



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

Emergency Physicians Interim Communique

2015 RATE SHEET

Advertising Opportunities in the Illinois EPIC

The Illinois EPIC is the bimonthly newsletter of the Illinois College of Emergency Physicians. ICEP reaches 1,300 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. Issues are published in February, April, June, August, October, and December.

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.

[View past issues of EPIC online at ICEP.org/EPIC](http://www.icep.org/EPIC)

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")	\$550	\$750
Half Page (7.5" x 4.5")	\$450	\$585
Quarter Page (3.625" x 4.5" or 1.675" x 9.25")	\$350	\$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 for more info or visit [ICEP.org](http://www.icep.org).

Full-Year Commitment Discount

Commit up front to place your display or classified ad in all 6 regular issues of the 2015 EPIC and save money! Prepayment must be made before publication of first issue to qualify for discount.

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

For questions or insertion orders, please contact Kate Blackwelder at 630.495.6400, ext. 205, or e-mail kateb@icep.org.



Illinois College of Emergency Physicians
3000 Woodcreek Drive, Suite 200
Downers Grove, IL 60515
Phone 630.495.6400 Fax 630.495.6404
www.icep.org

Editor
Cai Glushak, MD, FACEP
ICEP President
David Griffen, MD, PhD, FACEP
Executive Director
Virginia Kennedy Palys
Managing Editor
Kate Blackwelder

Illinois EPIC is published by the Illinois Chapter, American College of Emergency Physicians. Opinions expressed in this newsletter do not necessarily express the views of ICEP.

All advertisements appearing in the Illinois EPIC are printed as received from the advertisers. Advertisement in the EPIC does not imply endorsement of any product or service by the Illinois College of Emergency Physicians. ICEP receives and publishes

advertisements but neither reviews, recommends or endorses any individuals, groups or hospitals who respond to these advertisements.

For membership or advertising information, call 630.495.6400 or dial toll-free 888.495.ICEP. Visit the ICEP website at www.icep.org.