



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

**Emergency Physicians Interim Communique**

# 2020 RATE SHEET

## Advertising Opportunities in the Illinois EPIC

### NEW IN 2020!

**Extra exposure to increase your impressions:** All ads are now online optimized with email banner ads and targeted URL included in the issue cost.

The Illinois EPIC is the bimonthly newsletter of the Illinois College of Emergency Physicians. ICEP reaches 1,400 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 and ICEP's highest-read publication —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 with a multi-faceted advertising solution.

### 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.

**Questions or insertion orders, contact Kate Blackwelder at 630.495.6400, ext. 205, or [kateb@icep.org](mailto:kateb@icep.org).**

### Advertising Guidelines

1. Positioning of ads is at the publisher's discretion.
2. 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.
3. Advertisements may not contain discriminatory statements or conditions.
4. The appearance of advertising in the Illinois EPIC is neither a guarantee nor an endorsement of the product or the claims made.
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. Documentation of research quoted in ad copy may be required for the Illinois EPIC.
9. 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.

### EPIC Advertising Specs

**All advertising packages include a display ad included in the digital print edition and a web-linked banner ad included in the email edition.**

*Pricing based on digital print edition ad size.*

	Trim Size	Price Per Issue
<b>FULL PAGE</b>	8.5" x 11"	\$650
<b>HALF PAGE</b>	8.5" x 5.5"	\$525
<b>QUARTER PAGE</b>	4.25" x 5.5"	\$375

All Display Ad files must be provided as high-resolution print-ready files. PDF files are preferred; JPEG, TIFF, EPS, or PSD files are also accepted.

**All issues of EPIC online at [ICEP.org/EPIC](http://ICEP.org/EPIC)**

### PLUS: Email Banner Ad Size: 500 x 300

- Web-linked banner ads embedded into the issue email to get your message right into readers' inbox.
- Placement on first-come, first-served availability.

All Banner Ad files must be provided as web-resolution JPEG or PNG files at the specified size.

### ICEP Career Center Website

If you have a job opportunity for emergency physicians, consider the ICEP Career Center site in addition to EPIC advertising. This site, open to the public, posts job listings online and offers a range of online marketing services, including dedicated Job Blast emails. Visit [ICEP.org/careercenter](http://ICEP.org/careercenter) for more information and pricing!

\*ICEP Career Center is managed by a third-party organization.



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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](http://www.icep.org).