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:

JIM CUNNINGHAM
National Accounts Manager
(201) 767-4170 office
(201) 394-4426 cell
jcunningham@cunnasso.com

Frequency discounts available!
Ask your sales rep for details.

rapm.bmj.com
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

**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
ADVERTISING OPPORTUNITIES

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

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

Frequency discounts available! Ask your sales rep for details.
Hurry! Limited opportunities available.

E-NEWSLETTER SPONSORSHIP

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 for the latest email advertising rates.

Frequency discounts available! Ask your sales rep for details.

Authentic, society-approved messaging

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.

Display Advertising Rates

<table>
<thead>
<tr>
<th>Volume</th>
<th>Full-page color</th>
<th>Full-page B/W</th>
<th>Half-page color</th>
<th>Half-page B/W</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,750</td>
<td>$2,945</td>
<td>$3,750</td>
<td>$1,950</td>
</tr>
<tr>
<td>3x</td>
<td>$4,650</td>
<td>$2,835</td>
<td>$3,665</td>
<td>$1,865</td>
</tr>
<tr>
<td>6x</td>
<td>$4,460</td>
<td>$2,560</td>
<td>$3,585</td>
<td>$1,790</td>
</tr>
<tr>
<td>12x</td>
<td>$4,435</td>
<td>$2,640</td>
<td>$3,550</td>
<td>$1,750</td>
</tr>
<tr>
<td>24x</td>
<td>$4,430</td>
<td>$2,535</td>
<td>$3,490</td>
<td>$1,690</td>
</tr>
</tbody>
</table>

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
Hurry! Limited opportunities available.

**PRINT ADVERTISING**

**Specifications**

<table>
<thead>
<tr>
<th>Quarter page</th>
<th>3.5&quot; w x 5.1&quot; h</th>
</tr>
</thead>
</table>
| 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 - 7.3" w x 9.6" 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 2022**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Artwork Due</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>11/11/2021</td>
</tr>
<tr>
<td>February</td>
<td>12/02/2022</td>
</tr>
<tr>
<td>March</td>
<td>01/06/2022</td>
</tr>
<tr>
<td>April</td>
<td>02/04/2022</td>
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<tr>
<td>May</td>
<td>03/09/2022</td>
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<tr>
<td>June</td>
<td>04/04/2022</td>
</tr>
<tr>
<td>July</td>
<td>05/09/2022</td>
</tr>
<tr>
<td>August</td>
<td>06/08/2022</td>
</tr>
<tr>
<td>September</td>
<td>07/07/2022</td>
</tr>
<tr>
<td>October</td>
<td>08/05/2022</td>
</tr>
<tr>
<td>November</td>
<td>09/07/2022</td>
</tr>
<tr>
<td>December</td>
<td>10/07/2022</td>
</tr>
</tbody>
</table>
TARGETED SOLUTIONS

Hurry! Limited opportunities available.

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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