

# CALIFORNIA ACEP MEDIA KIT

---

## Sponsorship and Advertisement Opportunities

### California ACEP

555 Capitol Mall, Suite 1255  
Sacramento, CA 95814

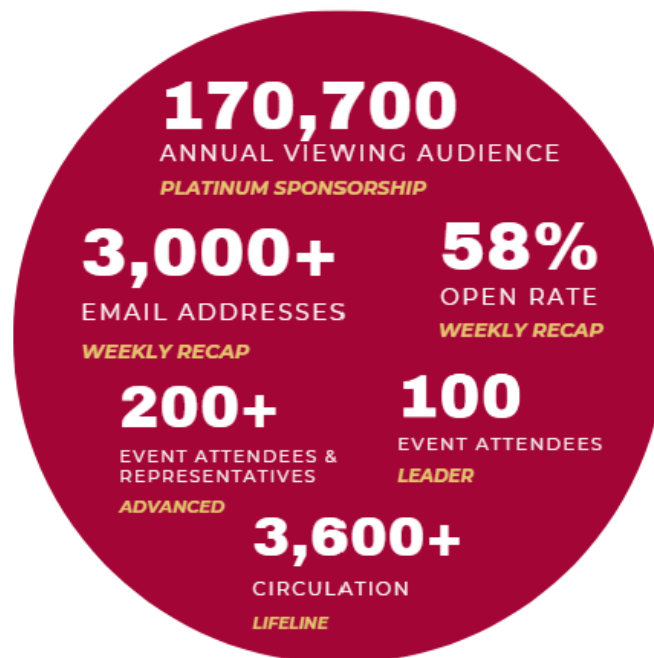
916.325.5455  
[info@californiaacep.org](mailto:info@californiaacep.org)



**CALIFORNIA ACEP**  
AMERICAN COLLEGE OF EMERGENCY PHYSICIANS

# California ACEP Media Kit

SPONSORED .....	3
ADVERTISED .....	4
<i>Lifeline</i> .....	4
ENewsletter (Weekly Re-Cap) .....	6
EMPLOYED (Online Job Board) .....	7
MEDIA KIT INSTRUCTIONS .....	8
Advertisement Agreements.....	8
Payment and Registration Form .....	9



*\*This media kit was revised on February 25, 2026.*

# California ACEP SPONSORED Program

## Overview

California ACEP's SPONSORED annual sponsorships grant access to traditional event exhibitor and sponsor opportunities, as well as Lifeline advertising in packages that are customized to fit your needs. Sponsors can simply make one payment and be set for the entire year. Sponsorships run for one full calendar year from the time the completed contract and payment are received. Learn more about the sponsorship levels below!

### ANNUAL SPONSORSHIP TIERS

Platinum - \$15,000	Gold - \$12,000	Silver - \$6,500	Bronze - \$4,000
Receive a listing as a Sponsor in the Weekly Re-Cap e-newsletter. <b>Circulation 3,000+ per week.</b>	Receive a listing as a Sponsor in the Weekly Re-Cap e-newsletter. <b>Circulation 3,000+ per week.</b>	Receive a listing as a Sponsor in the Weekly Re-Cap e-newsletter. <b>Circulation 3,000+ per week.</b>	Receive a listing as a Sponsor in the Weekly Re-Cap e-newsletter. <b>Circulation 3,000+ per week.</b>
Receive a <b>full-page</b> ad in <b>4 volume</b> issues of Lifeline.	Receive a <b>full-page</b> ad in <b>2 volume</b> issues of Lifeline.	Receive a <b>half-page</b> ad in <b>1 volume</b> issue of Lifeline.	Receive a <b>quarter-page</b> ad in <b>1 volume</b> issue of Lifeline.
Receive a listing as a Sponsor with a hyperlinked logo on the California ACEP website <b>for 12 months.</b>	Receive a listing as a Sponsor with a hyperlinked logo on the California ACEP website <b>for 12 months.</b>	Receive a listing as a Sponsor with a hyperlinked logo on the California ACEP website <b>for 6 months.</b>	Receive a listing as a Sponsor with a hyperlinked logo on the California ACEP website <b>for 3 months.</b>
Platinum Sponsor for LEADER, CalACEP's Legislative Leadership Conference.	Gold sponsorship for LEADER, CalACEP's Legislative Leadership Conference.		
Hyperlinked ad in <b>10 weeks</b> of the Weekly Re-Cap email. <b>Circulation 3,000+ per week.</b>	Hyperlinked ad in <b>4 weeks</b> of the Weekly Re-Cap email. <b>Circulation 3,000+ per week.</b>	Hyperlinked ad in <b>2 weeks</b> of the Weekly Re-Cap email. <b>Circulation 3,000+ per week.</b>	Hyperlinked ad in <b>1 week</b> of the Weekly Re-Cap email. <b>Circulation 3,000+</b>

# Lifeline: California ACEP's Print Magazine

## Overview

Lifeline is distributed quarterly to our members. The circulation of Lifeline is over 3,500 recipients, which include over 3,200+ California ACEP members, over 300 California hospitals and added subscribers. Lifeline is also available for download on our website at <http://californiaacep.org/page/Lifeline>.

### ADVERTISEMENT RATES

#### DISPLAY ADS

Ad Size/Term	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$2,352	\$2,187	\$2,105	\$2,023
Half Page	\$1,529	\$1,422	\$1,368	\$1,315
Quarter Page	\$1,147	\$1,066	\$1,026	\$986

#### CLASSIFIED ADS

Words/Term	1 Issue	2 Issues	3 Issues	4 Issues
40 Words	\$132	\$123	\$118	\$114

*Words in excess of 40 will be charged \$1 per word. Print classified ads include a digital ad for the month of publication. Additional digital ads can be purchased.*

#### MATERIAL/FILE SPECIFICATIONS

All RGB and spot colors should be converted to high-res CMYK. PDF, EPS, TIF, and JPG files are all accepted. TIF and JPEG ads must be submitted at 300 dpi. Only one ad per file should be included on any of the above media.

**Full Page:** 8.625" W x 11.25" H (This includes .125" of bleed around the edge.) Text or other important information should be at least .5" from the edge.

**Half Page:** 7.5" W x 5" H

**Quarter Page:** 3.6875" W x 5" H

# Lifeline - Continued

## SUBMISSION DATES

Production-ready advertisement content is due, no later than the first of the month proceeding publication quarter. For example, for advertisements in our Fall issue, ad content must be submitted no later than August 1st.

## PRINT PRODUCTION SCHEDULE

ISSUE	VOLUME 1			VOLUME 2			VOLUME 3			VOLUME 4		
	JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.
MONTH												
CONTENT DUE	1-JAN			1-APR			1-JUL			1-OCT		

## MAILING INSTRUCTIONS

Questions, space contracts, insertion orders, correspondence, proofs, and ad materials should be sent to: [info@californiaacep.org](mailto:info@californiaacep.org).

# Weekly Re-Cap: eNewsletter

## Overview

The Weekly Re-Cap is emailed to all California ACEP members every Friday (except holidays). It summarizes California ACEPs response to pressing events, news around the state, and advocacy in emergency medicine.

### CIRCULATION

Weekly emails are sent to each member's email address on file. Weekly averages of email distribution is 3,000+ with a 59% open rate.

### ADVERTISEMENT RATES

<i>Term</i>	<i>1 Month</i>	<i>3 Months</i>	<i>6 Months</i>	<i>12 Months</i>
Banner Ad	\$500	\$450 (\$1350 total)	\$400 (\$2400 total)	\$300 (\$3600 total)

*Placement subject to approval.*

### PRODUCTION SPECIFICATIONS

Banner sizing is approximately **560x70 pixels**. We accept .jpg or .gif at 72 pixels/inch. File size 20k Maximum. BONUS! All banners will include a hyperlink to a website of your choosing.

### POLICY

Content and payment information must be received by the content due date. If needed, please email [info@californiaacep.org](mailto:info@californiaacep.org) for an invoice.

### PLACEMENT CONFIRMATION

California ACEP staff will confirm the date of advertisement placement by email.

Weekly Re-Cap - eNewsletter		Example
POST DATE		JAN 9, 2026
CONTENT DUE	1 Week Preceding Publication	JAN 2, 2026

# EMPLOYED: Online Career Center

## Overview

Trying to fill a shift? Have a deadline? Post open positions anytime, anywhere! EMPLOYED is designed for members to share career opportunities in their department now and on their own terms.

### CIRCULATION

Notifications about EMPLOYED are available in our weekly eNewsletter, the Weekly Re-Cap.

### EMPLOYED ONLINE LISTING

<i>Term (Paid in Full)</i>	<i>1 Month</i>	<i>2 Months</i>	<i>3 Months</i>	<i>6 Months</i>	<i>12 Months</i>
200 Words	\$100	\$200	\$300	\$600	\$1,200

*Word maximums and rates are subject to change without notice. Pay contract in full to lock in the introductory rate.*

### POLICY & POSTING INFORMATION

Advertisers can post listings directly to EMPLOYED by visiting [www.californiaacep.org](http://www.californiaacep.org). California ACEP is not responsible for validation of position descriptions and/or accuracy of position availability date and/or application submissions. California ACEP reserves the right to remove any job listing that is illegal or discriminatory in nature.

### PLACEMENT CONFIRMATION

Advertiser will receive an auto-generated email when the listing is posted.

# MEDIA KIT AGREEMENTS

## ADVERTISEMENT INSTRUCTIONS

Agreements should be sent to: [info@californiaacep.org](mailto:info@californiaacep.org).

Please direct questions to Lucia Romo at 916.325.5455 or by email at [lromo@californiaacep.org](mailto:lromo@californiaacep.org).

**RIGHT OF REFUSAL.** California ACEP, in its sole discretion, reserves the right to refuse any advertising that violates any current or future written or unwritten policy of acceptability.

**PAYMENT TERMS. ANNUAL SPONSORED** tiers must be prepaid. Payment is due upon receipt of invoice. No cash discount is given. Payment from a non-US advertiser must be in US currency in the form of either a check drawn from a US bank in US dollars, a money order in US dollars, or a Visa or Master Card Account.

**LIFELINE PAYMENT LIABILITY.** Advertisers cancelling placement after the submission deadline are liable for payment in full for the space reserved.

**LIFELINE ISSUANCE AND SUBMISSION DEADLINE.** Published monthly. Production ready advertisement content is due, no later than, the first of the month proceeding publication.

**WEEKLY RECAP PAYMENT TERMS.** Accounts are billed on a net 30-day basis. Payment is due upon receipt of invoice. No cash discount is given. Two Banner postings or less must be prepaid. Payment from a non-US advertiser must be in US currency in the form of either a check drawn from a US bank in US dollars, a money order in US dollars, or a Visa or Master Card Account. Account is delinquent after 30 days. Delinquent accounts are subject to a 1.5% service charge. The minimum charge for delinquent accounts is \$0.50 per month. No agency commissions are allowed.

**CANCELLATIONS.** All cancellations must be received in writing prior to the submission deadline ([info@californiaacep.org](mailto:info@californiaacep.org)). If the contract is not fulfilled, the space purchased will be re-billed to the Advertiser at the dollar volume level actually incurred, according to the rate schedules in effect when the advertising was published.

You will be sent an invoice within 30 days of publication. Please email a signed copy back to [info@californiaacep.org](mailto:info@californiaacep.org).

Make Checks payable to California ACEP and include your invoice #.

**EMPLOYED PAYMENT:** Online submission requires payment processing transaction prior to posting. If you prefer to respond in writing and for Chapter staff to post your content, please email [info@californiaacep.org](mailto:info@californiaacep.org). An administrative fee of \$15 per post will be assessed for staff to post the listing.

**PAYMENTS SHOULD BE ADDRESSED AND SENT TO**

*California ACEP*

*Attn: Advertisement*

*555 Capitol Mall, Suite 1255, Sacramento, CA 95814*

**Advertising Company:**

**Contact Name:**

**Address:**

**City, State, Zip:**

**Phone:**

**Email:**

**Annual Sponsor Level:** Platinum  Gold  Silver  Bronze

**Lifeline Ad Volume:** Vol. 1  Vol. 2.  Vol. 3  Vol. 4

**Display Ad Size:** Full  Half  Quarter

**Classified Ad Word Count:**  **Add'l Words:**

**Special Billing Instructions:**

**ADVERTISER SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_