

Wilderness & Environmental Medicine

Product Sales Advertising

Jeffrey Berman
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 www.wemjournal.org

 **Mobile Apps Available:**
iOS (iPad/iPhone/iPod) & Android (tablets/smartphones)



Editorial

Wilderness & Environmental Medicine, the official journal of the Wilderness Medical Society, is the leading journal for physicians practicing medicine in austere environments. This quarterly journal features articles on all aspects of wilderness medicine, including high altitude and climbing, cold- and heat-related phenomena, natural environmental disasters, immersion and near-drowning, diving, and barotrauma, hazardous plants/animals/insects/marine animals, animal attacks, search and rescue, ethical and legal issues, aeromedical transport, survival physiology, medicine in remote environments, travel medicine, operational medicine, and wilderness trauma management.

Editor-in-Chief: Interim Neal W. Pollock, PhD, Interim Associate Editor: George W. Rodway, PhD, APRN, Managing Editor: Alicia Byrne,

Affiliation: Wilderness Medical Society

Audience: Emergency Medicine Physicians; Travel/Exotic Medicine; Military Personnel; Air Medical Rescue; Adventure Groups

Total Circulation: 2,614 **Issuance:** 4 times per year

Journal Contacts

Advertising and Integrated Programs

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Contracts, Insertion Orders & Production Materials

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Print Advertising Material Submission Website

Ads4Elsevier www.ads4els.com

Editorial Reprints

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Multimedia Publishing

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Print Closings

Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

VOLUME/ISSUE	PUBLICATION DATE	PRINT SPACE CLOSING DATE	PRINT MATERIALS DEADLINE	INSERTS DUE
29/1	March	1/29/2018	2/1/2018	2/9/2018
29/2	June	4/27/2018	5/3/2018	5/11/2018
29/3	September	7/31/2018	8/3/2018	8/13/2018
29/4	December	10/26/2018	10/31/2018	11/9/2018

Bonus Distribution

Contact your sales representative for more details.

Print Advertising

Rates

FREQUENCY	FULL PAGE (BLACK & WHITE)	1/2 PAGE (BLACK & WHITE)	1/4 PAGE (BLACK & WHITE)
1x	\$ 2,865	\$ 1,720	\$ 1,065
3x	\$ 2,710	\$ 1,620	\$ 1,000
6x	\$ 2,580	\$ 1,550	\$ 965
9x	\$ 2,500	\$ 1,485	\$ 920
12x	\$ 2,420	\$ 1,450	\$ 900

STANDARD COLOR	MATCHED COLOR	METALLIC COLOR	3/4 COLOR
\$ 565	\$ 820	\$ 965	\$ 1,235

Premium Positions

Cover 4: 50% B/W Page rate
 Cover 2: 35% B/W Page rate
 Cover 3: 25% B/W Page rate
 Opposite TOC: 25% B/W Page rate
 First Right Hand Page: 25% B/W Page rate
 Other Preferred Positions: 10% B/W Page rate

Cover Tips

\$3,500 Net

Outserts

\$4,000 Net

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

AGENCY DISCOUNT 15% - All rates in print are GROSS, except those that marked as Net.

Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

Two-page insert (one leaf): Two-times earned frequency rate.

Four-page or larger insert: Black & White earned frequency rate per page.

Composition

PRINTING	FULL PAGE	HALF PAGE	QUARTER PAGE
Black & White only	\$150	\$125	\$95

All production charges are net and non-commissionable

Digital Advertising

Banner Ads - Journal Website

POSITION	DIMENSIONS	RATE
Leaderboard	728 x 90 px	\$85 CPM
Skyscraper	160 x 600 px	\$85 CPM
Large Rectangle	300 x 250 px	\$85 CPM

Banner Ads - Table of Contents (TOC) Email

POSITION	DIMENSIONS	RATE
Leaderboard	728 x 90 px	\$500
Skyscraper	160 x 600 px	\$500
Large Rectangle	300 x 250 px	\$500

Banner Ads - Mobile App (iPad, iPhone and Android)

Contact your sales representative for rates and opportunities.

Additional Notes:

1. All rates in digital are NET.
2. Digital campaigns (including banner ads on journal website, Table of Contents (TOC) email and mobile apps) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
3. Minimum purchase for banner ads on journal website: \$1,500.
4. See Digital Specs for detailed specifications.

Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

**State and local taxes may apply.*

Production Specs

Mechanical Specifications

Keep live matter 1/4" from all trim edges.

AD SIZE	NON BLEED	BLEED
Trim	8" x 10-3/4"	-
Full Page	7-1/2" x 10-1/4"	8-1/4" x 11"
Spread	15" x 10"	16-1/4" x 11"
1/2 Horizontal	7" x 5"	8-1/4" x 5-5/8"
1/2 Vertical	3-1/2" X 10"	4-1/4" X 11"
1/4 Page	3-1/2" X 5"	

Binding: Perfect; jogs to head
Printing Process: Sheetfed
Halftone Screen: Cover: 150 line screen Text: 150 line screen

Print Ad Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.
 Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

NOTE: *When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.

- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com Above journal banner and logo, set to display on all non-content journal pages

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.(content pages = abstract and full

Insert Requirements

- Size - 2 page :** 8-1/4" x 11"
- Size - 4 page :** 16-1/2" x 11", furnish folded to 8-1/4" x 11"
- Trimming :** 1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
- Insert Stock Weight :** For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
- Closing Date for Booking Inserts:** Same as ad space closing
- Insert delivery date :** See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.

Copy of insert must accompany insertion order

Note: *Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.*

Insert Quantity

Contact Ad Sales Servicestext articles*)

For conference copy distribution, contact Ad Sales Services. *NOTE:* Leaderboard can be configured to load on full-text and abstract pages on

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

INSERT SHIPMENTS ADDRESS

Wilderness & Environmental Medicine

Sheridan Press
450 Fame Avenue
Hanover, PA 17331-1585
Attn: Elsevier Team

Disposition Of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

John Marmero

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(f) 212-633-3846

journal-by-journal basis only. This is not an automatic placement so a special

request must be made. Ad will appear on all abstract and FT pages (for all

Digital Specs

Journal Website Banner Ads

Creative Sizes

Leaderboard: 728 x 90

Placement: Journal pages
issues).

Wide Skyscraper: 160 x 600

Placement: Journal pages

Right hand column of journal page, displays on all non-content pages (content pages = abstract and full text articles*)

Large Rectangle: 300 x 250

Placement: Journal pages

Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

* Generic list of non-content pages available upon request though will vary by journal

Specifications

HTML5: Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB

Size: 200K max

Rotation: Accepted

Animated GIF: Max 3 loops of animation – up to 15 seconds per loop

Required Resolution: 72 dpi

Acceptable File Format: GIF, JPEG, SWF [rich media]

Rich Media and HTML5: Yes. Supplied as 3rd party tags only

Target URL: Required

Rich Media Expanding & HTML In-Page Ads*

	728X90	300X250	160X600
Expanded (wXh pixels)	728X315	600X250	300X600
Expand direction	▽ Down	▷ Right	◁ Left
Initial size	150 KB	150 KB	150 KB
Subsequent size	2.2 MB	2.2 MB	2.2 MB
Back-up GIF	200 KB	200 KB	200 KB
Animation	15 seconds or 3 loops of 5 seconds	15 seconds or 3 loops of 5 seconds	15 seconds or 3 loops of 5 seconds
Video	No	No	No
Max video file size	N/A	N/A	N/A
Expansion method	On click	On click	On click
Hotspot requirements	Not to exceed 1/4 size of original ad	Not to exceed 1/4 size of original ad	Not to exceed 1/4 size of original ad
Close button requirements	8pt - 16 pt (11px - 21px)	8pt - 16 pt (11px - 21px)	8pt - 16 pt (11px - 21px)

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

Table of Contents (TOC) Email Banner Ads

Creative Sizes

- Leaderboard:** 728 x 90
- Wide Skyscraper:** 160 x 600
- Large Rectangle:** 300 x 250

Specifications

- Size:** 200K max
- Rotation:** No
- Required Resolution:** 72 dpi
- Acceptable File Format:** .gif or .jpg
- Rich Media:** No
- Animation:** No
- Target URL:** Required
- 3rd Party Tags:** No

Mobile App Banner Ads – Tablets (iPad and Android)

Creative Sizes



Interstitial, Landscape: 1024 x 768
Interstitial, Portrait: 768 x 1024
Home Screen, Table of Contents, and Abstract Page: 728 x 90
Article Menu Bar: 160 x 600

Specifications

Interstitial

File Types: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File size: 200K file size limit.
Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
Target URL: Required

Home Screen, Table of Contents, Abstract Page, and Article Menu Bar

File Format: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File Size: 200K file size limit.
Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
Target URL: Required

Mobile App Banner Ads – Smartphones (iPhone and Android)

Creative Sizes

Interstitial (portrait only): 320 x 480
Home Screen, Table of Contents, and Abstract Page (portrait only): 300 x 50

Specifications

Interstitial

File Types: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File size: 40K file size limit. 3rd party tracking and click pixels are accepted.
Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
Target URL: Required

Home Screen, Table of Contents, and Abstract Page

File Types: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File Size: No bigger than 40kb; 3rd party tracking and click pixels are accepted.
Rich Media Ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
Target URL: Required

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9. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

10. Advertising & Reprints

Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the "Closing Date"). Where copy is received late or not at all, although Elsevier will endeavour to do so, Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment for the campaign will however be required in full. When change of copy is not received before the Closing Date, copy run in previous issue may be inserted. Client shall retain a complete copy of all materials delivered to Elsevier. Elsevier shall take reasonable care but shall not be liable for accidental loss or damage thereto. Client is solely responsible for any legal liability arising out of or relating to any Client advertisement or other content (the "Advertising Content"). Client represents and warrants that (i) Client holds the necessary rights to permit the use of the Advertising Content by Elsevier for the purposes of this TC; (ii) the use, reproduction, distribution, or transmission of the Advertising Content will not violate any civil or criminal laws, rules or regulations or industry codes or any rights of any third parties including, but not limited to, infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity; (iii) Advertising Content complies with any applicable laws, rules, industry codes, regulations and generally prevailing custom and practice. Client agrees to indemnify Elsevier and to hold Elsevier harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses incurred by Elsevier, arising out of or related to the Advertising Content or Client's breach or alleged breach of any of the foregoing representations and warranties. Elsevier reserves the right to reject any advertising and/or promotions that are not consistent with Elsevier's standards. In addition, Elsevier shall have the right, at any time, to remove any of Client's advertising and/or terminate this TC if Elsevier determines, in its sole discretion, that the Advertising Content or any portion or publishing thereof (1) violate Elsevier's then applicable advertising policy; (2) violate any law, rule or regulation or industry code or if Elsevier is directed to do so by any law enforcement agency, court or government agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, trade names, service marks or other proprietary rights or (4) are otherwise objectionable to Elsevier. In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) refund to Client a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising Content (if Client has paid Elsevier a flat fee). Elsevier will not be liable for the timely appearance or accuracy of any advertisement supplied by the Client. Elsevier may terminate this TC at any time in the event of a breach of this TC by Client. Orders must specify a definite schedule of insertions, issues and size of space for a specific advertiser. Two or more advertisers are not permitted to use space under the same order. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements has been given a discounted rate for volume by Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-calculate the price for the actual volume at the end of the applicable year at a reduced discount and the Client shall pay any additional amount found owing. If the Client orders in excess of the quoted volume, Elsevier shall return to the Client any amount overpaid by the Client. Orders specifying positions are accepted subject to the right of Elsevier to determine actual positions. If Elsevier considers it necessary to modify the space or alter the date or position of insertion or make any other alteration, the Client will have the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are due to an event of force majeure. Elsevier can only supply reprints of published material and shall be entitled to reject any order for reprints of material that has not been published.

11. Audit

Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or to arrange for Publisher's authorized representatives to have access to other relevant premises) for the purpose of inspecting Client's facilities, books and records to verify Client's compliance with the TC.

12. Compliance with laws

Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and judicial and administrative orders (jointly "Applicable Laws" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, the Reed Elsevier Code of Conduct for Suppliers (available at www.reedelsevier.com) and Applicable Laws related to bribery, including, without limitation any such laws that are enforced internationally (such as the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted and/or the Client's place of business or residency. Client and its officers, directors, employees and agents shall engage only in legitimate business and ethical practices in commercial operations and in relation to its dealings with any employee or official of a government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or political parties or candidates (jointly "Government Official"). Neither the Client nor any of its officers, directors, employees or agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any monies or anything of value to any commercial contact or Government Official for the purpose or intent to induce such person to use his/her authority to help the Client, Elsevier, and/or any affiliate of Elsevier for personal gain or for that of Elsevier or Elsevier's affiliates (any such act, a "Prohibited Payment"). A Prohibited Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are directly related to the promotion, demonstration or explanation of Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person as an inducement or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier.

13. Cancellations & Returns

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. No new external costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant space closing date, but any cancellations are made after such date, Elsevier shall be entitled to charge the advertiser for the cost of the advertisement. Returns of the products shall be subject to the relevant Elsevier company's return policy applicable to the product at the time of the return. Details of such policies will be provided to the Client upon request. Reprints cannot be returned once these have been printed.

14. General

The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the exclusive jurisdiction of the courts of that same corporate domicile. The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may assign the TC or any part of it to any person, firm or company. If any provision of the TC is found by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void, voidable, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, unenforceability or unreasonableness be deemed severable and the remaining provisions of the TC and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or partially enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC.

