

Society of  
Critical Care Medicine  
The Intensive Care Professionals



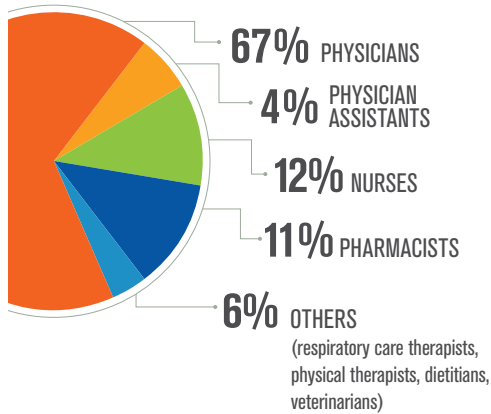
# ADVERTISING AND SPONSORSHIP GUIDE

[sccm.org/sponsorship](https://sccm.org/sponsorship)

# ABOUT SCCM

The Society of Critical Care Medicine (SCCM) is the largest nonprofit healthcare organization dedicated exclusively to promoting excellence and consistency in the practice of critical care. SCCM offers a variety of sponsorship and advertising options through its well-recognized publications and educational media that will increase your exposure among critical care clinicians.

**SCCM's mission is to secure the highest-quality care for all critically ill and injured patients.**

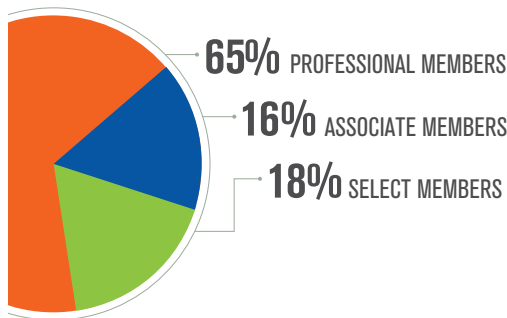


## Members by Profession

SCCM is the only association that represents all members of the critical care team.

*SCCM's 17,000+ members represent more than 80 countries worldwide.*

*95% of its members are based in North America.*



## Membership Types

What are member types? To meet the individual needs of a diverse membership, SCCM offers a membership structure that allows members to choose the type that best fits their current needs. Learn more about member types and benefits at [sccm.org/join](https://sccm.org/join).



Facebook  
@SCCM1



Twitter  
@SCCM



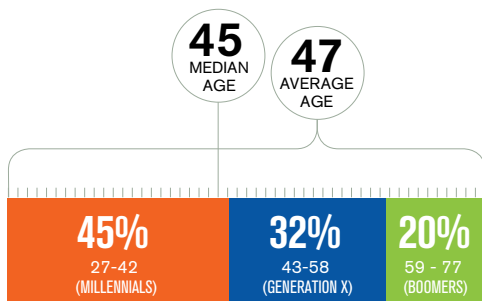
LinkedIn  
Society of Critical Care Medicine



Instagram  
@SCCMcriticalcare



TikTok  
@sccmcriticalcare



## Age\*

\*Based on self-reported demographic data. 75% of SCCM members report demographic data.

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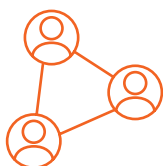
Reach Out Today ..... 20

All pricing is effective through September 30, 2024, and is subject to change.

# CORPORATE PARTNERSHIP PROGRAM

The Society of Critical Care Medicine (SCCM) Corporate Partnership Program offers the opportunity to build meaningful relationships with SCCM, the multiprofessional critical care community, and healthcare influencers. By becoming a corporate partner, your company demonstrates its commitment to this shared mission while also leveraging SCCM's trusted reputation and reach to connect with key stakeholders.

SCCM offers three corporate partnership options, Diamond, Ruby, and Emerald. Corporate partnership terms are for one year, from October 1 to September 30. Become a Corporate Partner at any time. Plans can be adjusted and prorated. Corporate Partners can receive these benefits and many more:



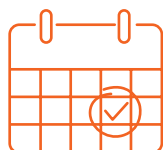
## Access and involvement

- Meetings with executive and/or staff leadership
- Complimentary memberships
- Complimentary advertising



## SCCM Congress and educational events

- Corporate recognition
- Discounted sponsorship opportunities
- High-profile recognition on site and in marketing materials
- Priority points for exhibition



## Year-round recognition

- Discounted fee for SCCM Resource Library submission
- Complimentary branded marketing email(s)
- SCCM webcast/podcast development

## Contact

If you would like to learn more about being a corporate partner, please contact:

**Desiree Ng** at [dng@sccm.org](mailto:dng@sccm.org).



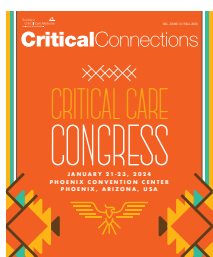
# CORPORATE PARTNERSHIP PROGRAM

BENEFITS	EMERALD	RUBY	DIAMOND
<b>Corporate Partnership Benefits</b>			
Customized implementation plan	✓	✓	✓
Quarterly reporting	✓	✓	✓
SCCM memberships (healthcare professional tier)	2 members	3 members	5 members
Acknowledgement on SCCM corporate sponsor web page	✓	✓	✓
One-time complimentary postal mailing list	✓	✓	✓
Complimentary branded marketing email(s)	1 email	Up to 2 emails	Up to 3 emails
Complimentary advertising package (options: podcast, webcast, print, social, or digital channels)	Up to 4 ads	Up to 5 ads	Up to 6 ads
Discounted SCCM Resource Library submission fee	15% discount	50% discount	100% discount
Discounted advertising and sponsorship opportunities for 1 SCCM event (non-Congress)		Up to \$2,500	Up to \$5,000
SCCM webcast/podcast development		1 opportunity	2 opportunities
Virtual meeting with SCCM member leadership		Once a year (fall)	Once a year (fall)
In-person meeting with SCCM member leadership			Once a year (summer)
Virtual or in-person meeting with SCCM staff leadership			Quarterly
<b>Congress-Related Benefits</b>			
Complimentary Congress registrations	2 registrations	3 registrations	5 registrations
Industry reception invitation	✓	✓	✓
On-site recognition, including high-profile signage placement	✓	✓	✓
Recognition in marketing materials	✓	✓	✓
VIP reception invitation		✓	✓
Priority points for exhibiting		✓	✓
Discounted Congress sponsorship opportunities		Up to \$10,000	Up to \$20,000

# CRITICAL CONNECTIONS NEWSMAGAZINE

SCCM's quarterly newsmagazine features clinical articles, member profiles, and updates on SCCM activities. Readers are key decision-makers who constantly seek new therapies, technologies, and methods for providing the best possible care to their patients. Each issue is focused on a clinical topic with aligned articles featuring subject matter experts.

## Upcoming Issues



### Fall 2023: 2024 Critical Care Congress

Featuring special events and sessions, key speakers, hot topics in critical care, and more, this issue will be all about SCCM's biggest event: Critical Care Congress!



### Winter 2024: Improving Quality in Critical Care

This issue provides firsthand knowledge of the many ways critical care professionals can improve quality care for patients in the ICU.

## Advertising Schedule

Issue	Space Due	Ad Artwork Due	Mailbox ETA
Fall 2023	October 6, 2023	October 20, 2023	November 27 – December 4, 2023
Winter 2024	January 5, 2024	January 19, 2024	End of February 2024
Spring 2024	April 5, 2024	April 19, 2024	End of May 2024
Summer 2024	July 8, 2024	July 25, 2024	End of August 2024
Fall 2024	October 4, 2024	October 18, 2024	End of November 2024

Dates are subject to change.

## Reach Thousands in Critical Care

Each issue of *Critical Connections* is sent as a print and digital version to more than 85,000 critical care professionals. The digital version of the magazine is emailed to SCCM's database of members and active nonmembers and is available on the SCCM website for two years. Extend the life of your ad for no additional cost!

## Digital Edition Impressions

Issue	Theme	Created	Impressions	Views
Winter 2022	Diversity. Equity. Inclusion.	February 17, 2022	1273	449
Spring 2022	Burnout and COVID-19	May 25, 2022	1852	857
Summer 2022	Innovation in Critical Care	September 6, 2022	1882	900
Fall 2022	Hot Topics in Critical Care	November 16, 2022	1563	683
Winter 2023	Crisis Management	February 28, 2023	1382	621

## Advertising Rates

Size (includes 4-color charge of \$1,955)	1 issue	2 issues	3 issues	4 issues
Full Page	\$5,245	\$5,095	\$4,870	\$4,475
2-Page Spread	\$10,485	\$10,190	\$9,735	\$8,945
Half Page	\$4,005	\$3,960	\$3,735	\$3,500
Quarter Page	\$3,490	\$3,445	\$3,315	\$3,170
Back Cover	\$6,890	\$6,665	\$6,325	\$5,735
Inside Front Cover	\$6,065	\$5,880	\$5,600	\$5,105

Contact SCCM to learn about these additional advertising opportunities.



Frequency Discounts



Insert and Polybagging Options



Multi-Channel Bundle Discounts

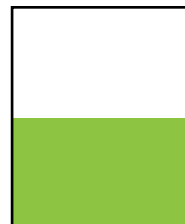
Ad	Trim Size	Required Bleed Size	Optional No-Bleed Sizes
2-Page Spread	18" w x 10.875" h	Add .125" bleed to all sides for a final size of 18.25" w x 11.125" h	Spread ad with no bleed: 17.5" w x 10.375" h
Full Page	9" w x 10.875" h	Add .125" bleed to all sides for a final size of 9.25" w x 11.125" h	Full page ad with no bleed: 8.5" w x 10.375" h
Half Page	9" w x 5.375" h	Add .125" bleed to all sides for a final size of 9.25" w x 5.625" h	Half page ad with no bleed: 8" w x 5" h
Quarter Page	4.375" w x 5.375" h	Add .125" bleed to all sides for a final size of 4.625" w x 5.625" h	Quarter page with no bleed: 3.91" w x 5" h



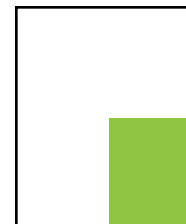
2-Page Spread



Full Page



Half Page



Quarter Page

### Technical Requirements:

- Keep live content .5" from trim edge
- High-resolution PDF is the preferred format for all ads
- File must be saved using the "Press Optimized" setting
- Ads must be in final print size
- Include .125" bleed area in final PDF
- Include crop marks set to .125" offset (outside of the bleed area)
- Fonts must be embedded in file or converted to outlines
- All images must be embedded and image resolution must be at least 300 dpi
- Colors must be CMYK
- 150 line screen recommended
- Magazine trim size: 9" w x 10.875" h
- Send final PDF to Desiree Ng at [dng@sccm.org](mailto:dng@sccm.org).



# DIGITAL NEWSLETTERS

SCCM's digital newsletters target specific SCCM audiences. Issues are curated to include important Society updates, blog summaries, industry news, and research and developments in the field.

## Benefits of advertising in SCCM digital newsletters:

- **Trust:** Leverage SCCM's reputation as a trusted source of news and information.
- **Visibility:** SCCM limits the number of banner ads to increase focus on the advertiser's message.
- **Metrics and reporting:** Receive reports with detail on delivery and open rates to quantify your return on investment.
- **Engaged audience:** SCCM's email open rates are higher than the industry standard and all recipients have opted in to receive emails.

### SCCM News

- Released the first and third Thursday of each month
- Focuses on updates on SCCM's programs, educational opportunities, initiatives, and member profiles

CIRCULATION: **70,000**      OPEN RATE: **37%**

### SCCM News, Select Edition

- Released the fourth Thursday of each month
- Provides insider tips and a personalized message from SCCM's leadership to the Society's Select members.

CIRCULATION: **2800**      OPEN RATE: **40%**

### Critical Pulse

- Delivered to SCCM's highly engaged Select and Professional members. Release schedule varies.
- Shares breaking news and headlines on critical care, curated by clinical experts, released periodically without a schedule

CIRCULATION: **10,000**      OPEN RATE: **56%**

### SCCM News, Congress Edition

- Released monthly in October, November, December, and January leading up to the Critical Care Congress
- Features items related to exciting events, sessions, and activities at Congress plus precourses and late-breaking news.

CIRCULATION: **50,000**      OPEN RATE: **37%**

### Hosted Training

- Released quarterly
- Features information on new opportunities and training activities

DISTRIBUTION: **25,000**      OPEN RATE: **35%**

### Discovery Newsletters

- Released monthly
- Highlights the latest updates and activities from Discovery, the Critical Care Research Network

DISTRIBUTION: **10,000**      OPEN RATE: **60%**

## Contact

Advertising in SCCM digital newsletters and on website is managed by:

### Association Revenue Partners

+1 855 790-0001

info@associationrevenuepartners.com

The screenshot displays the SCCM News website interface. At the top, the 'SCCM News' logo is visible alongside the Society of Critical Care Medicine logo. Below the header, there is a featured article titled 'Rapid Implementation of an Intensivist-Led VV ECMO Cannulation Program'. The article text discusses the use of Venovenous (VV) extracorporeal membrane oxygenation (ECMO) for patients with acute respiratory distress syndrome. A 'Read More' link is provided below the article. Below the article, there is an advertisement section titled 'Your Ad Here' with specifications: '600 x 136 pixels (bmp, jpg, gif or jpg files accepted. Static or gif images max file size limit is 10MB)'. Further down, there is a 'Thank You for Your Giving Tuesday Donations' section, which includes a message from the Society of Critical Care Medicine and an Amazon Smile logo. Below this, there is a section titled 'Critical Connections: The Lasting Impact of COVID-19 on Critical Care', which includes a link to 'Flip Through the Issue' and a 'View Past Issues' link. At the bottom, there is another advertisement section titled 'Your Ad Here' with the same specifications as the one above.



# DIGITAL NEWSLETTERS

## Text and URL Advertising in Digital Newsletters

SCCM accepts text and URL ads from industry partners and other organizations. These ads appear in the Industry Partner Resources section of the digital editions of SCCM newsletters. Advertisers can place ads to promote product or service updates, events, or resources.

Advertisement

### Hyperfine

#### Online Demo of the Hyperfine Swoop® Portable MR Imaging System

Join Hyperfine on Thursday, October 14 at 5:00 p.m. Central Time for a one-hour demo of the game-changing Swoop Portable MR Imaging System. Hyperfine Chief Medical Officer Khan Siddiqui, MD, will moderate this webinar. Following the demo, attendees are invited to participate in a live Q&A with Hyperfine Senior Medical Director Edmond Knopp, MD. [Register Now!](#)

The screenshot shows the top portion of a digital newsletter. At the top, there is a banner for AVYZA21 with the text 'Take Action with AVYZA21 To learn more, visit AVYZA21.com'. Below this is the main header 'Critical Care Update' with a date of 'March 29, 2022'. A secondary banner for Veklury (remdesivir) is visible. The 'FEATURED RESOURCE' section highlights an 'SCCM Podcast: PANDEM Guidelines' with a 'LISTEN NOW' button and a list of links. Below this is an advertisement for RELIZORB. The main content area includes a news item titled 'Boston hospital reports no COVID-19 cases in ICU for first time since start of pandemic' with a 'READ MORE' link. A 'SPONSORED VIDEO' section features a video player for 'CortiCare NEW EEG SOLUTIONS for NEW CHALLENGES' with a 'WATCH VIDEO' link and a 'PLAY' button. Another news item follows: 'Expert in critical care, anesthesia assails Husel practices in deaths of 14 patients' with a 'READ MORE' link. At the bottom, there is a 'SPONSORED CONTENT' section for 'ANESTHESIOLOGY' with a list of article titles and a 'Submit Your Manuscript' button.

## Critical Care Update

- Released every Monday
- Provides curated news gathered from sources such as *The Associated Press*, *The New York Times*, and leading industry publications
- Features highlights about SCCM news, events, and activities

CIRCULATION: **77,000**      OPEN RATE: **58%**

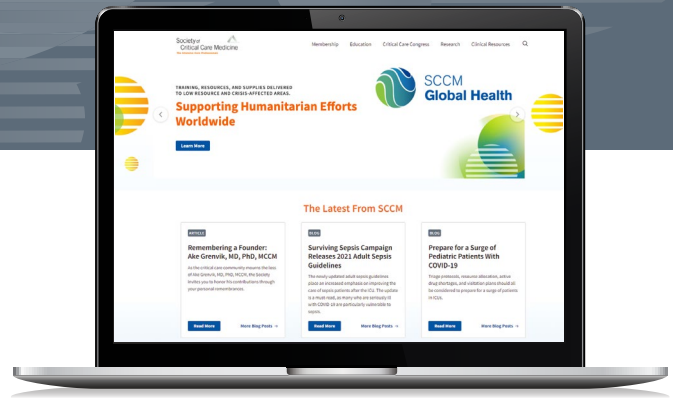
## Contact

Advertising in *Critical Care Update* is managed by:

### Multiview

+ 1 972 402-7070  
salesinquiries@multiview.com  
[Critical Care Update Media Kit](#)

# WEBSITE ADVERTISING



sccm.org is accessed by millions of users who want to learn more about SCCM's activities, events, initiatives, and membership benefits.

## 4 million

views per year

## 492,503

home page visits in 2022

## 1,380,404

visits as of 4/19/23

## Website Advertising Opportunities

SCCM offers two advertising opportunities on its website: a top leaderboard that rotates ads above the fold and a second leaderboard that rotates ads below the fold.

TOP LEADERBOARD: **450,000+ VIEWS PER MONTH**  
 SECOND LEADERBOARD: **125,000 IMPRESSIONS PER MONTH**

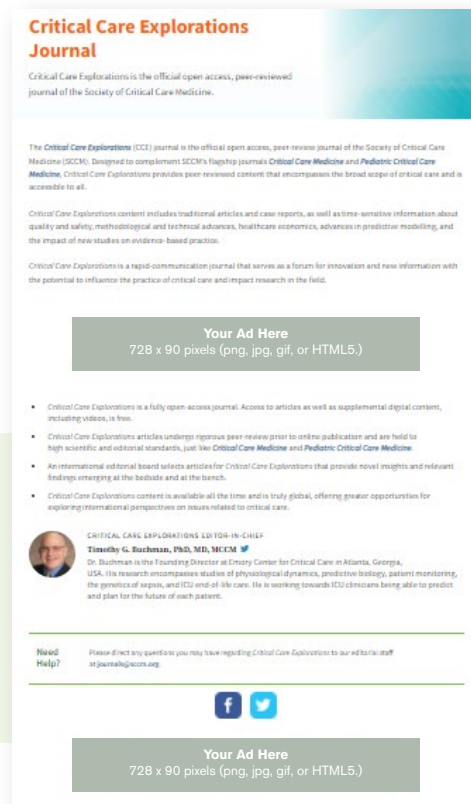
### Contact

Advertising in SCCM digital newsletters and on the website is managed by:

#### Association Revenue Partners

+1 855 790-0001

info@associationrevenuepartners.com



## Sponsored Retargeting

Discover the remarkable power of ad retargeting, guaranteeing exposure to precisely the qualified audience you're trying to reach. SCCM's audience becomes your audience with retargeting. Get direct access to SCCM's website visitors and retarget them with your company's ads. Showcase your brand, anywhere they visit online.

Your ads will appear on major websites and mobile apps, following SCCM's audience wherever they go.

Receive detailed reports that allow you to see your campaign results including impressions, clicks, and geographical locations of ads served.

Impressions	Investment	Term
100,000	\$5,000	Two months
200,000	\$10,000	Three months

# SOCIAL MEDIA AND SCCM CONNECT

Reach the critical care community where they are with social media and SCCM Connect advertising opportunities.

## Social Media

The social media landscape can be a cluttered place with questionable information. Reach an engaged audience on SCCM's trusted social media channels and have a better chance of cutting through the noise. Use paid social media posts to promote your event, product, service, or clinical updates.

SCCM's social media influence achieves record-breaking followers, impressions, and engagements. The Society's LinkedIn page has seen considerable audience growth and maintains an impressive engagement rate, making it an effective platform for industry partners to reach critical care clinicians. Harness SCCM's LinkedIn audience to reach a vast community of healthcare professionals interested in the industry's top products, services, and events.

- Industry partners can promote news and events posted through sponsored social media posts.
- Opportunities are available on SCCM's Facebook, Twitter, and LinkedIn pages.

**Investment: \$3,850**

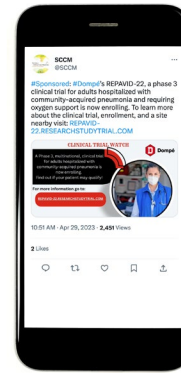
Customized pricing is available when bundled with other sponsorship and advertising.

## Contact

Sponsorship and advertising opportunities for social media and SCCM Connect are managed by:

### SCCM

Desiree Ng, CHCP  
Industry Relations Manager  
dng@sccm.org



Facebook @SCCM1	Twitter @SCCM	LinkedIn /society-of-critical-care-medicine	Instagram @SCCMcriticalcare
<b>Followers</b>			
<b>83,068</b>	<b>46,856</b>	<b>40,694</b>	<b>14,569</b>
<b>Impressions</b>			
<b>7,593,763</b>	<b>3,339,402</b>	<b>1,091,044</b>	<b>879,915</b>
<b>Engagements</b>			
<b>125,087</b>	<b>71,942</b>	<b>46,464</b>	<b>8,445</b>



## SCCM Connect

SCCM Connect is an online platform launched in 2021 on which members can collaborate with each other to share strategic advice, solve challenges, and develop new approaches. Members can access their communities (e.g., knowledge education groups, specialty sections, and chapters), the member directory, member discussions, spotlights, and polls. SCCM Connect advertising is a value add in conjunction with SCCM website advertising.

# SCCM PODCAST ADVERTISING

## SCCM Podcast

The SCCM Podcast features in-depth interviews with leaders in critical care. Experts discuss hot topics from the perspective of all members of the critical care team.

Guests include authors from SCCM's peer-reviewed journals, *Critical Care Medicine*, *Pediatric Critical Care Medicine*, and *Critical Care Explorations*, as well as experts in the field. Visit [sccm.org/podcasts](http://sccm.org/podcasts).



**Episode buy:** Reach SCCM's engaged listenership by purchasing episode buys in the traditional interview series, consisting of discussions with authors of articles from *Critical Care Medicine*, *Pediatric Critical Care Medicine*, and *Critical Care Explorations*.

**Hot topic buy:** Is there a specific topic you want covered? This premium option allows you to customize the topic of the podcast. Podcasts are facilitated by a professional podcast host with a medical background.

Hot topic buys must align to one of SCCM's 28 knowledge lines. Only four hot topic podcasts per knowledge line are allowed per calendar year. Slots are assigned on a first-come, first-served basis. SCCM's knowledge lines are:

- Administration
- Behavioral health and well-being
- Cardiovascular
- Crisis management
- Endocrine
- Ethics and end of life
- GI and nutrition
- Hematology
- Immunology
- Integument
- Neuroscience
- Obstetrics
- Patient and family support
- Pediatrics
- Pharmacology
- Procedures
- Professional development and education
- Pulmonary
- Quality and patient safety
- Renal
- Research
- Resuscitation
- Sepsis
- Shock Non Sepsis
- Transplant
- Trauma
- Worldwide Data

SCCM's podcasts capture learners' attention, providing long-form educational content that touches on cutting-edge topics.

## Pre-Roll and Post-Roll Message

Your recorded message will be read before the interview begins and after it ends. Your support of the podcast is also mentioned in the podcast description.

Some months may have more than two episodes. Additional episodes may be hot topic buys or interviews with thought leaders, SCCM members, or the SCCM president. Episode buys are offered with podcasts related to *Critical Care Medicine*, *Pediatric Critical Care Medicine*, or *Critical Care Explorations* articles unless otherwise noted.

### Episode Buys

1 episode	\$5,000
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### Hot Topic Buys

Customize the topic	\$15,000 per episode or customized pricing for a series
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## Top Podcasts



CCM: Surviving Sepsis Campaign: Long-Term Goals of Care  
Release date: **1/13/2022**  
Listeners: **25,145**



PCCM: PANDEM Guidelines  
Release date: **3/22/2022**  
Listeners: **22,336**



PCCM: A Hard Learned Lesson on What It's Like to Be a Patient  
Release date: **1/19/2022**  
Listeners: **21,886**



CCM: Association of Catecholamine in Patients With Septic Shock  
Release date: **6/9/2022**  
Listeners: **20,548**



CCM: Racial Disparities in ICU Outcomes  
Release date: **2/28/2022**  
Listeners: **20,339**

21 new episodes were released in 2022 with more than 328,885 downloads!

- **450+ episodes since the 2005 launch**
- **18.5 million total downloads**
- **Average download per episode: 41,338**

**Podcasts supported by episode buys and hot topic buys will be featured in SCCM's social media and digital newsletters.**

# WEBCAST ADVERTISING AND SPONSORSHIP

Take advantage of a captive audience with SCCM's various webcast sponsorship and advertising opportunities.

SCCM offers several webcast series, including two focused on late-breaking literature:

- [Journal Club: Critical Care Medicine](#) and
- [Journal Club: Spotlight on Pharmacy](#).

SCCM offers other webcasts throughout the year focused on timely topics impacting critical care clinicians.

Webcast sponsorship includes:

- Your company logo featured in marketing materials used to promote the event
- A live-read advertisement by the webcast moderator that includes your company name and a call to action.

## Hot Topic Buy!

Contact SCCM to develop a webcast topic through its Industry Insights program. Hot Topic webcast buys include:

- The opportunity for the sponsor to guide the webcast topic and faculty
- A full-service marketing effort that includes your company logo
- Inclusion in the Industry Partner Resources playlist on SCCM's YouTube channel

**Investment: \$35,000**



**Offer ACE with your hot topic webcast!  
Ask about pricing to add valuable ACE  
to your sponsored webcast opportunity.**

## Marketing Services for Your Webcast

Are you hosting a webcast of interest to the critical care community? Leverage SCCM's marketing services to promote your event. Contact SCCM about an event marketing bundle.

### Contact

Sponsorship and advertising opportunities for social media and SCCM Connect are managed by:

**SCCM**

**Desiree Ng, CHCP**

Industry Relations Manager

[dng@sccm.org](mailto:dng@sccm.org)



# CAREER CENTRAL

Access the most qualified talent pool with relevant work experience to fulfill your staffing needs. Career Central offers targeted recruiting to reach qualified candidates quickly. You can enhance your listing by creating featured jobs, using social recruiting, and amplifying your listings during selected SCCM events. SCCM member discounts are available. Learn more about the many packages and enhancements available at [sccm.org/careercentral](http://sccm.org/careercentral).

**ASK ABOUT THE 2024 VIRTUAL CAREER FAIR!**

# 5000+

page views per month

## Contact

Advertising in SCCM's Career Central is managed by:

**Naylor Association Solutions  
Erik Kersteter**

Erik.Kersteter@Naylor.com  
+1 703 707-8686 x 2750  
[careercentral.sccm.org/rates](http://careercentral.sccm.org/rates)

# POSTAL MAILING LIST RENTAL

SCCM rents its postal mailing list database for one-time use only. The list contains more than 13,000 SCCM member physicians and other healthcare professionals dedicated to improving the care of critically ill and injured patients. Postal mailing list rental is also available for SCCM's Critical Care Congress and other events.

The use of SCCM's mailing list is limited to purposes applicable to the practice and/or betterment of critical care. SCCM considers the rental of its mailing list a service to its customers. All mailing pieces are subject to approval by SCCM.

The SCCM membership database is copyrighted; mailing lists are rented for a one-time use only by the renter. Names cannot be reentered or reproduced by any means under any circumstances. SCCM reserves the right to deny any rental request.

## Contact

Requests to rent SCCM's postal mailing list are managed by SCCM Customer Service. All information is updated on a daily basis. The list is delivered within 10 working days of order receipt.

**SCCM Customer Service**  
support@sccm.org  
+1 847 827-6888

[Download the Postal List Rental Form](#)



Lists are also available through an exclusive partnership with INFOCUS Marketing.



# PEER-REVIEWED JOURNALS

SCCM's premier peer-reviewed journals are go-to sources for research and thought leadership that support clinicians as they strive to provide the highest-quality care to critically ill and injured patients. Learn more about SCCM's critical care journals at [sccm.org/journals](http://sccm.org/journals).

## Contact

Advertising in SCCM journals is managed by Wolters Kluwer Health. Each journal has its own media guide to print and online advertising opportunities.

### Farah Sheikh

Sr. National Account Manager, Print, Digital and Online,  
Wolters Kluwer Health Learning, Research & Practice  
+44 7855 162463 ▪ [farah.sheikh@wolterskluwer.com](mailto:farah.sheikh@wolterskluwer.com)

- *Critical Care Medicine* Media Guide: [ccmjournal.org/advertising](http://ccmjournal.org/advertising)
- *Pediatric Critical Care Medicine* Media Guide: [pccmjournal.org/advertising](http://pccmjournal.org/advertising)
- *Critical Care Explorations* Media Guide: [ccejournal.org/advertising](http://ccejournal.org/advertising)



### **Critical Care Medicine**

Media kit:

[ccmjournal.org/advertising](http://ccmjournal.org/advertising)

*Critical Care Medicine (CCM)* is the premier peer-reviewed, scientific publication in critical care medicine. Directed toward specialists who treat patients in the intensive care and critical care units, including chest physicians, surgeons, pediatricians, pharmacists, pharmacologists, anesthesiologists, critical care nurses, and other healthcare professionals, *CCM* covers all aspects of acute and emergency care for the critically ill or injured patient. Each issue presents critical care practitioners with clinical breakthroughs that lead to better patient care, the latest news on promising research, and advances in equipment and techniques.

IMPACT FACTOR: **9.296**

IMPACT FACTOR RANKING:

**7/37** IN CRITICAL CARE MEDICINE

ACCEPTANCE RATE: **17%**

CIRCULATION: **12,724**



### **Pediatric Critical Care Medicine**

Media kit:

[pccmjournal.org/advertising](http://pccmjournal.org/advertising)

*Pediatric Critical Care Medicine* is the first peer-reviewed, scientific journal written for the entire pediatric critical care team: pediatricians, neonatologists, respiratory therapists, nurses, and others who care for critically ill or injured pediatric patients. Content includes clinical articles, scientific investigations, solicited reviews, and abstracts from pediatric critical care meetings.

IMPACT FACTOR: **3.971**

IMPACT FACTOR RANKING:

**14/37** IN CRITICAL CARE MEDICINE

**20/129** IN PEDIATRICS

ACCEPTANCE RATE: **20%**

CIRCULATION: **1,905**



### **Critical Care Explorations**

Media kit:

[ccejournal.org/advertising](http://ccejournal.org/advertising)

*Critical Care Explorations (CCE)* is SCCM's official open-access, peer-reviewed journal. Designed to complement SCCM's flagship journals *Critical Care Medicine* and *Pediatric Critical Care Medicine*, *CCE* offers articles that encompass the broad scope of critical care, including traditional article types and case reports, as well as time-sensitive information about quality and safety, methodologic and technical advances, healthcare economics, advances in predictive modeling, and the impact of new studies on evidence-based practice. This rapid-communication journal is a forum for innovation and new information with the potential to influence the practice of critical care and impact research in the field.

ACCEPTANCE RATE: **45%**



# EDUCATIONAL OPPORTUNITIES: CONGRESS

SCCM provides opportunities for sponsors and exhibitors to bring their marketing message and information about their products and services directly to key members of the intensive care and critical care unit team.

Multiple opportunities are available to target your company's goals and meet your budget when you become a sponsor.

## Critical Care Congress

Reach key decision-makers in critical care who are eager to learn about your company's products or services at SCCM's Critical Care Congress. Thousands of critical care professionals attend SCCM's annual in-person Congress to explore the latest knowledge, research, and strategies to optimize care as provided by the multiprofessional team.

**Exhibitors:** Share your newest technology, products, services, and career opportunities with the largest gathering of multiprofessional critical care clinicians from all over the world.

**Advertisers:** Successful product promotion begins with targeting the right audience at the right time. With SCCM's advertising opportunities, you will reach key decision-makers who can make a significant impact on your sales revenue. Your advertisement will benefit from exposure in vital Congress promotions, helping you to capitalize effectively on your investment. Customize your own advertising package or select one of SCCM's discount packages.

**Sponsors:** SCCM offers several sponsorship opportunities for Congress. Congress sponsors receive substantial recognition for their support. SCCM acknowledges the importance of corporate partners and recognizes that, without their generous support, a successful Congress would not be possible.

New opportunities related to the Critical Care Congress are detailed every year in the Exhibitor Prospectus and Sponsorship Guide. For more information, visit [sccm.org/congress](http://sccm.org/congress).

## Contact

Exhibit opportunities for Congress managed by:

**SCCM**  
**Colleen McNamara, CEM**

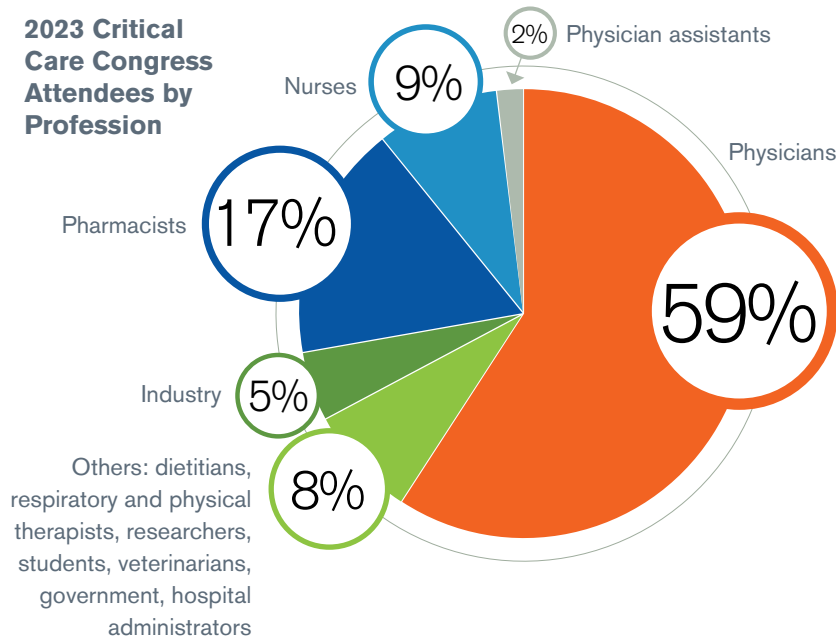
Exhibit Manager  
cmcnamara@sccm.org

Advertising and sponsorship opportunities, and ACE grants support managed by:

**SCCM**  
**Desiree Ng, CHCP**

Industry Relations Manager  
dng@sccm.org

**2023 Critical Care Congress Attendees by Profession**



# EDUCATIONAL OPPORTUNITIES: NON-CONGRESS

SCCM offers year-round opportunities to exhibit, sponsor, and advertise during educational activities. Learn about SCCM's educational programming at [sccm.org/education](https://sccm.org/education). Opportunities are subject to change.

## NEW! Discovery Datathon

Presented by SCCM's Discovery, the Critical Care Research Network, clinicians and data scientists will collaborate to address real-world problems using de-identified critical care electronic health record datasets to create pragmatic data-driven models applicable to the care of critically ill patients.

## Critical Care Ultrasound

Focused ultrasound examinations are a vital extension of critical care assessment, so competency is a must. SCCM offers two ultrasound courses to hone clinicians' ultrasound skills. Learn more about industry support opportunities at [sccm.org/ultrasound](https://sccm.org/ultrasound).

- Critical Care Ultrasound: Adult
- Critical Care Ultrasound: Pediatric and Neonatal
- Point-of-Care Ultrasound in Life Support and Sepsis

## Review and Assessment

SCCM provides unique opportunities in multiple learning formats for all professionals to prepare for critical care board examinations or to expand and assess their clinical knowledge to improve patient outcomes. Learn more about industry support opportunities at [sccm.org/mccrc](https://sccm.org/mccrc).

## Critical Care Echocardiography Review Course

Led by highly skilled multiprofessional faculty, the Critical Care Echocardiography Review Course prepares participants for the critical care echocardiography board examination and provides them with valuable information for staying up to date on the latest in team-based care and ultrasound and echocardiography education.

New in 2023, attendees can enhance their experience by adding the [Advanced Critical Care Ultrasound: Echocardiography Learning Lab](#).

Sponsors have the opportunity to exhibit with a tabletop display, engage with attendees during the breaks, or provide sponsored education. Learn more about upcoming dates at [sccm.org/echoreview](https://sccm.org/echoreview).



# ACCREDITED CONTINUING EDUCATION GRANTS



SCCM accepts accredited continuing education (ACE) grant funding to support various educational events, activities, and initiatives that align with SCCM's mission. These may be produced in partnership with other medical associations and medical education partners.

- SCCM submits grant proposals whose clinical topics may align with a grantor's educational area of interest. Programs may include ACE symposia, Congress, online enduring activities, and live courses, among others.
- SCCM responds to requests for proposals posted by a commercial supporter.
- SCCM works jointly with medical education companies on specific education that coincides with SCCM's mission.

## Contact

Accredited continuing education grants managed by:

**SCCM**  
**Desiree Ng, CHCP**  
Industry Relations Manager  
dng@sccm.org

# PARTNERSHIPS

## Become a Donor Partner

Thanks to the generosity of members, individuals, corporations, and foundations, SCCM can provide high-quality support to the critical care community.



### A generous gift today will help SCCM to:

- Support extraordinary research
- Deliver state-of-the-art educational programs
- Provide ICU equipment and medications to the global critical care community when crisis hits

Because SCCM is a 501(c)(3) charitable organization, every donation is tax-deductible to the fullest extent of the law.

Help improve critical care medicine around the world. Thank you for your commitment to critical care and to SCCM!

### Contact

Donor opportunities are managed by:

#### SCCM

**Mark Lenhart**

Chief Philanthropy Officer  
mlenhart@sccm.org

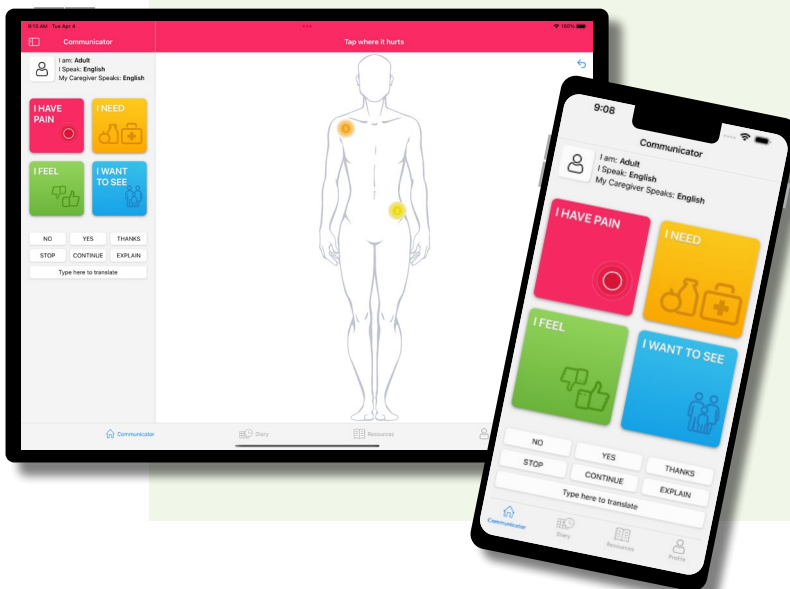
## NEW! Submit Your Resources to the SCCM Resource Library



Submit your content to the SCCM Resource Library! Add your microlearning content on procedures, topical knowledge, and team dynamics to the SCCM Resource Library, a collection of more than 1500 trusted resources available exclusively to SCCM members.

Application Fee: \$15,000

\*Application fee only paid upon acceptance of submission.



## Patient and Family Outreach

SCCM offers opportunities for sponsors and advertisers interested in patient and family outreach and care, including SCCM's Patient Communicator App. Contact SCCM for details.

Visit [sccm.org/myicucare](http://sccm.org/myicucare) for more details.

# REACH OUT TODAY

## Society of Critical Care Medicine

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- *Critical Connections* newsmagazine
- SCCM podcasts
- SCCM webcasts
- Social media
- Corporate partnership
- Educational events and activities
- Sponsored retargeting
- Specialty and custom opportunities

### Colleen McNamara, CEM

Exhibit Manager  
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- Exhibit opportunities for Congress
- In-kind support administration

### Mark Lenhart

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- SCCM donor support opportunities

## Additional Advertising and Sponsorships Partners



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- CCM Media Guide: [ccmjournal.org/advertising](http://ccmjournal.org/advertising)
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