

ADVERTISING & MARKETING OPPORTUNITIES

The image shows two screenshots of NAEMT digital content. The left screenshot is a webpage with a blue header, navigation menu, and a main content area featuring an 'EMS Safety' manual advertisement. The right screenshot is a 'NAEMT pulse' newsletter with a red heart rate line graphic, a '170 x 240 AD' placeholder, and several article teasers including 'Get Ready to Celebrate Our EMS Nation' and 'Nominations Open for National EMS Awards of Excellence'.

DIGITAL OPPORTUNITIES

NAEMT Website / www.naemt.org

Nearly 3.5 million annual impressions; unrestricted visibility across all EMS audiences.

Content: Focused sections; all NAEMT programs, news and events.

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

Home page (above Quick Links)	\$1,750 per month
Home page (below Quick Links)	\$1,250 per month
Audience/Topic Landing page (main navigation, above links)	\$1,000 per month
Audience/Topic Landing page (below links)	\$700 per month
Interior page (above links)	\$650 per month
Interior page (below links)	\$500 per month

Discounts are available, based on ad frequency.

Ad in NAEMT Pulse

Advertise to more than 55,000 NAEMT members and friends of NAEMT in our monthly e-news, *NAEMT Pulse*.

Content: Timely EMS news, association activities and announcements.

Position	Size (in pixels)	Cost Per Issue
Above Quick Links	170 wide x 240 high	\$1,500
Below Quick Links	170 wide x 450 high	\$1,000
Below Quick Links	170 wide x 240 high	\$600

Discounts are available, based on ad frequency.

Ad in NAEMT Faculty Update **NEW!**

Circulated to over 10,000 faculty throughout the United States and abroad in English and Spanish. Company will provide a 180-pixel-wide x 240-pixel-high ad for inclusion in the update. No more than five advertisements per update.

Content: Updates on NAEMT educational courses and activities.

Cost: \$400 per ad

Discounts are available, based on ad frequency.

E-blast to NAEMT Members

Schedule a one-time e-blast to our members and provide your final html file for prior approval.

Cost: \$7,500 for full members (10k+);

\$15,000 for all members (50k+);

\$30,000 for full NAEMT database of EMS professionals (150k+)

For the cost of mailing to a specific target audience, contact corporatepartners@naemt.org

Investment of opportunities that total \$1K or more will be recognized as an NAEMT Corporate Partner for twelve (12) months. See [NAEMT Corporate Partner Brochure](#) to learn more.

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PRINT OPPORTUNITIES

NAEMT News

Quarterly, full-color publication with a total circulation of 55,000+, includes a printed version mailed directly to all full NAEMT members, federal agency partners, national EMS organizations and corporate partners (10,000+ distribution).

Content: EMS feature stories.

Ad Size	1 X	4 X
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 Mailing to NAEMT Members

Take advantage of a direct mailing to NAEMT members. NAEMT coordinates the mailing using a clearinghouse, and you supply materials and cover the costs of the mailing, including postage.

Cost: \$7,500 for full members (10k+);

\$15,000 for all members (50k+)

To mail to a specific target audience, contact corporatepartners@naemt.org

Insert in NAEMT Membership Mid-Year Mailing

More than 10,000 NAEMT members receive the mid-year mailing. Supply a one-page insert to access prime visibility!

Content: Thank you, reminder of benefits and upcoming NAEMT activities.

Cost: \$7,500

NAEMT NEWS
Serving our nation's EMS practitioners

A quarterly publication of the National Association of Emergency Medical Technicians WINTER 2016

When Patients Become Attackers

Protecting EMTs and paramedics from violence on the job takes on added urgency

ON FEB. 8, 2014, ROGER LANE, a paramedic for Wake County EMS in Raleigh, N.C., responded to a 911 call for a 28-year-old man with chest pain.

When Lane and his partner arrived, the man was lying in a shopping center parking lot, handcuffed and screaming, with police all around. He had been involved in a road rage type altercation in which he had followed another vehicle driven by a man and his daughter, repeatedly rammed that vehicle, then followed the girl into a store before he was subdued.

Lane squatted down, leaned in and tried to calm the man. "We're the medics. We're here to help you," Lane said.

Suddenly, the man flipped over and kicked Lane and his partner with his heavy boots in the face, neck and back. "It happened so fast. It didn't take long for law enforcement to get back over there, but he already broke me and my partner to pieces," Lane said.

From intentional assaults to injuries caused by unruly or dangerous patient or bystander behavior, EMS practitioners face the very real threat of being a victim of violence.

Among the most horrific of the recent reports: In October, two Detroit EMTs nearly died after being viciously stabbed and slashed with a boxcutter in the face and hands while answering a call for a woman with an ankle injury outside a homeless shelter. Both were left with disfiguring wounds.

Whether the incidence of violence has increased, or if word simply spreads faster and wider because of social media, is not clear, as no national data on this issue is collected. But what is clear is that a heightened awareness about the threat is leading many in EMS to question how much risk is acceptable — and what individuals, agencies and the profession as a whole can do to protect practitioners from being attacked or harmed while serving their communities.

"Finally we've come to a point that this isn't something people should be trying to deal with themselves," said Robert Luckritz, an NAEMT board member and director of Jersey City Medical Center EMS. "This is something we need to be looking at more closely as an industry and how we can better tackle this."

In the attack, Lane's partner suffered a severe shoulder injury that required surgery and kept her off the job for seven months. Lane, 59, will likely never return. The assault fractured the bones in his neck, knocked a tooth loose and dislocated his jaw. He's had one surgery and doctors have told him to expect more.

And the physical injuries aren't his only wounds. Lane has developed post-traumatic stress disorder and depression. "In medic school, you're told to be careful. You're taught the concept of scene safety. Put your gloves on, make sure the scene is safe," Lane says. "But there is no scenario in paramedic school that teaches you how to get out of a violent situation."

Threats can be as unnerving as actual incidents

In summer 2014, days after a 23-year-old Jersey City rookie police officer was ambushed and killed execution style, Jersey City Medical Center EMS received a chilling memo. A "reliable source" had informed police that gang members

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INSIDE

800-346-2368 WWW.NAEMT.ORG

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