



Advertising with NAEMSE

Advertising Policy

All advertisements are accepted and published on the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter provided to the National Association of EMS Educators.

The advertiser and/or advertising agency will defend, indemnify and hold the publication harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisement.

The publication reserves the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to the public interest or otherwise inappropriate or incompatible with the character of this publication.

Educator Update / Domain³

The National Association of EMS Educators is proud to present our official publication, *Educator Update / Domain³*, with a new format for the changing face of EMS education. *Educator Update* is published four times a year and features EMS educational resources from around the world, reviews, career applications, and updates from NAEMSE leadership as well as other EMS-related organizations. Over 3,000 EMS training officers, professors, fire safety professionals, and educational leaders receive this publication as a benefit of membership with the National Association of EMS Educators.

Educator Update / Domain³ is an outstanding method for reaching out to EMS educators nationwide. We offer product reviews and business updates from our Corporate Partners, as well as marketing opportunities to all companies who sponsor emergency medical services and products. We think you will find *Educator Update / Domain³* an excellent venue for showcasing your EMS product to the educational community.

Printing Information

- Colors – 2 Color ads will include color combinations of Black Ink and Red Ink PMS color
- Right reading negatives, emulsion side down, digital EPS format, camera ready copy only
- Electronic format (PDF files only) at highest resolution are preferred
- Printing Specifications – 2 color screen: 133 maximum, 4 color screen: 150 maximum
- *Educator Update / Domain³ Magazine* is published 4x a year
- Space reservation deadlines are below

Materials Deadlines and Printing Schedule

Issue in Circulation

Materials Deadline

Winter 2012	Jan/Feb/Mar.....	December 1, 2011
Spring 2012	April/May/June.....	March 12, 2012
Summer 2012	July/Aug/Sept.....	May 11, 2012
Fall 2012	Oct/Nov/Dec.....	September 15, 2012
Winter 2013	Jan/Feb/Mar.....	December 2, 2012

Educator Update Display Advertising Rates

Rates are based on **8 1/2" x 11"** final sheet size for Educator Update Magazine.

	Full Page (7 1/4 w x 9.625 h)	Half Page (7 1/4 w x 4.75 h)	Quarter Page (3 1/2 w x 4.75 h)
Four Color	\$1000 (1x) \$900 (2x) \$850 (4x)	\$800 (1x) \$720 (2x) \$680 (4x)	\$600 (1x) \$540 (2x) \$510 (4x)
Black & White	\$500 (1x) \$450 (2x) \$425 (4x)	\$400 (1x) \$360 (2x) \$340 (4x)	\$250(1x) \$225 (2x) \$212 (4x)

Cancellations will not be accepted after the space reservation deadline and are subject to 100% of the insertion cost, net 30 days. Cancellations made prior to the space reservation deadline are subject to a 20% service fee.

Career Opportunities - \$300 for listing on the NAEMSE website for 30 days or one time issue of Educator Update. Email Blast for listing is \$200 for a one time mailing.

Web Advertisements

NAEMSE is now offering online advertising via www.naemse.org. Online advertising to approximately 3,000 EMS educators world-wide offers a unique combination of scalability, cost-effectiveness, desirable demographics, highly targeted marketing, a rapidly growing audience and unmatched tracking capabilities.

Here are some details about these benefits and other things Web advertising can offer.

- **Scalability.** Like television commercials, it doesn't cost very much to increase the reach of an online ad campaign.
- **Hot demographics.** NAEMSE is able to assist you in reaching your target market by offering online advertising.
- **Deep content.** Unlike commercials or print ads, a Web ad banner is only the beginning of the process. While your banner might present only your branding message, interested prospects can always click on it to go directly to your Web site. Once there, they can access as much material about your company and products as you care to present.
- **Detailed tracking and measurement.** NAEMSE will track your online advertising and supply you a report detailing on who saw your ad, when, in what context, how many times, and so on.
- **The ability to extend the transaction.** With online advertising interested customers can click, learn more, and actually buy on the spot. There's simply nothing more powerful than online advertising with NAEMSE.
- **New online ad technologies.** The old-fashioned, static banner ad is giving way to new generation of ads that use animation, video and even built-in e-commerce capabilities. These ads can deliver more information to customers and make it easier for them to learn about your company's products.

Front Page of web site: \$500
Inside Pages (tabs): \$250
Ad limited to 24 KB

Purchasing NAEMSE Member Mailing Lists

Mailing Addresses

We offer for sale our mailing lists of active members who have given permission to have their names included in the sale of the membership database for products/services relevant to the EMS profession. This database is available in electronic or physical label form. All requests are subject to approval by the NAEMSE Executive Director. Any company requesting mailing labels must submit a copy of the direct mail piece to be sent to our members to the NAEMSE Office prior to receiving the mailing list. Mailing lists are available for one-time use only for the fee of **\$1,000**.

Email Broadcast

An email broadcast of your product news or career opportunity can be sent from the NAEMSE Server to the active NAEMSE membership via email for a fee of \$500.

Contact NAEMSE

To place a classified ad or advertisement, please contact Lauren Rudenko at the national office at (412) 343-4775 or via email at naemse@naemse.org with any questions.

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