



# 2023 MEDIA KIT

WESTERN JOURNAL OF EMERGENCY  
MEDICINE CLINICAL PRACTICE AND  
CASES IN EMERGENCY MEDICINE

Emergency  
AMBULANCE  
RV LV  
**West JEM**  
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*Western Journal of Emergency Medicine:*  
Integrating Emergency Care with Population Health  
Indexed in MEDLINE

**CDEM** **CORD**  
COUNCIL OF RESIDENCY DIRECTORS IN EMERGENCY MEDICINE

Special Issue in Educational  
Research and Practice

**CALAEM** **ACOEP** **UC Irvine Health** **CALAEM**  
CALIFORNIA CHAPTER DIVISION OF THE AMERICAN ACADEMY OF EMERGENCY MEDICINE  
The American College of Osteopathic Emergency Physicians

*A Peer-Reviewed, International Professional Journal*



**UC Irvine Health**



**CALAAEM**  
CALIFORNIA CHAPTER DIVISION OF THE  
AMERICAN ACADEMY OF EMERGENCY MEDICINE





## IMPACT

**WestJEM ranked 16th of 87 EM Journals on latest Scimago Ranking (Cites/Doc; 2 years)**

**WestJEM ranked 22nd of 75 EM Journals in 2020 Scopus Ranking**

*The Western Journal of Emergency Medicine: Integrating Emergency Care with Population Health* (WestJEM) has been in publication since 2007 and followed previously as the *California Journal of Emergency Medicine*. It is in Clarivate and MEDLINE-indexed and in all major medical databases. It is the premier open-access, peer-reviewed emergency medicine journal read by 15,000 physicians, residents, and healthcare providers all over the world and over 200 distinguished emergency medicine chairs and program directors across the nation. The journal receives over 14,000 monthly visitors on its website: [www.westjem.com](http://www.westjem.com) and has received over 12 million hits since inception on individual articles.

### EDITORIAL FOCUS

- Behavioral Emergencies
- Burden of Chronic Disease
- Cardiology
- Critical Care
- Diagnostic Acumen
- Disaster Preparedness and Population Health
- Disaster Medicine and Emergency Medicine Services
- ED Administration
- Education and Physician Training
- ED Access
- ED Operations
- Endemic Infections
- Legal Medicine and Medical Decision Making
- Geriatrics and Elder Maltreatment
- Health Equity
- Healthcare Outcomes
- Healthcare Utilization
- Health Policy Perspectives
- Infectious Diseases
- Injury Control and Response
- Injury Prevention and Population Health
- Intimate Partner and Sexual Violence
- International Medicine
- Patient Safety
- Population Health Research Design
- Practice Variability
- Prehospital Care
- Provider Workforce
- Societal Impact on Emergency Care
- Technology in Emergency Medicine
- Treatment Protocol Assessment
- Wit in Emergency Medicine



ISSUE	RESERVATION	MATERIAL DUE	PUBLICATION	FORMAT
24.1 CDEM/CORD Issue 2023	11/22/22	12/1/22	January 2023	Digital
24.2	1/24/23	2/3/23	March 2023	Digital
24.3	3/24/23	4/4/23	May 2023	Digital
24.4	5/24/23	6/6/23	July 2023	Digital
Special Issue CORD 2023	7/14/23	7/21/23	Summer / August 2023	Digital
24.5	7/25/23	8/4/23	September 2023	Digital
24.6	9/22/23	10/4/23	November 2023	Digital

For More Information Contact

**Onkar Sandal**  
Advertising Sales Executive

onkar.sandal@kwgglobal.com  
(785) 289-2612

**2023 ADVERTISING RATES / PER INSERTION**

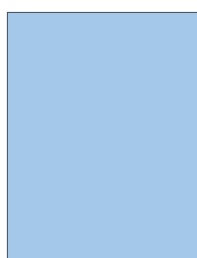
AD SIZE	DIGITAL		
	1X	3X	7X
Full Page	\$824	\$793	\$757
Half Page	\$515	\$484	\$448
Quarter Page	\$309	\$278	\$242

Digital advertisements will be included in one WestJEM and one CPC-EM publication for the same price.

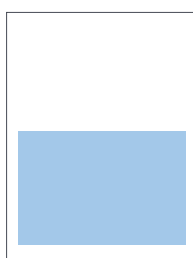
**DISPLAY AD SIZE**

**DIMENSIONS ARE WIDTH × HEIGHT IN INCHES.**

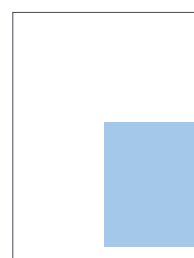
Trim Size: 8.5 × 11"



**FULL PAGE**  
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8" x 5"






**QUARTER PAGE**  
4" x 5"

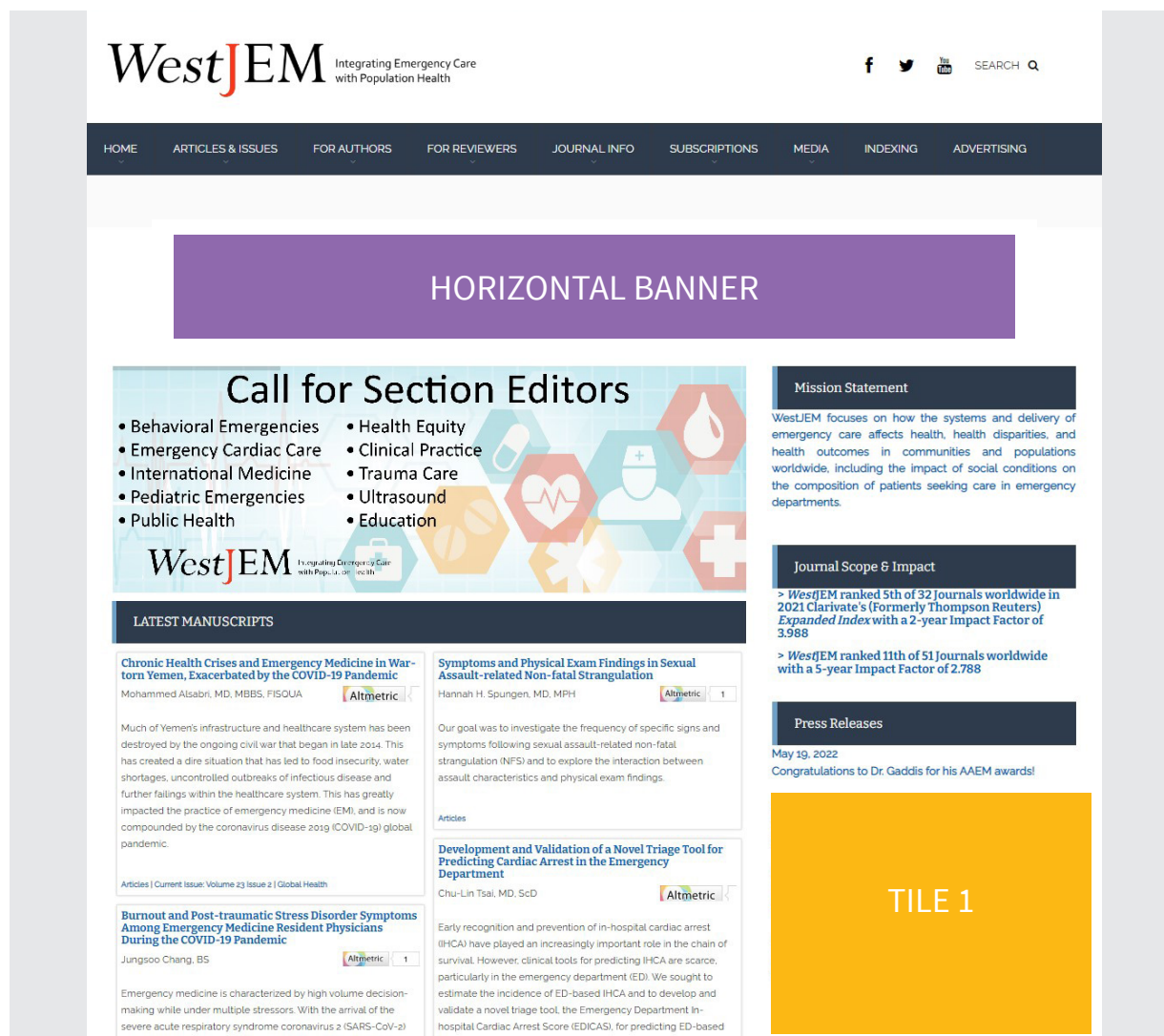
WWW.WESTJEM.ORG

17,000+ MONTHLY SESSIONS

29,000+ MONTHLY PAGE VIEWS

ONLINE AD RATE PER MONTH

AD SIZE	1X	3X	6X	12X
 Horizontal Banner / 728 x 90	\$1,025	\$994	\$963	\$932
 Tile 1 / 660 x 497 pixels	\$953	\$922	\$891	\$860
 Tile 2 / 660 x 497 pixels	\$922	\$891	\$860	\$829



The screenshot shows the WestJEM website interface. At the top, the logo 'WestJEM Integrating Emergency Care with Population Health' is displayed alongside social media icons and a search bar. A navigation menu includes links for HOME, ARTICLES & ISSUES, FOR AUTHORS, FOR REVIEWERS, JOURNAL INFO, SUBSCRIPTIONS, MEDIA, INDEXING, and ADVERTISING. Below the navigation is a large purple horizontal banner with the text 'HORIZONTAL BANNER'. Underneath, there is a 'Call for Section Editors' section with a list of categories: Behavioral Emergencies, Emergency Cardiac Care, International Medicine, Pediatric Emergencies, Public Health, Health Equity, Clinical Practice, Trauma Care, Ultrasound, and Education. To the right of this section is a 'Mission Statement' box. Below the call for editors is a 'LATEST MANUSCRIPTS' section featuring three article previews with titles, authors, and Altmetric scores. To the right of the manuscripts is a 'Journal Scope & Impact' section with two ranking statements. Below that is a 'Press Releases' section with a date and a congratulatory message. At the bottom right of the page is a large yellow box labeled 'TILE 1'.

For More Information Contact

Onkar Sandal, Advertising Sales Executive // onkar.sandal@kwglobal.com // (785) 289-2612

### TABLE OF CONTENTS [TOC] ALERT

12,500 recipients receive a Table of Contents (TOC) email alert when a new issue is posted.

**Banner Size:**

546 x 96 pixels

**Price per email:**

	1X	3X	7X
Banner 1	\$1,288	\$1,185	\$1,030
Banner 2	\$1,082	\$979	\$876
Banner 3	\$927	\$824	\$721

The screenshot shows an email alert for WestJEM. At the top is a header image with the journal logo and the tagline "Integrating emergency care with population health". Below this is the date "Tuesday, July 19, 2022" and a teal banner labeled "Banner 1". The journal title "WestJEM Integrating Emergency Care with Population Health" is displayed. A "News and Announcements" section contains three bullet points:
 

- Call for Social EM Papers:** The deadline has been extended for submissions to the WestJEM Special Issue on Social Emergency Medicine to Monday, August 15, 2022 at 11:59 p.m. PT. [Click here to submit a manuscript.](#)
- New Ranking:** WestJEM is excited to announce a 63% increase in the journal's Clarivate Journal Citation Reports Two-Year Impact Factor to **3.986!** This places WestJEM fifth among general EM journals worldwide.
- New Staff:** WestJEM is pleased to welcome new and returning staff members for the 2022-2023 year! [Click here](#) for more information.

 Below the news is another teal banner labeled "Banner 2", followed by a link "Click to read the full issue PDF:" and "WestJEM Volume 23 Issue 4". A thumbnail image of the journal cover is shown. At the bottom is a final teal banner labeled "Banner 3".



*Clinical Practice and Cases in Emergency Medicine* (CPC-EM) is a leading international, open-access journal that publishes high-quality case reports, case series, clinicopathological cases (CPCs), and medical legal reports with special focus on point-of-care ultrasound videos. It focuses on cutting-edge advancements at the forefront of emergency medicine (EM), providing clinicians with critical information on the newest diseases and treatments in the field. It also publishes CPCs for educators, analyzing and emphasizing complex diagnostic processes, and medico-legal cases for clinicians elucidating legal pitfalls in EM. Through free and unrestricted international dissemination of this important clinical content, CPC-EM aims to serve as an asset to researchers and to meet the needs of all groups in healthcare.

Frequency: Quarterly

Distribution: Digital Only

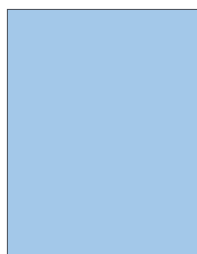
Online Distribution: 15,000

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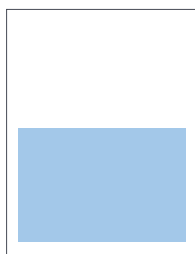
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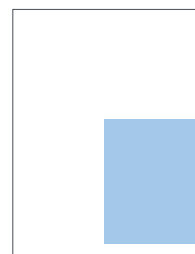
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**CPC Emergency Medicine**

Banner 1

Wednesday, August 24, 2022

**CPC EM** Clinical Practice & Cases

Click to read the full Issue PDF:

**CPC-EM Volume 6, Issue 3**

**CPC Emergency Medicine**  
Clinical Practice and Cases in Emergency Medicine  
In Collaboration with the Western Journal of Emergency Medicine

Banner 2

**Quick Links**

West EM      ISSUU  
PubMed      Submit Your Work

Electronic & Open Access

**CPC EM**

Banner 3



## PAGINATED ADS

### DISPLAY ADS

- High-resolution PDF files.
- Resolution for ads should be 300 dpi or higher with fonts embedded.
- Ads must be supplied in final format. *WestJEM* is not responsible for any errors in content.
- Necessary alterations are the responsibility of, and at the expense of the advertiser.

### DIGITAL ADS

- Recommended file formats: jpeg, bmp, wbm, svg, swf/flash, png, gif, and animated gif

**Note:** some mobile devices do not render flash.

## AGENCY COMMISSION

There is a standard 15% commission to recognized agencies.

## TERMS AND CONDITIONS

It is the policy of the *Western Journal of Emergency Medicine* that all potential advertisements submitted by any person or entity for publication in any *WestJEM*/CPC-EM media must be deemed consistent with the goals and objectives of the organization and its sponsors, within the sole discretion of *WestJEM*. Any potential advertisement deemed to be inconsistent with the goals and/or objectives of *WestJEM* shall be declined. *WestJEM* also reserves the right to require publication prepayment. *WestJEM* and CPC-EM do not accept advertising for credit cards/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads published and must be fully authorized for use of the ads content, including, but not limited to, names, pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from advertisement.

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.

## ATTESTATION FORM

All advertisers that employ emergency medicine professionals will be asked to complete an Attestation Form with *WestJEM* at [http://www.aem.org/forms/westjem\\_attestation\\_form.php](http://www.aem.org/forms/westjem_attestation_form.php).

## CREATIVE SERVICES

Creative services are available to all advertisers at a rate of \$100/hour billed in 30-minute increments. Creative services include graphic design and/or copy writing. Please contact the Advertising Sales Executive for a customized quotation based on your creative needs.



# WestJEM

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**[WWW.WESTJEM.ORG](http://WWW.WESTJEM.ORG)**