

# Advertising Opportunities in the Illinois EPIC

The Illinois EPIC is the bimonthly newsletter of the Illinois College of Emergency Physicians. ICEP reaches 1,200 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 and delivered via email to members.

## 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).

**ALL ADS FULL COLOR at no additional charge!**

## 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. Positioning of ads is at the publisher's discretion.
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. The appearance of advertising in the Illinois EPIC is neither a guarantee nor an endorsement of the product or the claims made.
6. Products subject to approval by the FDA must be approved for marketing in the U.S. and advertising must meet FDA requirements.
7. Advertising must be clearly distinct from editorial copy. The word "advertisement" may be required.
8. Unfair statements regarding a competitor's products or services are not allowed.
9. Documentation of research quoted in ad copy may be required for the Illinois EPIC.
10. 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	Full-Color	Power Package
Full Page (7.5" x 9.25")	\$500	\$750
Half Page (7.5" x 4.5")	\$400	\$585
Quarter Page (3.625" x 4.5" or 1.675" x 9.25")	\$300	\$425

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

## Online Value-Added Option

Upgrade to the EPIC's "Power Package" to include a banner ad and link to your website in the eNewsletter! Get double the exposure for your dollars -- in both the newsletter and eNewsletter for one low price. Don't pass this up!

## Classified Ads

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

## ICEP Career Center Website

If you have a job opportunity for emergency physicians, consider the ICEP Career Center Website in addition to EPIC advertising. This site, open to the public, posts job listings online and offers a range of online marketing services. Email [announcements@associationcareernetwork.com](mailto:announcements@associationcareernetwork.com) for more info or visit [ICEP.org](http://ICEP.org).

## NEW DISCOUNT IN 2012!

### Full-Year Ad Commitment Pricing

Commit up front to place your display or classified ad in all 6 issues of the 2012 EPIC and save money! Prepayment must be made via credit card before first issue to qualify for discount.

- Take 15% off the total for any size display ad.
- Take 10% off the total for classified ads.

Issues will be provided to advertisers via email. Tear sheets will not be mailed.