



Wisconsin EMS Association EMS Professionals Advertising

2019/2020 Rates

Distribution: Print & Digital

Advertising Stats

Bi-Monthly Magazine Advertising

- Bi-Monthly Average Circulation: ~6,900
- Readers to likely make major equipment purchase in next 12-18 months: 78%
- Readers to likely make vehicle equipment purchase in the next 12-18 months: 59%

Accepted File Formats and Requirements

- Press Quality PDF
- Vector EPS or AI
- TIF and JPG files are accepted if 300 dpi at 100% size

General Notes

- Payment is due 15 days after magazine distribution
- Full page spreads must bleed on all sides. Allow 1/4" bleed for final trim size

Market your products, services, brand, or events to our increasing number of members.

Show your support for EMS providers!

Full page & inside cover, full bleed 8.375" x 10.875" Add .125" bleed on all sides	Full page & inside cover, no bleed 7.5" x 10"	1/4 page vertical 3.667" x 4.75"	1/6 page vertical 2.39" x 4.94"	2/3 page vertical 4.95" x 10"	Half page horizontal 7.5" x 4.95"
Outside back cover, full bleed 8.375" x 8.75" Add .125" bleed on all sides	Outside back cover, no bleed 7.875" x 8.5"	1/3 page vertical 2.39" x 10"	1/3 page horizontal 4.944" x 4.9"		



EMS Professionals Magazine Advertising

All rates are per issue. Select preferred ad size and run time(s) below. EMS Professionals magazine is published six times per year: January, March, May, July, September, November. Ad deadlines are the 1st of the month prior to publication. For example: NOV/DEC issue is due Oct 1st. Invoices are sent as each advertisement appears throughout the term designated.

2019

2020

- | | |
|--|--|
| <input type="checkbox"/> Jan/Feb 2019 | <input type="checkbox"/> Jan/Feb 2020 |
| <input type="checkbox"/> Mar/Apr 2019 | <input type="checkbox"/> Mar/Apr 2020 |
| <input type="checkbox"/> May/June 2019 | <input type="checkbox"/> May/June 2020 |
| <input type="checkbox"/> Jul/Aug 2019 | <input type="checkbox"/> Jul/Aug 2020 |
| <input type="checkbox"/> Sep/Oct 2019 | <input type="checkbox"/> Sep/Oct 2020 |
| <input type="checkbox"/> Nov/Dec 2019 | <input type="checkbox"/> Nov/Dec 2020 |

Advertiser agrees and understands that all artwork and ad changes are due by the 1st day of each even numbered month and does not hold WEMSA (Wisconsin EMS Association) responsible for accuracy of submitted ads. If advertising in each issue and no ad changes/ new ads are received for the following month, the prior ad (if available) will be utilized in the upcoming issue per contractual agreements, otherwise no ad will be used if none available. Advertiser agrees that they will be notified via email for ad changes by a member of the WEMSA Staff.

_____ Please Initial Agreement

Ad Size	Technical Size	1x	3x	6x	12x
<input type="checkbox"/> Full Page Bleed*	8.375" x 10.875"	\$650	\$570	\$495	\$450
<input type="checkbox"/> 2/3 Page Vert	4.95" x 10"	\$520	\$460	\$410	\$375
<input type="checkbox"/> Half Page Horz	7.50" x 4.94"	\$430	\$390	\$360	\$325
<input type="checkbox"/> 1/3 Page Vert	2.39" x 10"	\$330	\$315	\$300	\$230
<input type="checkbox"/> 1/3 Page Horz	4.944" x 4.9"	\$330	\$315	\$300	\$230
<input type="checkbox"/> 1/4 Page	3.667" x 4.75"	\$245	\$235	\$225	\$185
<input type="checkbox"/> 1/6 Page Vert	2.39" x 4.94"	\$170	\$165	\$155	\$130
<input type="checkbox"/> Inside Cover*	8.375" x 10.875"	\$700	\$660	\$625	\$500
<input type="checkbox"/> Outside Back Cover*	8.5" x 8.75"	\$760	\$670	\$640	\$560
*Add an additional 1/8" on each side for bleed					

EMS Professionals Advertising Order Form & Agreement

Contact Name _____

Company _____

Address _____

Phone _____

City _____

Email _____

State, ZIP _____

Payment Options

Please indicate payment method:

Please bill our credit card (+3% credit card processing charge)

VISA MasterCard Discover Amex

_____ **Card Number**

_____ **Expiration Date**

_____ **3-Digit Security Code**

_____ **Cardholder Signature**

Please invoice me. I will pay by business check.

Contract Terms and Conditions

All advertisements are accepted for placement, publication or electronic transmission entirely upon the representation that the agency and/or the advertiser is/are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the placement, publication or electronic transmission of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the Wisconsin EMS Association from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the Wisconsin EMS Association, arising directly or indirectly from the placement, publication or electronic transmission of any advertisement, information and content (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or modifying the agreed price. Should an error occur in an Advertisement which is to be repeated, it is the responsibility of the Advertiser to inform the Wisconsin EMS Association in writing of the error within seven days upon receipt of the initial invoice and tear sheet in which the Advertisement appeared. If this is not done, and the incorrect Advertisement is repeated, the Advertiser remains liable for the full price of the repeated Advertisement.

In all cases, other than those above, if an error occurs which is clearly the fault of the Wisconsin EMS Association, compensation may be considered up to but not exceeding the price of the relevant Advertisement. Claims for consequential loss exceeding that price cannot be considered. The basis on which any compensation shall be agreed is that of a percentage refund of the relevant amount equal to the percentage loss of response which can be reasonably attributed to the error.

The Advertiser is solely responsible for submitting the Copy and other materials for the Advertisement within the agreed copy deadline and in accordance with the technical specifications. The Wisconsin EMS Association reserves the right to charge the Advertiser for work required to amend the materials to conform to its specifications, but accepts no liability for such work. If copy instructions and materials are not received by the Wisconsin EMS Association before the copy deadline, the Wisconsin EMS Association reserves the right to repeat the copy last used. If no previously supplied copy can be used, the Advertiser will incur forfeiture of the space booked at full cost. Copy deadline extension may be granted in the sole discretion of the Wisconsin EMS Association and must be given in writing in order to be valid.

The Advertiser agrees that in the event they or a designated representative fails to fulfil their portion of the above agreement, the advertiser will pay for all space used during the term of this Contract at the single issue prevailing rate. All terms and technical specifications stated in the advertising Rate Card shall be part of this agreement. This agreement is not transferable and good only for the business or entity named as the Advertiser.

Questions, contact us:

Wisconsin EMS Association

26422 Oakridge Dr | Wind Lake, WI 53185

Ph: 414-431-8193 | Fax: 414-431-8744

Email: wemsa@wisconsinems.com



Signature of Authorized Company Representative

Date