

# Regional Anesthesia & Pain Medicine

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

2022 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](http://rapm.bmj.com)

**BMJ**

# Regional Anesthesia & Pain Medicine

## 2022 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:** 6.288\*

**Rank** 6/33 in Anesthesiology\*

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

**Frequency:** Monthly print issues

\* Source: 2020 Journal Citation Reports®, Clarivate Analytics, 2021

### Digital traffic

**Global visitors\*** 719k

**Global page views\*** 1.4m

**U.S. visitors\*** 252k

**U.S. page views\*** 430k

**e-Newsletter recipients** 10k

**Global eTOC recipients** 18k

\* Source: Google Analytics, July 2020 - June 2021

Contact a sales representative for the latest figures.

# ADVERTISING OPPORTUNITIES

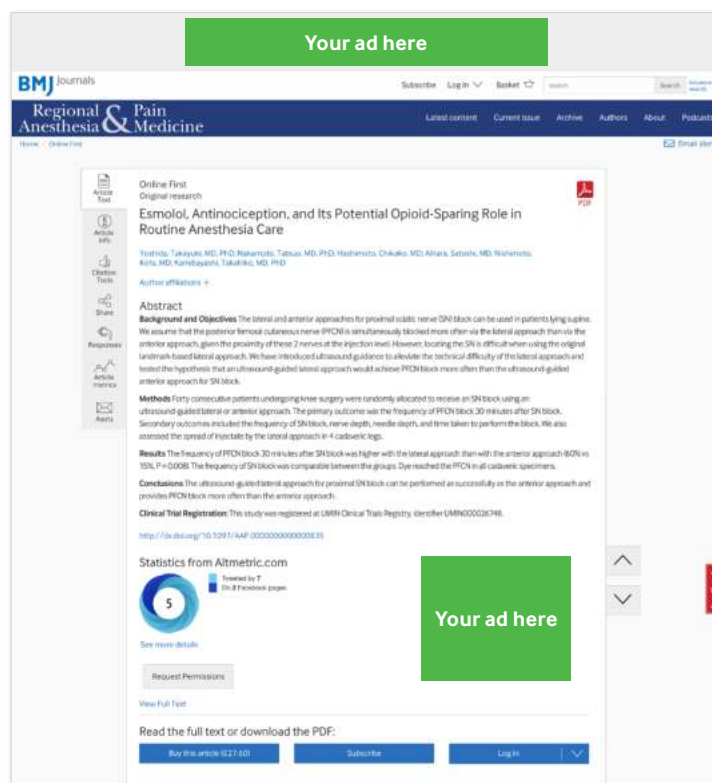
Regional Anesthesia & Pain Medicine

**RAPM** 2022 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.**



## DIGITAL ADVERTISING RATES

	Pixels	Rate	Minimum charge	Specifications
Website mobile banner	468 x 60	\$81 per 1,000 impressions	\$2,025 for 25,000 impressions	File type GIFs (animated preferred) and Rich Media accepted, subject to production clearance. File size up to 50k.
Website leaderboard	728 x 90	\$81 per 1,000 impressions	\$4,050 for 50,000 impressions	
Website MPU (Mid page unit)	300 x 250	\$86 per 1,000 impressions	\$2,150 for 25,000 impressions	Deadline to receive materials 5 working days prior to deployment.
eTOC alert leaderboard	320 x 100	Please contact Jim Cunningham at <a href="mailto:jcunningham@cunnasso.com">jcunningham@cunnasso.com</a> for the latest email advertising rates.		JPEG or GIF accepted
eTOC alert MPU	300 x 250	Please contact Jim Cunningham at <a href="mailto:jcunningham@cunnasso.com">jcunningham@cunnasso.com</a> for the latest email advertising rates.		Please note: Advertisements are accepted subject to availability and BMJ approval.
e-Newsletter	600 x 90	Please contact Jim Cunningham at <a href="mailto:jcunningham@cunnasso.com">jcunningham@cunnasso.com</a> for the latest email advertising rates.		

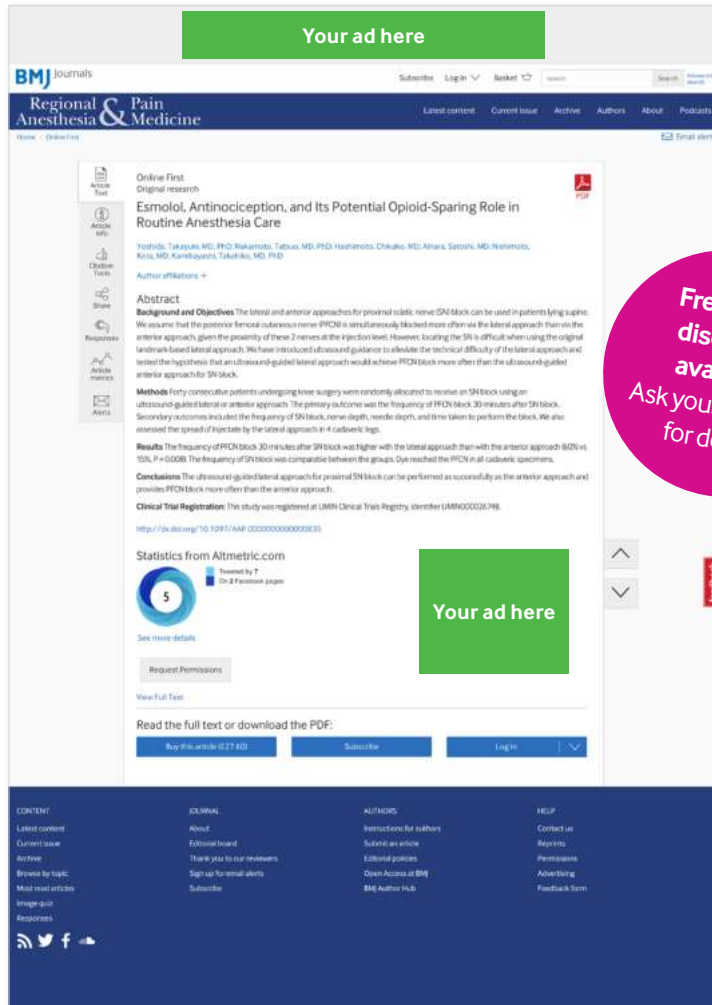
# TARGETED SOLUTIONS

Regional Anesthesia & Pain Medicine

RAPM 2022 Rates & Data

Hurry! Limited opportunities available.

## DIGITAL ROADBLOCK PACKAGE



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



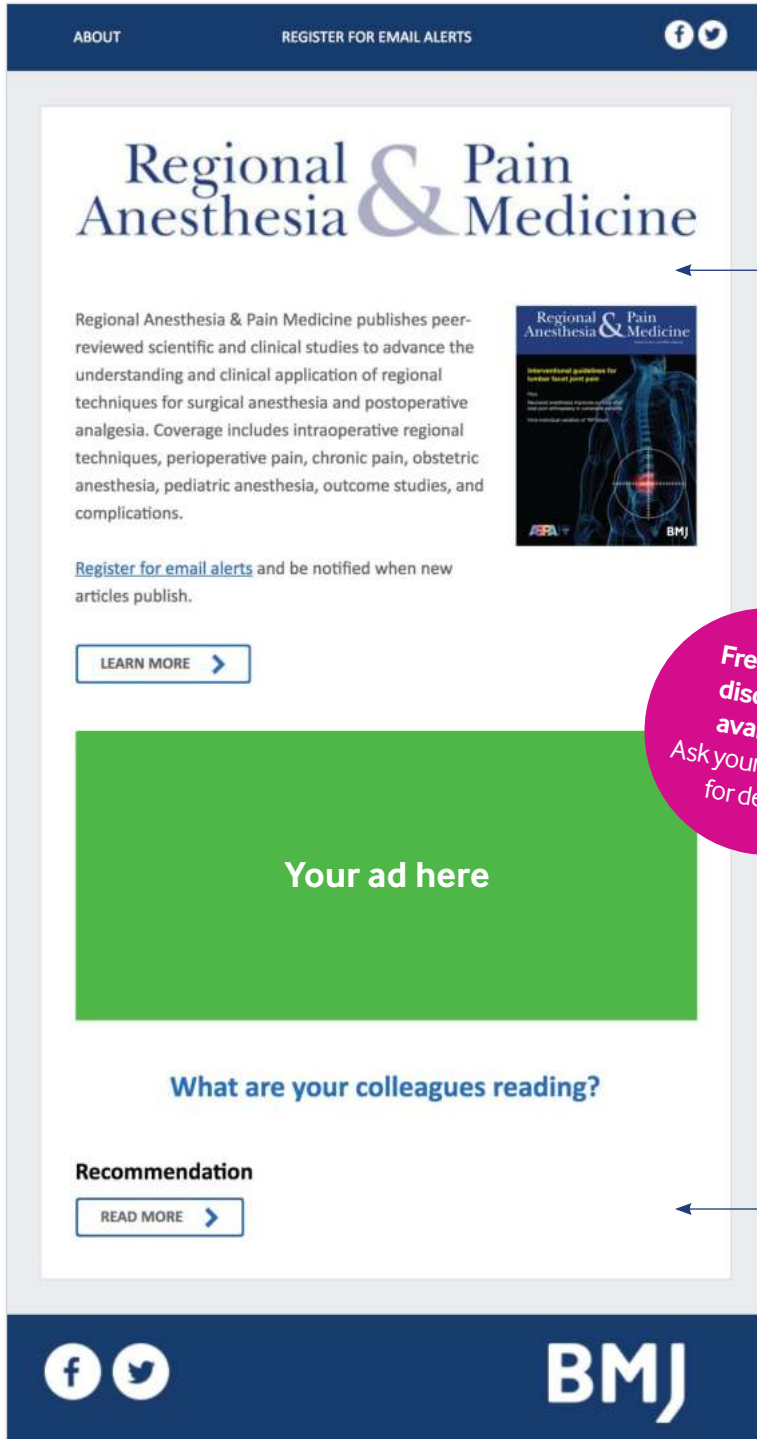
# TARGETED SOLUTIONS

## Regional Anesthesia & Pain Medicine

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### E-NEWSLETTER SPONSORSHIP



Authentic, society-approved messaging

Send new research to your audience through a monthly e-newsletter sponsorship. Content is selected by the Editorial team and sent to specialty-specific U.S. physicians. 30% average open and email click through rate.

- **Annual sponsorships available**
- **18k recipients, including:**
  - eTOC registrants
  - Opted-in specialists
  - Members of the American Society for Regional Anesthesia and Pain Medicine
- **Two ad slots per e-newsletter:**
  - 600 x 90: animation accepted
- **Twelve-month, exclusive sponsorship available**
  - Please contact Jim Cunningham at [jcunningham@cunnasso.com](mailto:jcunningham@cunnasso.com) for the latest email advertising rates.

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	
Print Circulation:	5.8k+
U.S. Print Circulation:	4.2k+

**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	\$4,750	\$2,945	\$3,750	\$1,950
3x	\$4,650	\$2,835	\$3,665	\$1,865
6x	\$4,460	\$2,560	\$3,585	\$1,790
12x	\$4,435	\$2,640	\$3,550	\$1,750
24x	\$4,430	\$2,535	\$3,490	\$1,690

## 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

Regional Anesthesia  
& Pain Medicine

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## PRINT ADVERTISING

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

## Publishing Deadlines for 2022

Issue	Artwork Due
January	11/11/2021
February	12/02/2022
March	01/06/2022
April	02/04/2022
May	03/09/2022
June	04/04/2022
July	05/09/2022
August	06/08/2022
September	07/07/2022
October	08/05/2022
November	09/07/2022
December	10/07/2022

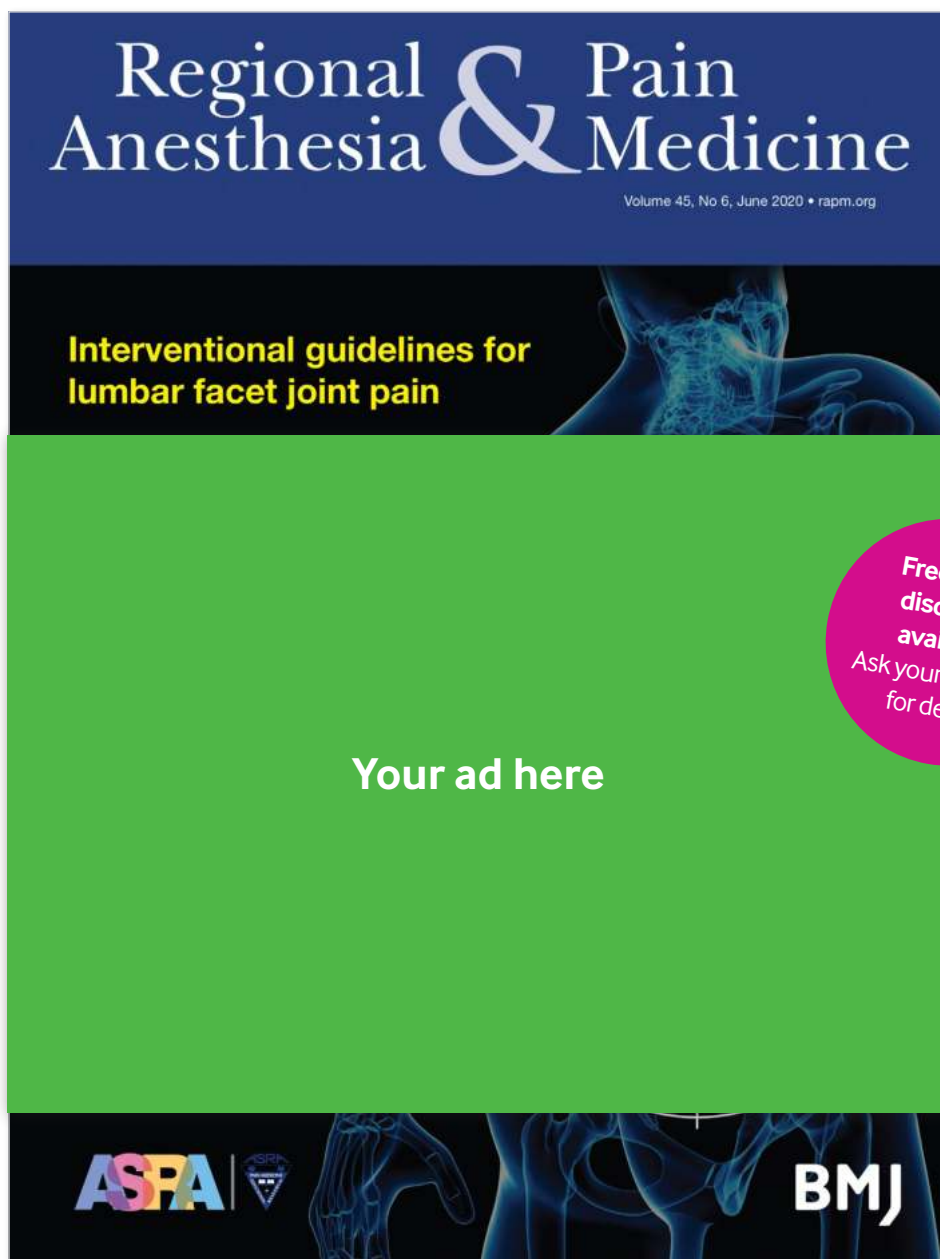
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### COVER WRAP SPONSORSHIP



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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