MARKETING OPPORTUNITIES

PRINT OPPORTUNITIES

NAEMT News
Full-color publication printed quarterly and mailed to more than 9,000 EMS professionals. As an added bonus, NAEMT News is also published online and made available to 50,000 members.
Content: EMS features; advocacy, education, member news.
Ad Size
Two-page spread 1 X 4 X $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 Mailing to NAEMT Members
Take advantage of a one-time, 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. Contact NAEMT for information and to arrange prior review of your mailing.
Cost: $10,000 for full members (9k+);
$20,000 for all members (50k+)
For the cost of mailing to a target group, contact corporatepartners@naemt.org

1-Page Insert in NAEMT Membership Mid-Year Mailing
More than 9,000 NAEMT Members receive this mid-year mailing, giving your one-page insert prime visibility! Contact NAEMT for information and to arrange prior review of your insert (that you print and ship to us).
Cost: $8,000

ONLINE OPPORTUNITIES

NAEMT Website / www.naemt.org
Nearly 3 million annual impressions; unrestricted visibility across all EMS, educator and student audiences.
Content: Focused sections; sought-after content.
Ad Size (pixels): 180 wide x 150 high; Flash: 15 seconds.
• Home page (above Quick Links) — $2,200 per month
• Home page (below Quick Links) — $1,500 per month
• Landing page (main navigation) — $700 per month
• Interior page — $500 per month
Discounts are available, based on ad frequency. Contact us.

Ad in NAEMT Pulse
Be seen by more than 50,000 NAEMT members 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 600 high $1,000
Below Quick Links ............... 170 wide x 240 high $ 600
Discounts are available, based on ad frequency. Contact us.

E-blast to NAEMT Members
Schedule a one-time e-blast to our members and provide your finished html file for prior approval.
Cost: $10,000 for full members (9k+);
$20,000 for all members (50k+)
For the cost of mailing to a target group, contact corporatepartners@naemt.org
Annual National EMS Awards of Excellence
These exclusive national awards (Paramedic of the Year, EMT of the Year, Educator of the Year, and Military Medic of the Year) recognize professionals in those categories who have demonstrated excellence in EMS. Corporate partner benefits include:

- 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.
- logo placement on the nominating landing pages of the EMS World and NAEMT websites, plus a banner ad on the www.emsworld.com website for three months.
- recognition and participation in the award presentation during the EMS World opening ceremony.
- recognition and participation in the award presentation at the NAEMT Annual General Membership Meeting.

Cost: $5,000 per award

Educational Scholarship Program
Help advance the education and certification of our nation’s EMS practitioners. Includes your logo and listing on the scholarships web page, and recognition of corporate partnership in NAEMT News and NAEMT Pulse when scholarship recipients are announced.

Cost: $1,000 per scholarship

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 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, contact corporatepartners@naemt.org.

Program Development
NAEMT continually develops or enhances the programs and services we provide on issues such as mobile integrated healthcare and community paramedicine, tactical trauma care, geriatric EMS, critical care EMS, and EMS health and safety. This is an excellent opportunity to gain presence in new or difficult to reach markets!