

ACSM SPORTS MEDICINE BULLETIN

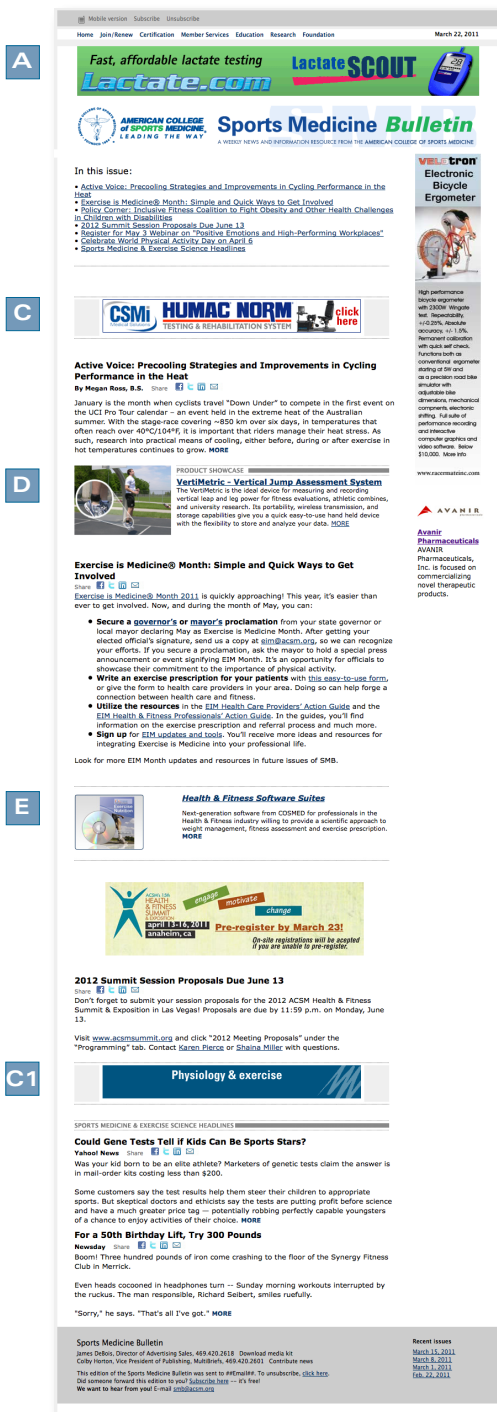
REACH 15,400

SPORTS MEDICINE PROFESSIONALS

EVERY WEEK

MEDIA KIT





MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E FEATURED COMPANY AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 15,400 Sports Medicine Professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
45k



Top/Bottom Banner
\$2750/\$2500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
45k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
45k



Product Showcase
\$2950

Lorem ipsum dolor
 Lorem ipsum dolor
 sit amet, consectetur
 adipiscing elit, sed
 do eiusmod tempor
 incididunt ut labore et
 dolore magna aliqua.
 Ut enim ad minimum
 veniam, quis nostrud
 exercitation ullamco
 laboris nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
 do eiusmod tempor incididunt ut labore et dolore magna
 aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit,
 sed do eiusmod tempor
 incididunt ut labore et. [More](#)

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

CONTACT US

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THE ACSM SPORTS MEDICINE BULLETIN,
POWERED BY MULTIBRIEFS, PROVIDES
WEEKLY NEWS AND INFORMATION
TO LEADERS IN THE FIELD OF SPORTS
MEDICINE.

ACSM Sports Medicine Bulletin tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of physicians, research scientists, educators, and other industry professionals, ACSM Sports Medicine Bulletin keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

ACSM SPORTS MEDICINE BULLETIN
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS



TOP TEN REASONS TO ADVERTISE IN ACSM SPORTS MEDICINE BULLETIN:



CREDIBLE SOURCE

For almost 100 years, our members have turned to the association as the informational authority of the industry. Advertising in ACSM Sports Medicine Bulletin solidifies your place among weekly information provided to ACSM members.



TARGETED DISTRIBUTION

Advertising in ACSM Sports Medicine Bulletin allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to ACSM Sports Medicine Bulletin have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, ACSM Sports Medicine Bulletin ensures your ad will be seen every week by our 15,400 subscribers.



AFFORDABLE

Advertising in ACSM Sports Medicine Bulletin is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of ACSM Sports Medicine Bulletin has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in ACSM Sports Medicine Bulletin.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.