Regional Anesthesia & Pain Medicine

2021 RATES & DATA

Regional Anesthesia & Pain Medicine (*RAPM*) publishes peer-reviewed scientific and clinical studies to advance the understanding and clinical application of regional techniques for surgical anesthesia and postoperative analgesia. Coverage includes intraoperative regional techniques, perioperative pain, chronic pain, obstetric anesthesia, pediatric anesthesia, outcome studies, and complications.

RAPM is the official journal of ASRA - the American Society of Regional Anesthesia and Pain Medicine. Members of ASRA receive a complimentary print and online subscription to the journal.

RAPM also serves as the official publication of the European Society of Regional Anaesthesia and Pain Therapy (ESRA), the Asian and Oceanic Society of Regional Anesthesia (AOSRA), the Latin American Society of Regional Anesthesia (LASRA), and the African Society of Regional Anesthesia (AFSRA).

At a glance	
Year established:	1976
Impact factor:	7.015*
Rank	2/32 in Anesthesiology*
Editor-in-Chief:	Brian D. Sites, MD
Frequency:	Monthly print issues

* Source: 2019 Journal Citation Reports®, Clarivate Analytics, 2020

Digital traffic	
Global visitors*	237k
Global page views*	531k
U.S. visitors*	83k
U.S. page views*	160k
e-Newsletter recipients	10k
Global eTOC recipients	17k

* Source: Google Analytics, January - June 2020

Contact a sales representative for the latest figures.
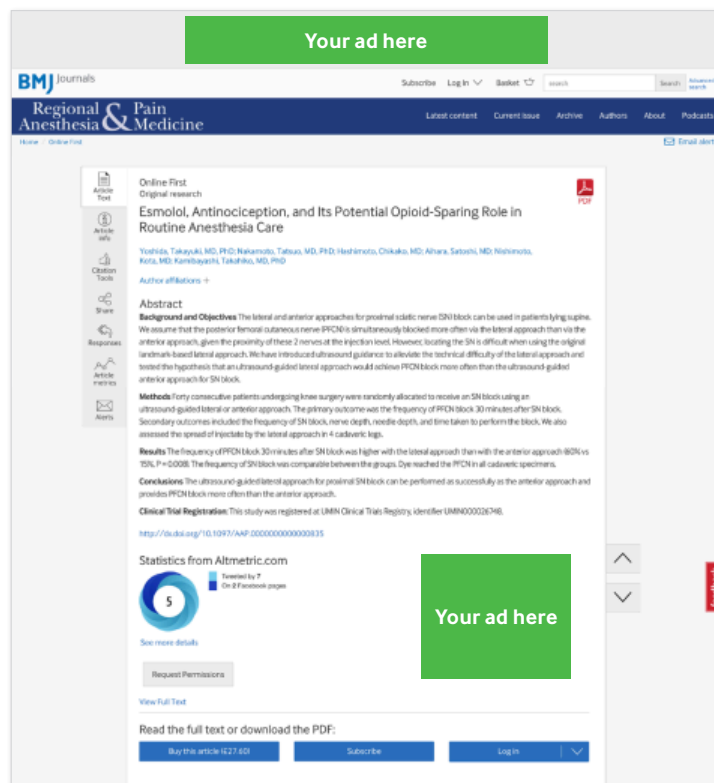
ADVERTISING
OPPORTUNITIES

Print and online advertising options available, as well as tailored packages including:

- **Reprints and ePrints**

- **Email table of content (eTOC) alerts**

- **e-Newsletter advertising**

- **Print advertising**

- **Print cover wraps and tips**

> *RAPM* online offers the opportunity to target your products through geo-targeted, online advertising. There are a full range of digital opportunities available.
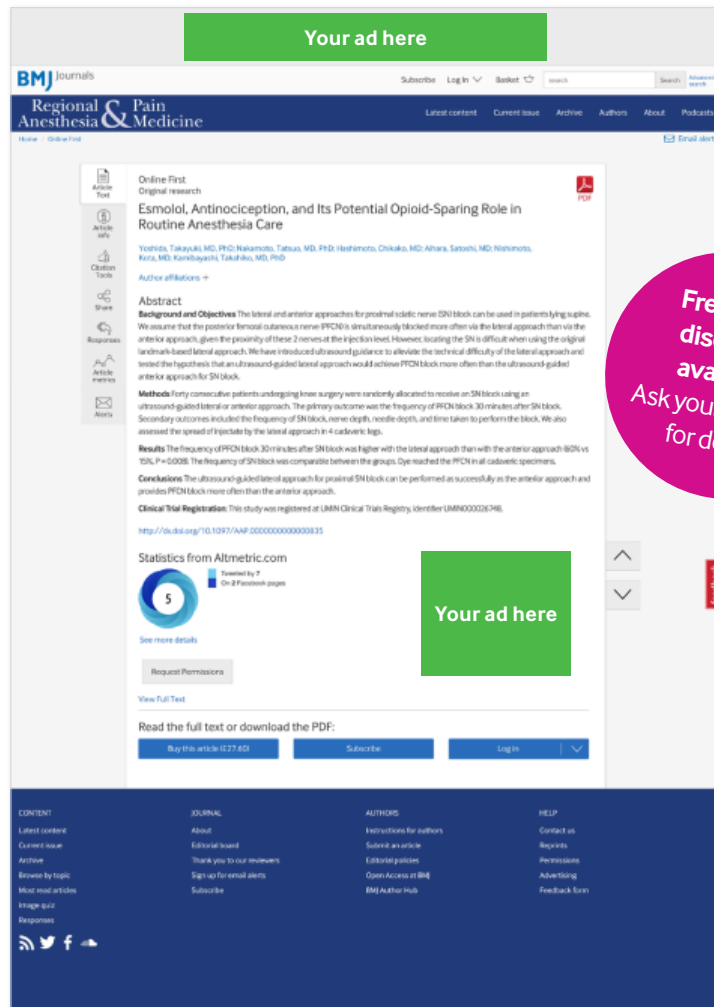

DIGITAL ADVERTISING RATES

	Pixels	Rate	Minimum charge	Specifications
Website mobile banner	468 x 60	$79 per 1,000 impressions	$1,885 for 25,000 impressions	File type GIFs (animated preferred) and Rich Media accepted, subject to production clearance. File size up to 50k. Deadline to receive materials 5 working days prior to deployment.
Website leaderboard	728 x 90	$79 per 1,000 impressions	$3,765 for 50,000 impressions	
Website MPU (Mid page unit)	300 x 250	$84 per 1,000 impressions	$2,030 for 25,000 impressions	
eTOC alert leaderboard	320 x 100	Please contact Jim Cunningham at jcunningham@cunnasso.com for the latest email advertising rates.		JPEG or GIF accepted Please note: Advertisements are accepted subject to availability and BMJ approval.
eTOC alert MPU	300 x 250	Please contact Jim Cunningham at jcunningham@cunnasso.com for the latest email advertising rates.		
e-Newsletter	600 x 90	Please contact Jim Cunningham at jcunningham@cunnasso.com for the latest email advertising rates.		

TARGETED SOLUTIONS

Hurry! Limited opportunities available.

DIGITAL ROADBLOCK PACKAGE

This exclusive opportunity gives your ads 100% share-of-voice on the website and within the email table of content (eTOC) alerts for an entire month.

- **Banner ads**

- **eTOC alerts**

Frequency discounts available! Ask your sales rep for details.

TARGETED SOLUTIONS

Hurry! Limited opportunities available.

E-NEWSLETTER SPONSORSHIP

Authentic, society-approved messaging

Editor-approved articles

Frequency discounts available! Ask your sales rep for details.

Send new research to your audience through a monthly e-newsletter sponsorship. Content is selected by the Editorial team and sent to specialty-specific U.S. physicians. 30% average open and email click through rate.

- **Annual sponsorships available**

- **10k recipients, including:**

  - eTOC registrants

  - Opted-in specialists

  - Members of the American Society for Regional Anesthesia and Pain Medicine

- **Two ad slots per e-newsletter:**

  - 600 x 90: animation accepted

- **Twelve-month, exclusive sponsorship available**

  - Please contact Jim Cunningham at jcunningham@cunnasso.com for the latest email advertising rates.

TARGETED
SOLUTIONS

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PRINT ADVERTISING

RAPM offers the opportunity to present your product in a journal targeting decision makers in Anesthesiology and Pain Medicine.

We guarantee your advertisement will stand out because of our high editorial to advertisement ratio.

We can offer a range of loose or bound inserts, which can be targeted to the market you need to reach.

At a glance	
Print Circulation:	5.8k+
U.S. Print Circulation:	4k+

Frequency discounts available!
Ask your sales rep for details.

Display Advertising Rates

Volume	Full-page color	Full-page B/W	Half-page color	Half-page B/W
1x	$4,600	$2,855	$3,640	$1,890
3x	$4,500	$2,750	$3,555	$1,810
6x	$4,330	$2,485	$3,480	$1,735
12x	$4,305	$2,560	$3,445	$1,695
24x	$4,300	$2,460	$3,385	$1,640

Cover and preferred partner rates

Cover 2: 50% earned B/W rate
Cover 3: 25% earned B/W rate
Cover 4: 35% earned B/W rate
Other premium positions: 25% earned B/W rate

Insert rates

2-page: 2.5 times earned B/W rate
4-page: 4.5 times earned B/W rate
6-page: 6.5 times earned B/W rate

Prepay discount: 1%
Agency commission: 15% agency discount

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PRINT ADVERTISING

Specifications
Quarter page
3.5" w x 5.1" h
Half page
Horizontal - 7.3" w x 4.75" h Vertical - 3.5" w x 9.75" h
Full page
Bleed - 8.5" w x 11.25" h Trim - 8.3" w x 11" h Type - 7.3" w x 9.6" h
Double-page spread Two single, full-page PDF files Left and right-hand page Allow 3/8" gutter bleed (3/16" on each side)

Publishing Deadlines for 2021

Issue	Artwork Due
January	December 1, 2020
February	December 31, 2020
March	February 3, 2021
April	March 4, 2021
May	March 31, 2021
June	May 5, 2021
July	June 3, 2021
August	July 5, 2021
September	August 4, 2021
October	September 2, 2021
November	October 5, 2021
December	November 4, 2021

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COVER WRAP SPONSORSHIP

Regional Anesthesia & Pain Medicine

Volume 45, No 6, June 2020 • rapm.org

Interventional guidelines for lumbar facet joint pain

Your ad here

ASRA | BMJ

Frequency discounts available! Ask your sales rep for details.
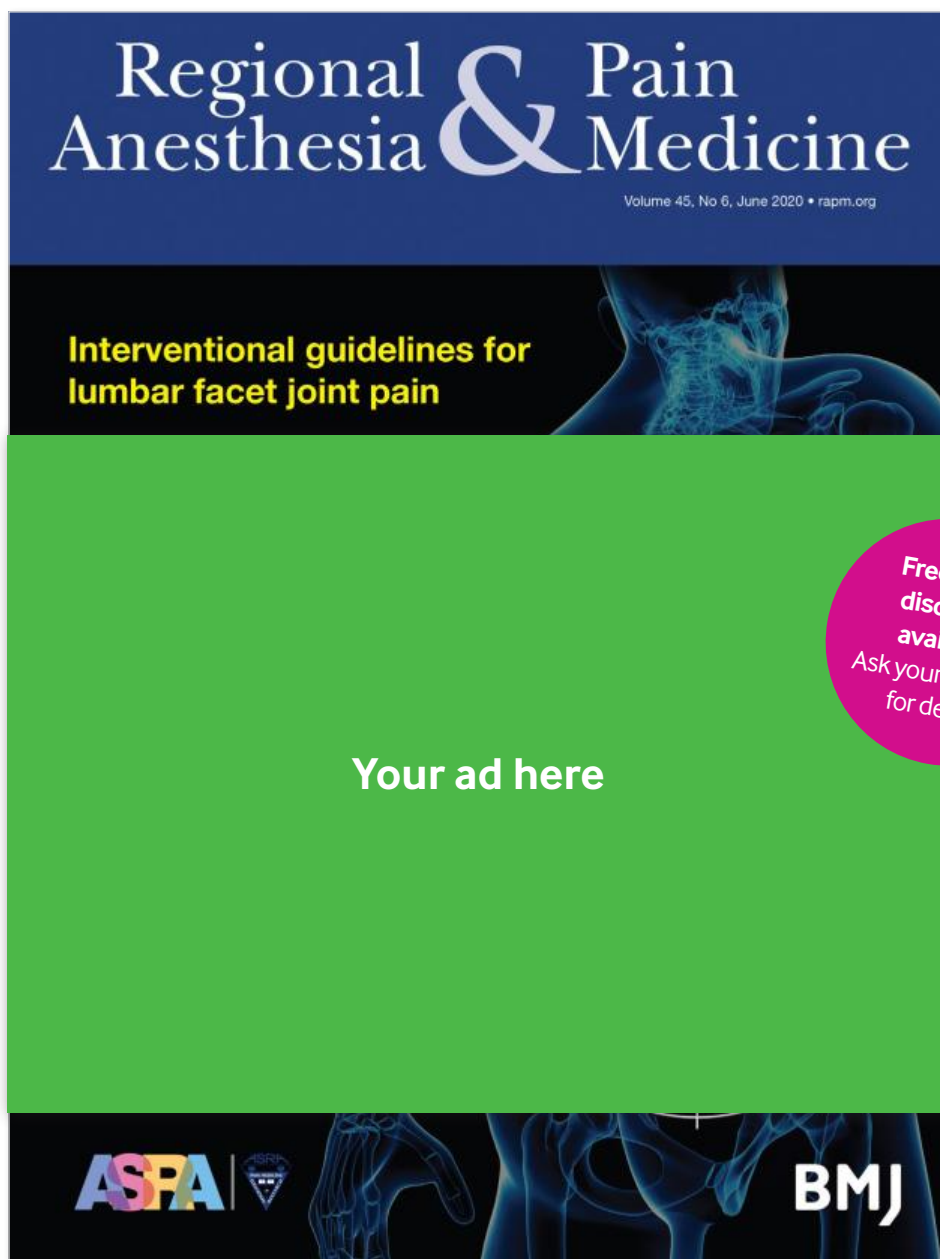
Boost your brand's recognition with a sponsored print subscription. Each sponsored issue includes a four to six-page ad that wraps around the front and back of *RAPM* and is mailed to your targeted physician list.

Cover wraps are permanently bound to the journal and garner premium exposure to your audience.

For more information on advertising, and to discuss your campaign requirements, please contact:

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