Empire State EPIC is the quarterly newsletter of the New York American College of Emergency Physicians. The newsletter reaches more than 2,500 emergency physicians in New York, all New York State emergency department directors 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 Empire State 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.

### Display Advertising (Contact New York ACEP for pricing on custom-sized ads)

<table>
<thead>
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<th>Size (width x height)</th>
<th>Full Color</th>
<th>Black &amp; White</th>
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<tr>
<td>Outside Back Cover (7” x 7.5”)</td>
<td>$1,300</td>
<td>RESERVED FOR 2017</td>
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<tr>
<td>Inside Front Cover (7” x 9.5”)</td>
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<td>RESERVED FOR 2017</td>
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<tr>
<td>Full Page (7” x 9.5”)</td>
<td>$1,000</td>
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<tr>
<td>Half Page (7” x 4.75” or 3.5” x 9.5”)</td>
<td>$600</td>
<td>$400</td>
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<tr>
<td>Quarter Page (3.5” x 4.75”)</td>
<td>$400</td>
<td>$300</td>
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<tr>
<td>One-Eighth Page (3.5” x 2.375” or 2.375”x 3.5”)</td>
<td>$300</td>
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</tbody>
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**Classified Advertising.**

Sixty words or less, $100 per issue; $1 for each additional word. Minimum line charge is $100

Print ad sizes relative to page

[Diagram of ad sizes]

### 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. The appearance of advertising in the Empire State EPIC is neither a guarantee nor an endorsement of the product or the claims made.
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. 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. Collateral advertising must not make reference to appearance in the Empire State EPIC.
9. Positioning of ads is at the publisher’s discretion.
10. Documentation of research quoted in ad copy may be required for the Empire State EPIC.
11. 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.

Publication Schedule

The EPIC is published quarterly with publication dates in February, May, August and November.

Advertising Deadlines

Insertion orders must be received by the 15th of the month preceding publication date. Advertisers who wish to run their ads in multiple issues of the EPIC may indicate that on the first insertion order.

Display Ad Design

Design services for display ads at a rate of $50 per hour are available. For questions or insertion orders, contact New York ACEP at (585) 872-2417 or e-mail nyacep@nyacep.org.
**Insertion order**

Advertising submission:
- PDF files preferred
- Email your ad file as an attachment to nyacep@nyacep.org
- Ad proofs submitted upon request

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- **Classified Advertising** - 60 words or less, $100 per issue; $1 per each additional word. Minimum line charge is $100

**Payment Method (check one):**
- CHECK enclosed:$_______________ (payable to New York ACEP)
- CREDIT CARD (circle one):
  - MasterCard
  - VISA
  - American Express

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**New York American College of Emergency Physicians**
1130 Crosspointe Lane, Suite 10B
Webster, NY 14580-2986
p: (585) 872-2417. f: (585) 872-2419

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All advertisements appearing in the Empire State EPIC are printed as received from the advertisers. Advertisement in the EPIC does not imply endorsement of any product or service by the New York American College of Emergency Physicians. New York ACEP receives and publishes advertisements but neither reviews, recommends or endorses any individuals, groups or hospitals who respond to these advertisements.