

Regional Anesthesia & Pain Medicine

Official Journal of ASRA - the American Society of Regional Anesthesia and Pain Medicine

2020 RATES & DATA

REACH ANESTHESIA AND
PAIN MEDICINE SPECIALISTS

PUBLISHING MONTHLY



For more information on advertising,
and to discuss your campaign
requirements, please contact:

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Frequency
discounts
available!
Ask your sales rep
for details.

rapm.bmj.com

BMJ

Regional Anesthesia & Pain Medicine

2020 RATES & DATA

Regional Anesthesia & Pain Medicine (RAPM) publishes peer-reviewed scientific and clinical studies to advance the understanding and clinical application of regional techniques for surgical anesthesia and postoperative analgesia. Coverage includes intraoperative regional techniques, perioperative pain, chronic pain, obstetric anesthesia, pediatric anesthesia, outcome studies, and complications.

RAPM is the official journal of ASRA - the American Society of Regional Anesthesia and Pain Medicine. Members of ASRA receive a complimentary print and online subscription to the journal.

RAPM also serves as the official publication of the European Society of Regional Anaesthesia and Pain Therapy (ESRA), the Asian and Oceanic Society of Regional Anesthesia (AOSRA), the Latin American Society of Regional Anesthesia (LASRA), and the African Society of Regional Anesthesia (AFSRA).

At a glance

Year established: 1976

Impact factor: 5.113*

Rank 5/31 in Anesthesiology*

Editor-in-Chief: Brian D. Sites, MD

Online Frequency: Continuously published

* Source: Source: 2018 Journal Citation Reports®, Clarivate Analytics, 2019

Website traffic

Global visitors per month**	80k
Global page views per month**	33k
U.S. visitors per month**	13k
U.S. page views per month**	25k

** Source: Google Analytics, 2019 monthly average

Contact a sales representative for the latest figures.

ETOC ADVERTISING AVAILABLE!
Please contact us for current figures.

Print and online advertising options available as well as tailored packages including:

- Reprints and ePrints
- Themed supplements
- Web focus
- Cover tips
- eToc alert advertising
- e-Newsletter advertising
- Controlled print circulation
- Print cover wraps

ADVERTISING OPPORTUNITIES

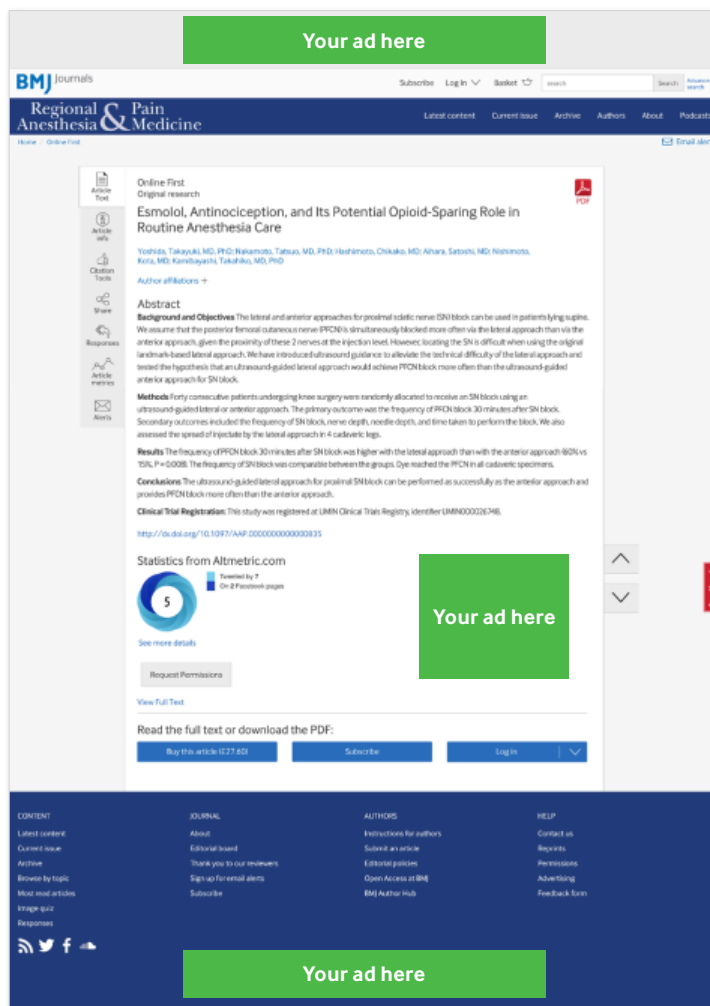
Regional Anesthesia & Pain Medicine

RAPM 2020 Rates & Data

Print and online advertising options available, as well as tailored packages including:

- Reprints and ePrints
- Email table of content (eToc) alerts
- e-Newsletter advertising
- Print advertising
- Print cover wraps and tips

RAPM online offers the opportunity to target your products through geo-targeted, online advertising. There are a full range of digital opportunities available.



ONLINE ADVERTISING RATES

	Pixels	Rate	Minimum charge	Specifications
Mobile banner	320 x 50	\$75 per 1,000 impressions	\$1,795 for 25,000 impressions	File type GIFs (animated preferred) and Rich Media accepted, subject to production clearance. File size up to 50k.
Leaderboard	728 x 90	\$75 per 1,000 impressions	\$3,585 for 50,000 impressions	Deadline to receive materials 5 working days prior to deployment.
MPU (Mid page unit)	300 x 250	\$80 per 1,000 impressions	\$1,935 for 25,000 impressions	Please note: Advertisements are accepted subject to availability and BMJ approval.

TARGETED SOLUTIONS

Regional Anesthesia & Pain Medicine

RAPM 2020 Rates & Data

Hurry! Limited opportunities available.

DIGITAL ROADBLOCK PACKAGE

The screenshot shows the BMJ Journals website for Regional Anesthesia & Pain Medicine. The article title is "Esmolol, Antinociception, and Its Potential Opioid-Sparing Role in Routine Anesthesia Care". A green box labeled "Your ad here" is placed at the top of the article content area. Another green box labeled "Your ad here" is placed in the right sidebar area. A pink circular callout bubble says "Frequency discounts available! Ask your sales rep for details." The page includes a navigation menu, article abstract, and a footer with site information.

This exclusive opportunity gives your ads 100% share-of-voice on the website and within the email table of content (eToC) alerts for an entire month.

- Banner ads
- eToC alerts

The screenshot shows the "Latest articles" section of the RAPM website. A green box labeled "Your ad here" is placed at the top of the article list. The section title is "Latest articles" and it lists various article types: "Original article | PostScript | Brief technical report | Chronic and Interventional Pain | Editorial |". Below this, the "Original article" section lists several articles with their titles and authors. A pink circular callout bubble says "Frequency discounts available! Ask your sales rep for details." The page includes a navigation menu and a footer with site information.

TARGETED SOLUTIONS

Regional Anesthesia & Pain Medicine

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Hurry! ONE annual sponsorship opportunity available.

E-NEWSLETTER SPONSORSHIP

ABOUT REGISTER FOR EMAIL ALERTS

Regional Anesthesia & Pain Medicine

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[Register for email alerts](#) and be notified when new articles publish.

LEARN MORE >

Your ad here

What are your colleagues reading?

Recommendation

READ MORE >

f t BMJ

Authentic, society-approved messaging

Sponsor sending new research to your audience through a targeted monthly e-newsletter. Content is selected by the Editorial team and sent to specialty-specific U.S. physicians.

30% average open and email click through rate.

- **One annual sponsorship available**
- **12k recipients, including:**
 - eToc registrants
 - Opted-in pain specialists
 - Members of the American Society for Regional Anesthesia and Pain Medicine
- **Two ad slots per e-newsletter:**
 - 528 x 150; animation accepted
- **Twelve-month, exclusive sponsorship available**
 - Annual investment: \$30k

Frequency discounts available! Ask your sales rep for details.

Editor-approved articles

TARGETED SOLUTIONS

Hurry! Limited opportunities available.

PRINT ADVERTISING

RAPM offers the opportunity to present your product in a journal targeting decision makers in Anesthesiology and Pain Medicine.

We guarantee your advertisement will stand out because of our high editorial to advertisement ratio.

We can offer a range of loose or bound inserts, which can be targeted to the market you need to reach.

At a glance

Total Circulation: 6k

Frequency discounts available! Ask your sales rep for details.

Display Advertising Rates

Volume	Full-page color	Full-page B/W	Half-page color	Half-page B/W
1x	\$4,383	\$2,718	\$3,466	\$1,802
3x	\$4,285	\$2,620	\$3,388	\$1,725
6x	\$4,125	\$2,461	\$3,316	\$1,653
12x	\$4,099	\$2,436	\$3,280	\$1,617
24x	\$4,097	\$2,343	\$3,223	\$1,560

Cover and preferred partner rates

Cover 2: 50% earned B/W rate

Cover 3: 25% earned B/W rate

Cover 4: 35% earned B/W rate

Other premium positions: 25% earned B/W rate

Insert rates

2-page: 2.5 times earned B/W rate

4-page: 4.5 times earned B/W rate

6-page: 6.5 times earned B/W rate

Prepay discount: 1%

Agency commission: 15% agency discount

TARGETED SOLUTIONS

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PRINT ADVERTISING

Specifications
Quarter page 3.5" w x 5.1" h
Half page Horizontal - 7.3" w x 4.75" h Vertical - 3.5" w x 9.75" h
Full page Bleed - 8.5" w x 11.25" h Trim - 8.3" w x 11" h Type - 9.6" w x 7.3" h
Double-page spread Two single, full-page PDF files Left and right-hand page Allow 3/8" gutter bleed (3/16" on each side)

Publishing Deadlines for 2020

Issue	Artwork Due
January	December 2, 2019
February	January 3, 2020
March	February 5, 2020
April	March 4, 2020
May	March 31, 2020
June	May 1, 2020
July	June 4, 2020
August	July 3, 2020
September	August 5, 2020
October	September 3, 2020
November	October 5, 2020
December	November 4, 2020

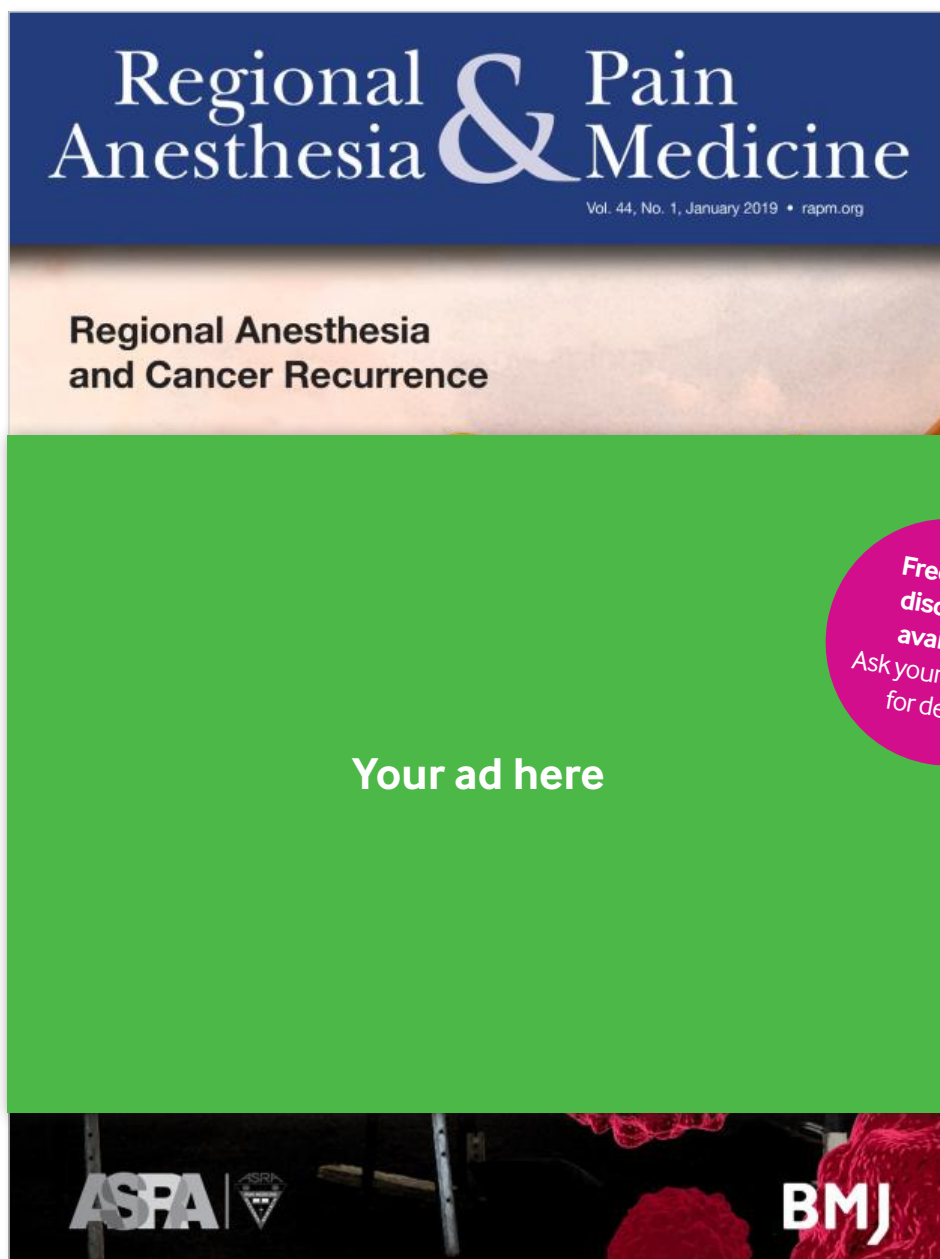
TARGETED SOLUTIONS

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COVER WRAP SPONSORSHIP



Boost your brand's recognition with a sponsored print subscription. Each sponsored issue includes a four to six-page ad that wraps around the front and back of *RAPM* and is mailed to your targeted physician list.

Cover wraps are permanently bound to the journal and garner premium exposure to your audience.

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