

EMS PRO[®]

THE EMS INDUSTRY'S MONTHLY GUIDE TO TODAY'S BEST PRODUCTS AND SERVICES



2012

MEDIA PLANNING GUIDE



2012 EDITORIAL CALENDAR

In Every Issue:

Industry News - The latest breaking news and information in the EMS Industry
 Photos From The Field - On scene photos sent in from our readers

Expand your branding efforts beyond print and into the digital world. **EMS PRO**® magazine now offers even more amazing marketing opportunities to its clients. With the exploding growth in internet usage, there are no longer geographic boundaries for most of the Emergency Medical Services industry businesses in today's market. The internet has been, and will continue to be, a large part of how people gather information and do business. When marketing your business to the Emergency Medical Services industry, you need to carefully place your advertising on the web in locations NOT only where there is "traffic," but where there is traffic specific to the EMS industry.

www.EMSPROmag.com



Month	Rescue & Recovery	Special Feature	Product Focus	Show Distribution
January 2012	Snow & Ice	Airway Management	Technology	EMS Today Show Preview Issue
February 2012	Vehicle Extrication	Infection Control	Clothing & Equipment	EMS Today Show
March 2012	Mass Casualty/HazMat	Pediatric Patient Assessment	Data Collection & Documentation	
April 2012	Fire/Burn Response	Trauma Care	Clinical Care Products	FDIC 2012 Show
May 2012	Mountain Forrest SAR	Respiratory Care	Communication and Dispatch Equipment	
June 2012	Open & Swift Water Rescue	Mass Casualty Incidents	Disaster Management	
July 2012	2012 Buyer's Guide			
August 2012	Urban Disasters	Safety Management Systems	SAR Technology	
September 2012	Sporting Events	Cardiac Care	Patient Documentation	EMS World Expo Preview Issue AMTC 2012 Preview Issue
October 2012	Hunting Accidents	Air Medical Transport	Vehicles & Accessories	EMS World Expo AMTC 2012 Show
November 2012	Confined Space Rescue	Training, Training and More Training	Immobilization & Patient Handling	
December 2012	2012 Top Products			

Terms: All invoices are due upon receipt and are considered late after 30 days. A 1.5% late charge will be applied monthly on overdue invoices. Ad agency commission of 15% applies to recognized agencies, and provided accounts are settled within 30 days of invoice date. Pre-paid cash discounts of 2% apply to those invoices that include multiple insertions. All unpaid invoices will be turned over to collections after 120 days of invoice date. All collection fees will be the responsibility of the advertiser. If required, judicial proceedings to enforce any provision of this contract, including actions for nonpayment, will be settled in the county of the publisher's location. In the event the Advertiser/Agency defaults or are otherwise late in payment, Advertiser/Agency shall be fully liable for all collection expenses, including but not limited to, reasonable attorney's fees and court costs.

Short-Rates: In the event advertisers do not complete contracted schedules, they agree to pay the difference between the original contracted price and the frequency rate for actual number of ads published.

Discounts: Frequency discounts apply to insertions that are placed in advance and must be completed according to the terms of the contract agreed upon by the advertiser and publisher.

Liability: Publisher is not liable for content (including editorial and illustrations provided by an advertiser or agency) of advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial. Reproduction of **EMS PRO**® in whole or in part without prior written permission from the publisher is prohibited.

AD SIZES



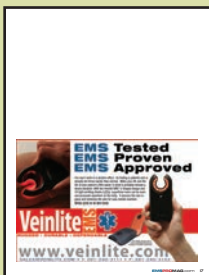
full-page bleed



half-page vertical



half-page island



half-page horizontal

Full page ad sizes contain .125" bleed on all sides. Half-page spread contains .125 bleed on bottom, left and right hand sides. Keep all live matter at least .266" from trim.

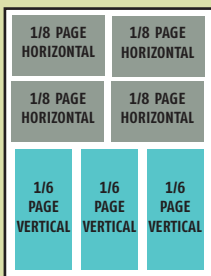


third-page ads



quarter-page vertical

EMS MARKET PLACE ADS



Marketplace Ads

Marketplace ads can not be discounted and must run in consecutive issues. All Marketplace ads must run in the Marketplace section of the magazine.

SIZE	WIDTH x HEIGHT
1/6 vertical	2.125 x 4.75
1/8 horizontal	3.5 X 2.3



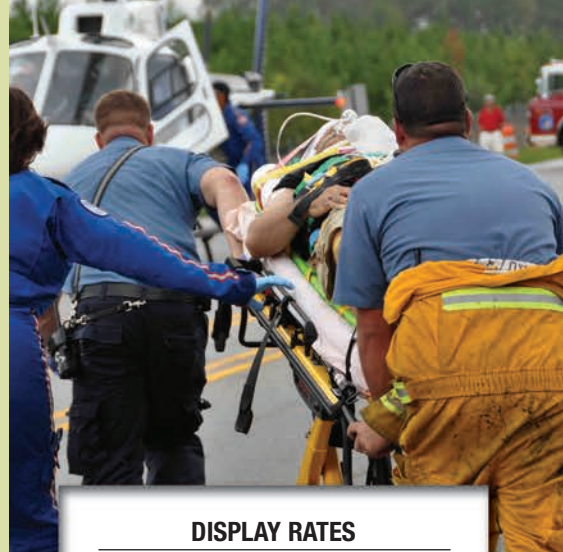
WEB BANNERS ON EMSPROMAG.COM



SIZE	WIDTH x HEIGHT
web banner	405 x 100 pixels
column button	160 x 240 pixels

DIGITAL REQUIREMENTS

- Digital Ad Files** - High resolution PDF files are preferred with images and fonts embedded. Native files can be sent in Quark Xpress, Adobe Illustrator, Photoshop or InDesign. Files can be either Macintosh or PC formats with digital photos and other art/logos included. Screen and printer fonts must also be included. Use only Type 1 or Adobe fonts. Matching substitute fonts will be used if TrueType fonts, OpenType fonts and/or Multiple Master fonts are submitted.
- Digital Image Files** - Should be sent as pdf, jpeg, tif or eps files (Mac or PC). DO NOT SEND bmp formatted photos for print. Please scale photos to the correct size or larger with at least a resolution of 300 dpi.
- Ad Submission** - Material may be received on CD, DVD, e-mail or FTP site.



DISPLAY RATES

SIZE	1x	3x	6x	12x
BC	4975	4690	3975	3650
IFC	4210	3870	3550	3250
IBC	4210	3870	3550	3250
Full	3650	3375	3050	2800
Half	2370	2175	1990	1850
Third	1790	1650	1490	1375
Quarter	1365	1250	1150	950

MARKET PLACE RATES

SIZE	1x	3x	6x	12x
Sixth	710	650	575	525
Eighth	610	550	475	425

EMSPROMAG.COM RATES

SIZE	3x	6x	12x
Banner-Tier 1	1200	1975	2850
Banner-Tier 2	900	1675	2450
Button	1000	1850	2550

ADVERTISING DESIGN RATES

Design & Composition 110 per hour



MISSION STATEMENT

EMS PRO® magazine strives to be the source of choice among EMS decision makers across America. Bringing the best and brightest minds in the EMS industry together, **EMS PRO**™ magazine will showcase the industry's latest and most innovative equipment, resources and technology. We believe in saving lives. In order to accomplish our mission, we will insure Emergency Medical Professionals have ready access to the best up-to-date information available.

BUYER'S GUIDE & TOP PRODUCTS



MARKETING OPPORTUNITIES

REPRINTS & BROCHURES

Our design team can design and produce the most professional brochures and mailers in the market, as well as reprints of specific ads or articles. Whether it's logo design, ad creation, brochures or catalogs, we have the resources and technology to be your one-stop shop.

PRODUCT CATALOGS

Product Catalogs are one of the most comprehensive marketing tools used to inspire your clients to do business with you. Our design team combines your content and photos to bring in the visual impact you're looking for to attract your target customers. Our catalog design team brings out the best Business Catalogs, Promotional Product Catalogs, Sales Catalogs, Training Catalogs and Marketing Catalogs, which adds more value to your business services.

EXPO & EVENT BANNERS AND POP-UPS

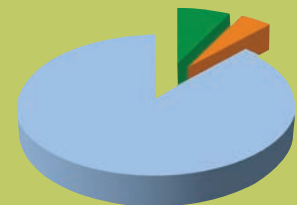
Our graphics department can also customize event banners, printing graphics with unique fonts, full color graphics and bold designs. All of the printing is completed on the highest quality, durable materials with fade-resistant inks that will make your event banners striking advertising tools. Our graphics department will take your message to a new level of professionalism and versatility with the highest quality graphics.

EMS PRO BUYER'S GUIDE™ and **EMS PRO TOP PRODUCTS**™ together serve as the premier resource references for decision makers in the Emergency Medical Services industry. The annual **EMS PRO BUYER'S GUIDE**™ and **EMS PRO TOP PRODUCTS**™ assist and influence industry professionals in their purchasing decisions. **EMS PRO BUYER'S GUIDE**™ and **EMS PRO TOP PRODUCTS**™ are the premier marketplace for connecting buyers and sellers of products and services in the EMS Marketplace.

MAGAZINE DISTRIBUTION & CIRCULATION

EMS PRO® is distributed monthly to over 21,000 active decision makers in the Emergency Medical Services industry. The printed version is delivered to 18,700 industry professionals every month; the digital version is currently e-mailed to 2,300 recipients. The digital version is always available at www.emspromag.com.

Medical Director, Administrator/Supervisor, Pres/CEO, Sr. Manager	17,352	83%
Federal/State/Local Government	2,624	12%
Education/Trainer, EMT/Paramedic, Physician/Nurse	1,024	5%
Total	21,000	100%
Fire and Rescue	9,557	45%
Independent EMS/Private Services	8,654	41%
Government/Committee Members	2,439	12%
Agencies/Dealers/Dist/Mfg	350	2%
Total	21,000	100%



READERSHIP BREAKDOWN



INDUSTRY BREAKOUT INFORMATION