

2019-20 MEDIA KIT

Sponsorship and Advertisement Opportunities

California ACEP

1121 L Street, Suite 407
Sacramento, CA 95814

916.325.5455
info@californiaacep.org



2019-20 California ACEP Media Kit

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Each advertisement option is accompanied with their corresponding advertisement agreement form.

New! California ACEP SponsorED Program

Overview

California ACEP is pleased to launch SponsorED - annual sponsorships which 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 with California ACEP's fiscal year: October 1st to September 31st. Learn more about the sponsorship levels below!

SPONSORSHIP TIERS

Gold - \$15,000 (\$20,000 Value)	Silver - \$10,000 (\$13,000 Value)	Bronze - \$6,500 (\$8,000 Value)
Receive an exhibitor booth at the AdvancED 2020 conference.	Receive an exhibitor booth at the AdvancED 2020 conference.	Receive an exhibitor booth at the AdvancED 2020 conference.
Priority exhibitor booth selection	Exhibitor booth selection before general public	
Select a \$1,500 sponsorship for the AdvancED 2020 conference. Gold sponsors will be given first choice.	Select a \$1,500 sponsorship for the AdvancED 2020 conference. Silver sponsors will be given priority over the general public.	
Receive a listing as a Gold Sponsor in the monthly InformED newsletter for the 2019-20 year.	Receive a listing as a Silver Sponsor in the monthly InformED newsletter for the 2019-20 year.	Receive a listing as a Bronze Sponsor in the monthly InformED newsletter for the 2019-20 year.
Receive a full-page ad in each quarterly issue of Lifeline. (Bonus September 2019 edition)	Receive a half-page ad in each quarterly issue of Lifeline. (Bonus September 2019 edition)	Receive a quarter-page ad in each quarterly issue of Lifeline. (Bonus September 2019 edition)
Receive a listing as a Gold Sponsor with a hyperlinked logo on the California ACEP website.	Receive a listing as a Silver Sponsor with a hyperlinked logo on the California ACEP website.	Receive a listing as a Bronze Sponsor with a hyperlinked logo on the California ACEP website.
Select a sponsorship for the 2020 Legislative Leadership Conference. (Only available to Gold sponsors.)		
One job board posting for 12 months. Only one per month, but changes can be made each month. Must be utilized during the term of the sponsorship.	One job board posting for 6 months. Only one per month, but changes can be made each month. Must be utilized during the term of the sponsorship.	One job board posting for 3 months. Only one per month, but changes can be made each month. Must be utilized during the term of the sponsorship.

SponsorED Agreement

Instructions

Contracts should be sent to: info@californiaacep.org.

Please direct questions to Kelsey McQuaid-Craig, MPA at 916.325.5455.

Company: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

SponsorED Level:

___ *Gold (\$15,000)*

___ *Silver (\$10,000)*

___ *Bronze (\$6,500)*

PAYMENTS SHOULD BE ADDRESSED AND SENT TO

California ACEP

Attn: SponsorED Program

1121 L Street, STE 407, Sacramento, CA 95814

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. 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.

SPONSOR'S SIGNATURE: _____ **DATE:** _____

Lifeline: California ACEP's Print Magazine

Overview

Lifeline is distributed quarterly to our members. 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

<i>Ad Size/Term</i>	<i>1 Issue</i>	<i>2 Issues</i>	<i>3 Issues</i>	<i>4 Issues</i>
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

<i>Words/Term</i>	<i>1 Issue</i>	<i>2 Issues</i>	<i>3 Issues</i>	<i>4 Issues</i>
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.

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	WINTER			SPRING			SUMMER			FALL		
MONTH	DEC.	JAN.	FEB.	MAR.	APR.	MAY.	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.
CONTENT DUE	1-Nov			1-Feb			1-May			1-Aug		

MAILING INSTRUCTIONS

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

PAYMENTS SHOULD BE ADDRESSED AND SENT TO

California ACEP

Attn: Lifeline

1121 L Street, STE 407, Sacramento, CA 95814

Lifeline: Advertiser's Agreement

Advertiser: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Ad Type: *Display* _____ *Classified* _____

Issue Ad is Running: *Winter* _____ *Spring* _____ *Summer* _____ *Fall* _____

Ad Rate: *1 Issue* _____ *2 Issues* _____ *3 Issues* _____ *4 Issues* _____

Display Ad Size: *Full* _____ *Half* _____ *Quarter* _____

Classified Ad Word Count: _____ *Additional Words:* _____

Total: _____

Special Billing Instructions:

PUBLISHER'S LIABILITY AND INDEMNITY. Guaranteed position is not available except for some year-round, long-term commitments. Liability for incorrectly printed or omitted advertising extends only to the cost of the advertising space. The Publisher shall not be liable for any failure to print, publish or circulate any or all portions of any issue containing an advertisement accepted by the Publisher if the failure is caused by acts of God, strikes, accidents or other circumstances beyond the Publisher's control.

DISPLAY AD POLICY: Should the display ad require pixel resolution adjustments or retouching; Publisher design surcharges will be paid in full by the Advertiser.

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

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

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

PAYMENT TERMS. Accounts are billed on a net 90-day basis. Payment is due upon receipt of invoice. No cash discount is given. Two seasonal issues 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. Minimum charge on delinquent accounts is 50 cents per month. No agency commissions are allowed.

CANCELLATIONS. All cancellations must be received in writing prior to the submission deadline (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.

Advertiser's Signature: _____ **Date:** _____

You will be sent an invoice within 30 days of publication. Please email a signed copy back to info@californiaacep.org.

Make Checks payable to California ACEP and include your invoice # and Publication season/year.

VISA or Master Card Account number: _____ Exp: ____/____ CV#: _____

Billing Address, City, State Zip (If different from above):

Address: _____

City, State Zip: _____

InformED: eNewsletter

Overview

InformED is a monthly email newsletter summarizing California ACEPs response to pressing events, research articles, and advocacy in emergency medicine around the state and nationally.

CIRCULATION

Twelve electronic notifications (once a month) are distributed annually to each members' email address on file. Email distribution is approximately 3,100 with a 29% viewing rate.

ADVERTISEMENT RATES

<i>Term</i>	<i>1 Month</i>	<i>3 Months</i>	<i>6 Months</i>	<i>12 Months</i>
Top Banner	\$500	\$450	\$400	\$300
Middle Banner	\$475	\$425	\$375	\$275
Bottom Banner	\$450	\$400	\$350	\$250

Subject to availability. Some banners might not be available in certain months.

PRODUCTION SPECIFICATIONS

Top, Middle and Bottom Banner sizing per notification is **560x70 pixels**. We accept .jpg or .gif at 72 pixels/inch. File size 20k Maximum. BONUS! All banners will include a hyperlink to your company's website!

POLICY

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

PLACEMENT CONFIRMATION

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

InformED - eNewsletter		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
POST DATE		1- Jan	1- Feb	1- Mar	1- Apr	1- May	1- Jun	1- Jul	1- Aug	1- Sep	1- Oct	1- Nov	1- Dec
CONTENT DUE	1st of Month Preceding	1- Dec	1- Jan	1- Feb	1- Mar	1- Apr	1- May	1- Jun	1- Jul	1- Aug	1- Sep	1- Oct	1- Nov

InformED: Advertiser's Agreement

Advertiser: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Banner Location: Top ____ Middle ____ Bottom ____

Top 3 Post Date Requests: 1. _____ 2. _____ 3. _____

Website Link: _____

Total: _____

CALIFORNIA ACEP STAFF USE ONLY - POST DATE CONFIRMED:

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

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

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

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. Minimum charge on delinquent accounts is 50 cents per month. No agency commissions are allowed.

CANCELLATIONS. All cancellations must be received in writing prior to the submission deadline (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.

Advertiser's Signature: _____ **Date:** _____

You will be sent an invoice within 30 days of publication. Please email a signed copy back to info@californiaacep.org.

Make Checks payable to California ACEP and include your invoice # and Publication banner month/year.

PAYMENTS SHOULD BE ADDRESSED AND SENT TO

California ACEP

Attn: InformED

1121 L Street, STE 407, Sacramento, CA 95814

VISA or Master Card Account number: _____ Exp: ____/____ CV#: _____

Billing Address, City, State Zip (If different from above):

Address: _____

City, State Zip: _____

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

EmployED launches on September 1, 2019 for public consumption on the California ACEP website. Notifications about EmployED are available in our monthly eNewsletter, InformED, and in our quarterly publication, *Lifeline*.

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

Special introductory rate offered through December 31, 2019. Word maximums and rates are subject to change without notice. Pay contract in full to lock in the introductory rate.

POLICY & POSTING INFORMATION

Starting on September 1, 2019, advertisers can post listings directly to EmployED by visiting 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.

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. An administrative fee of \$15 per post will be assessed for staff to post the listing.