

# Print

## NAEMT News

Reach your target market by advertising in our quarterly, full-color membership publication, *NAEMT News*. Covering timely topics in EMS as well as in-depth news on our association's activities, *NAEMT News* reaches more than 9,000 full members per issue and is available electronically to over 40,000 members.

Print ad pricing is as follows:

Ad Size	1 X	4 X
Two-page spread .....	\$ 3,000	\$ 11,400
Full page .....	\$ 1,700	\$ 6,460
1/2-page horizontal .....	\$ 1,000	\$ 3,800
1/3-page vertical .....	\$ 800	\$ 3,040
1/4-page vertical .....	\$ 600	\$ 2,280
Back cover .....	\$ 2,000	\$ 7,600



## Direct Mail

### NAEMT Membership Mid-Year Mailing

Reach our members through this exclusive opportunity to include a one-page promotional flyer with NAEMT's mid-year mailing to over 9,000 NAEMT full members. The corporate partner is responsible for printing and shipping of flyer to NAEMT headquarters on or before the determined deadline. NAEMT is granted the right to review an electronic draft of flyer before it is printed.

Pricing: **\$8,000**

### Direct Mailing to Members

Conduct a one-time mailing (within 12 months) to NAEMT members using a clearinghouse. Approval of the mailing by NAEMT is required. The corporate partner pays for the design of the mailing, printing and postage.

Pricing:

- Mailing to all members (more than 40,000) – \$20,000
- Mailing to full members (more than 9,000) – \$10,000
- Mailing to specific targeted groups – Please email [corporatepartners@naemt.org](mailto:corporatepartners@naemt.org) for information and pricing.

For more information, contact **Melissa Trumbull** at [corporatepartners@naemt.org](mailto:corporatepartners@naemt.org) or **800-346-2368**.



# Online

## NAEMT's Website, [www.naemt.org](http://www.naemt.org)

More than 2,800,000 impressions annually! NAEMT's website features news and information about NAEMT and EMS. Corporate partner specifies link for placed ads.

Ad size (pixels): 180 wide x 150 high; Flash end: 15 seconds.

Pricing (discounts are available for bulk purchases):

- Ad on home page – \$1,000 per month
- Ad on main navigation landing page – \$700 per month
- Ad on interior page – \$500 per month

## E-blast to Members

Conduct a one-time e-blast (within 12 months) to NAEMT members.

Approval of the e-blast by NAEMT is required. Corporate partner pays for the design of the e-blast and NAEMT sends it to members.

Pricing:

- E-blast to all members (more than 40,000) – \$20,000
- E-blast to full members (more than 9,000) – \$10,000
- E-blast to specific targeted groups – email [corporatepartners@naemt.org](mailto:corporatepartners@naemt.org) for information and pricing.

## NAEMT Pulse E-news

Advertise to more than 40,000 NAEMT members in the monthly *NAEMT Pulse*, which covers timely national EMS news and the latest news from NAEMT.

Pricing (discounts are available for multiple month purchases):

Position	Size (in pixels)	Per Issue
Above Quick Links.....	170 (wide) x 240 (high)	\$ 1,500
Below Quick Links.....	170 (wide) x 600 (high)	\$ 1,000
Below Quick Links.....	170 (wide) x 240 (high)	\$ 600

## NAEMT's EMS Week Ideas Website: [www.emsweekideas.com](http://www.emsweekideas.com)

Show your support for EMS Week by advertising for 12 months on the EMS Week Ideas website, reaching over 100,000 EMS professionals. Advertisements run for 12 months.

Pricing:

Position	Size (in pixels)	Per Issue
Homepage .....	790 (wide) x 98 (high)	\$ 5,000
Homepage .....	300 (wide) x 100 (high)	\$ 2,500
Interior Page .....	250 (wide) x 300 (high)	\$ 1,000

Flash end: 15 seconds.



For more information, contact **Melissa Trumbull** at [corporatepartners@naemt.org](mailto:corporatepartners@naemt.org) or 800-346-2368.



# Events

## Preconference Educational Courses

Support the best in EMS education. Held in conjunction with national EMS conferences, NAEMT preconference courses offer the best in EMS continuing education. Corporate partnership includes recognition and corporate partner logo on signage, and on-site distribution of a one-page flyer to all preconference course participants. Your organization is responsible for printing and shipping of the flyer to the show site.

**Pricing: \$1,500**

## Annual Membership Reception

Network with national EMS leaders and NAEMT members from across the nation. Corporate partners sponsoring the reception receive an invitation to the meeting and reception, recognition and a formal introduction to the participants, and the opportunity to welcome attendees. They also are recognized in any materials promoting the reception and on signage at the meeting.

**Pricing: \$5,000**

## Affiliate Advisory Council Luncheon

Join national and state EMS leaders from across the nation and learn about current topics in EMS at the Affiliate Advisory Council luncheon. Corporate partners sponsoring the luncheon receive an invitation to the luncheon, recognition and a formal introduction to the participants, and the opportunity to welcome participants. They also are recognized in any materials promoting the luncheon and on signage at the meeting.

**Pricing: \$2,500**

## Annual Faculty Meeting *(NEW)*

Welcome and network with our NAEMT faculty – including instructors, course coordinators, course medical directors, affiliate faculty, state coordinators, regional coordinators, national coordinators and education program committee members and obtain an update on each of our current education programs, new programs that will be launched in the coming year, and new courses in development or being considered. The meeting will provide an overview of EMS education nationwide and present trends and future challenges and opportunities.

**Pricing: \$2,500**

## Annual Board of Directors Dinner

Network with EMS leaders. Members of the NAEMT Board of Directors are respected leaders, elected by NAEMT's members, who steer the direction of the association. Corporate partners sponsoring the dinner receive an invitation to dine with the NAEMT Board of Directors.

**Pricing: \$2,500**



*NAEMT's Tactical Combat Casualty Care (TCCC) continuing education course.*

# Events

## Annual EMS On The Hill Day

EMS On The Hill Day represents and benefits the entire EMS community. This event brings together EMS managers and practitioners, physicians, and leaders of national EMS organizations from all delivery models across the nation. It allows our Congressional representatives to hear directly from EMS professionals about the needs of their communities and the challenges they face in providing emergency medical care to their patients. Help get the EMS message heard on Capitol Hill by sponsoring EMS On The Hill Day events and activities.

Benefits at all levels include a listing on NAEMT's EMS On The Hill Day web page, a listing on onsite signage, and the EMS On The Hill Day Sponsor logo for use.

### Pricing:

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**Champion - \$10,000** - Additional benefits include up to four complimentary registrations to the event, recognition at closing reception, recognition as a sponsor of a specific chosen event - pre-Hill visit briefing; one sponsor ad on video of briefing; opening networking reception or closing reception - on printed and electronic EMS On The Hill Day materials, logo on NAEMT's EMS On The Hill Day web page and on onsite signage, recognition in the *NAEMT News* article, and recognition as an official NAEMT Platinum corporate partner, with commensurate benefits.



*EMS On The Hill Day gathers EMS professionals from across the nation to meet with their Congressional representatives.*

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**Principal - \$7,500** - Additional benefits include up to three complimentary registrations to the event, recognition at closing reception, recognition as a sponsor of a specific chosen event - pre-Hill visit briefing; opening networking reception; or closing reception - on printed and electronic EMS On The Hill Day materials, logo on NAEMT's EMS On The Hill Day web page and on onsite signage, recognition in the *NAEMT News* article, and recognition as an official NAEMT Gold corporate partner, with commensurate benefits.

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**Pillar - \$5,000** - Additional benefits include up to two complimentary registrations to the event, recognition at closing reception, logo on NAEMT's EMS On The Hill Day web page and on onsite signage, recognition in the *NAEMT News* article, and recognition as an official NAEMT Silver corporate partner, with commensurate benefits.

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**Steward - \$2,500** - Additional benefits include one complimentary registration to the event, recognition at closing reception, logo on onsite signage, recognition in the *NAEMT News* event summary article, and recognition as an official NAEMT Bronze corporate partner, with commensurate benefits.

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**Advocate - \$1,000** - Additional benefits include recognition in the *NAEMT News* event summary article, and recognition as an official NAEMT Annual corporate partner, which includes commensurate benefits.

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**Friend - \$500** - Regular benefits as listed above.

For more information, contact Melissa Trumbull at [corporatepartners@naemt.org](mailto:corporatepartners@naemt.org) or 800-346-2368.



# EMS Program Support

## Educational Scholarship Program

Help advance the education and certification of our nation's EMS practitioners. Corporate partner benefits include the corporate partner's logo and listing on the scholarships web page, and recognition of corporate partnership in *NAEMT News* and *NAEMT Pulse* when scholarship recipients are announced.

Pricing: \$1,000 per scholarship

## Annual EMS Awards of Excellence

These exclusive national awards (*Paramedic of the Year*, *EMT of the Year*, and *Educator of the Year*) recognize a Paramedic, an EMT, and an Educator who have demonstrated excellence in EMS. Corporate partner benefits include:

1. the corporate partner's logo on two covers of *EMS World Magazine* to full circulation of 48,000, on three full-page ads to full circulation, and on one e-blast to more than 40,000 subscribers.
2. logo placement on the nominating landing pages of the *EMS World* and *NAEMT* websites, plus a banner ad on the [www.emsworld.com](http://www.emsworld.com) website for three months.
3. recognition and participation in the award presentation during the *EMS World* opening ceremony.
4. recognition and participation in the award presentation at the *NAEMT Annual General Membership Meeting*.

For further information, please contact [corporatepartners@naemt.org](mailto:corporatepartners@naemt.org).



2013 EMS of Year Award Winners: Shawn Mease, Paul Schueth and Robert Ditch.

## NAEMT Member and Agency Benefits Program

NAEMT offers prospective corporate partners an array of opportunities to support NAEMT members and gain exposure for their products and services to the EMS market. NAEMT considers proposals from interested parties to promote their products and services by offering significant discounted rates on goods and services to NAEMT members through our Individual and Agency Membership programs. To provide a proposal or discuss this opportunity further, please contact [corporatepartners@naemt.org](mailto:corporatepartners@naemt.org).

## Program Development

NAEMT is continuously developing or enhancing the programs and services we provide our nation's EMS practitioners on issues such as mobile integrated healthcare and community paramedicine, tactical trauma care, geriatric EMS, critical care EMS, and EMS health and safety. Organizations developing programs and looking for representative markets with which to collaborate and partner are welcome to contact us. If your company is interested in learning more about our current programs in development, and how your organization can support these programs or collaborate on a new venture, please contact [corporatepartners@naemt.org](mailto:corporatepartners@naemt.org).

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# Annual Recognition & Benefits

Corporate partners at the Service Level receive the benefits offered to NAEMT members and/or agencies. Corporate partners at the Annual Level and higher receive these additional benefits:

Benefits	Annual \$1,000	Bronze \$2,500	Silver \$5,000	Gold \$7,500	Platinum \$10,000	Presidential \$12,000	Diamond \$15,000	Premier \$20,000	Elite \$30,000 & up
Company name on Corporate Partners page on NAEMT website	*	*	*	*	*	*	*	*	*
Quarterly Corporate Partners Update	*	*	*	*	*	*	*	*	*
Quarterly <i>NAEMT News</i>	*	*	*	*	*	*	*	*	*
Monthly <i>NAEMT Pulse</i>	*	*	*	*	*	*	*	*	*
Use of Proud Partner Logo	*	*	*	*	*	*	*	*	*
Company logo with link on Corporate Partners page on NAEMT website	*	*	*	*	*	*	*	*	*
Company name in quarterly <i>NAEMT News</i>	*	*	*	*	*	*	*	*	*
Company name recognition at NAEMT Annual Meeting	*	*	*	*	*	*	*	*	*
Post company announcements on Corporate Partners Product Updates on NAEMT website	*	*	*	*	*	*	*	*	*
Company logo in quarterly <i>NAEMT News</i>		*	*	*	*	*	*	*	*
75-word company description on Corporate Partners page on NAEMT website			*	*	*	*	*	*	*
Company ad on interior page of NAEMT website				x1 month \$500 value	x2 months \$1,000 value	x3 months \$1,500 value			
Company ad on main navigation page of NAEMT website							x3 months \$2,100 value	x3 months \$2,100 value	
Company ad on EMS Week Site interior page								x12 months \$1,000 value	x12 months \$1,000 value
Company ad on main navigation page of NAEMT website									x5 months \$3,500 value

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