after by members and a specific editorial format—the EPIC has it all, with one important feature: Advertising rates in the EPIC are very affordable. A great value for your marketing dollar, the EPIC helps you reach your audience by providing a complete line of advertising services. Both display and classified ads are accepted.

## PUBLICATION SCHEDULE

The EPIC is published bimonthly with publication dates on the odd numbered months.

## ADVERTISING DEADLINE

Advertisements are accepted on a rolling basis. Please contact the ICEP office for deadlines for upcoming issues. Advertisers who wish to run their ads in multiple issues of the EPIC may indicate that on the first insertion order.

## DISPLAY AD DESIGN

The EPIC provides design services for display ads at a rate of \$50 per hour of work.

**For questions or insertion orders, please contact Kate Blackwelder at 630.495.6400, ext. 205, or e-mail [kateb@icep.org](mailto:kateb@icep.org).**

## Advertising Guidelines

1. All ads must be in a camera-ready format. High-resolution PDF files are preferred; JPEG, TIFF, EPS, or PSD files are also accepted.
2. The appearance of advertising in the Illinois EPIC is neither a guarantee nor an endorsement of the product or the claims made.
3. Products or services eligible for inclusion should pertain to the practice of emergency medicine, continuing medical education, health care delivery, or be of interest to emergency physicians.
4. Advertisements may not contain discriminatory statements or conditions.
5. Products subject to approval by the FDA must be approved for marketing in the U.S. and advertising must meet FDA requirements.
6. Advertising must be clearly distinct from editorial copy. The word "advertisement" may be required.
7. Unfair statements regarding a competitor's products or services are not allowed.
8. Collateral advertising must not make reference to appearance in the Illinois EPIC.
9. Positioning of ads is at the publisher's discretion.
10. Documentation of research quoted in ad copy may be required for the Illinois EPIC.
11. Advertisers assume liability for all ad content and for any claims arising against the publisher. The publisher reserves the right to reject any ad copy.

### Display Advertising

Size	Black & White	Spot Color*	Process Color
Full Page (7.5" x 9.25")	\$500	\$600	\$750
Half Page (7.5" x 4.5")	\$375	\$475	\$625
Quarter Page (3.625" x 4.5" or 1.675" x 9.25")	\$300	\$350	\$425

**NOTE:** EPIC does not accept custom-sized ads.

\*Color options for spot-color ads are limited to black and choice of 1 of PMS 549 or PMS 360 inks.

**SAME LOW RATES!**  
No rate increase for display ads in 2010!

### Classified Advertising

Seventy-five words or less, \$100 per issue; \$1 for each additional word. Minimum line charge \$100.