



# SCCM 2011 Advertising

## Targeting and Reaching the Critical Care Marketplace





# Multimedia Reach

- Connect with your intended market via print, email, or podcast.
- Combined frequencies provide you with the best possible value.

# Critical Connections

*The Complete News Source for Critical Care Professionals*

- Delivering vital healthcare news and information to critical care professionals since 2002, *Critical Connections* is the go-to publication for:
  - Innovative clinical techniques
  - Breakthrough technologies
  - New trends in pharmacotherapy
  - And more!
- **A redesigned *Critical Connections* will be unveiled in February 2011, bringing an updated and fresh look to the magazine!**



# Critical Connections

*The Complete News Source for Critical Care Professionals*

- *Critical Connections* readers are key decision makers who constantly seek new therapies, technologies and methods to provide the best care possible to their patients.
- A full-sized, four-color tabloid, *Critical Connections* features editorial content from all members of the integrated intensive care unit (ICU) team. It provides the essential tools to provide the Right Care, Right Now™ to all critically ill and injured patients. Each issue contains articles addressing topics in critical care medicine, nursing, pharmacy, respiratory care, and other critical care related professions and disciplines.
- *Critical Connections* is designed to keep practitioners up to date on legislative and regulatory activities, the ever-changing clinical practice of critical care and Society news and activities.



# Critical Connections

*The Complete News Source for Critical Care Professionals*

- A Society of Critical Care Medicine readership survey found that 97% of respondents read at least some issues of *Critical Connections*.
- More than 80% read most or every issue, and nearly 75% report passing this valuable newsmagazine on to colleagues, creating a high pass-along readership.
- **Your message can reach more than 43,000 critical care decision makers per issue.**

# Critical Connections

*The Complete News Source for Critical Care Professionals*

## Combine Earned Rates

- Rates are based on units of ad space purchased or sponsorships in *Critical Connections*, *Critical Care e-Newsletter*, and iCritical Care podcasts within 2011 **combined**.
  - Each insert, ROB, fractional page count, digital, and audio ad count as one unit. Space used by parent company and subsidiaries can be combined.
  - Ad agencies, rates are net and are non-commissionable



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Size	Frequency				
	1x	3x	6x	12x	24x
Full Pg	\$2,750	\$2,680	\$2,600	\$2,430	\$2,090
2/3 Pg (vertical)	\$2,200	\$2,140	\$2,080	\$1,945	\$1,670
1/2 Pg (island or horizontal)	\$1,650	\$1,600	\$1,560	\$1,460	\$1,250
1/3 Pg (vertical or square)	\$1,240	\$1,200	\$1,170	\$1,090	\$940

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Other Rates	
Four Color	\$1,700 per issue
2 Page Insert	3 times earned b/w page rate
4 Page Insert	5 times earned b/w page rate
6 Page Insert	7 times earned b/w page rate
Inside Covers	Earned b/w rate + 25%
Back Covers	Earned b/w rate + 50%
Special Positions	Earned b/w rate + 20%

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## Additional Ads

ad creative/ execution	Description	space cost (@ 1x)	quantity
gatefold ad	A full page that folds out of the left hand side of the inside front cover which allows for 3 full pages of advertising	\$ 8,000	25,000
BRC card	approx. 4 x 6, printed 4/4 on 7 pt Hi-bulk postcard paper	\$ 3,000	
polybagging*	includes inserting 1 additional piece (outsert**)	\$ 5,000**	
tip-in CD*	CD furnished in carrier	\$ 5,000	

\*Designates that cost is based on the weight of the actual piece to be included in the pub mailing. Postage is \$0.24 for 3<sup>rd</sup> class bulk rate mailing. Takes up to 2 wks before pub being received depending upon the location of the subscriber address. \*\*Costs are subject to change if postage is impacted.

# Critical Connections

The Complete News Source for Critical Care Professionals

## Mechanical Ad Specs

Download mechanical specifications and requirements at:

[www.sccm.org/Publications/Critical\\_Connections/Pages/Media\\_Kit.aspx](http://www.sccm.org/Publications/Critical_Connections/Pages/Media_Kit.aspx)

Page Size	Non-Bleed	Bleed
<b>Full or king page</b>	10" x 12 29/32" 10" x 12.903"	10 7/8" x 14" 10.875" x 14"
<b>2/3 page vertical</b>	6 19/32" x 12 29/32" 6.611" x 12.903"	7 3/64" x 14" 7.049" x 14"
<b>1/2 pg island</b>	6 19/32" x 9 3/32" 6.609" x 9.112"	7 3/64" x 9 25/32" 7.049" x 9.772"
<b>1/2 pg horizontal</b>	10" x 6 13/32" 10" x 6.403"	10 7/8" x 7 1/16" 10.875" x 7.062"
<b>1/3 page vertical</b>	3 7/32" x 12 29/32" 3.22" x 12.903"	3 21/32" x 14" 3.66" x 14"
<b>1/3 page square</b>	6 19/32" x 6 13/32" 6.611" x 6.403"	7 3/64" x 7 1/16" 7.049" x 7.062"

# Critical Connections

The Complete News Source for Critical Care Professionals

<u>Issue</u>	<u>Space Due</u>	<u>Ads Due</u>	<u>Inserts Due</u>
February	12/15/2010	12/31/2010	1/14/2011
April	2/15/2011	2/28/2011	3/11/2011
June	4/15/2011	4/29/2011	5/13/2011
August	6/15/2011	6/29/2011	7/15/2011
October	8/15/2011	8/31/2011	9/09/2011
December	10/14/2011	10/28/2011	11/11/2011



# Critical Connections

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## **FEBRUARY 2011: Renal Therapy**

- Will My Patient Recover from Renal Failure?
- Renal Transplant
- Kidney Support in the ICU
- Nurse Staffing and Concerns During Continuous Dialysis
- 5 Things to Consider When Drug Dosing for Renal Failure

## **APRIL 2011: Pulmonary Critical Care**

- Prone Therapy and ARDS
- Ventilator Waveforms: How to Read Them and What We Can Learn
- ECHMO for Pediatric Patients
- The Latest on ARDS

## **JUNE 2011: 40th Critical Care Congress Review/ 41th Critical Care Congress Preview**

- Summary Presentation from Select Congress Sessions
- Review of Upcoming 41st Critical Care Congress

## **AUGUST 2011: Nutrition**

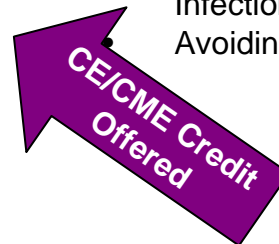
- Feeding ICU Patients with Renal Failure: What Should We Use as a Measure of Success?
- Determining Height and Weight in the ICU
- Hyperal Versus Enteral: New Formulas
- The Dietitian's Role in the ICU
- Update on the SCCM Nutrition Guideline
- Nutritional Considerations for the Pediatric Patient

## **OCTOBER 2011: Congress Advance Program**

- Congress Schedule, Highlights and Registration Information

## **DECEMBER 2011: Infection**

- Surgical Site Infections: Treatment and Prevention
- Fungal Infection in the ICU
- Special Considerations for Infection in the Pediatric ICU
- Co-Morbidities Associated with Common ICU Infections
- Avoiding Checklist Burn Out



# Critical Connections

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## Regularly Scheduled Departments

Message from the President

Message from the Editor

Message from the CEO

Coding Corner

Success Stories

Section and Chapter News

Vital News

SCCM Updates

Career Central

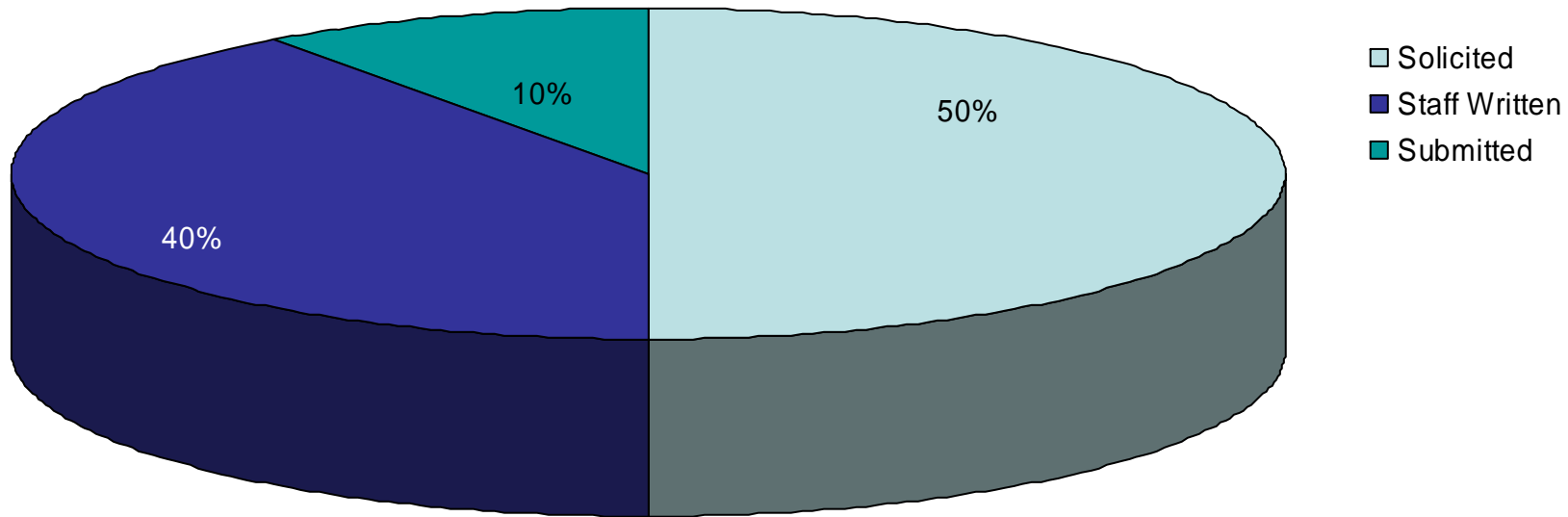
Welcome New Members



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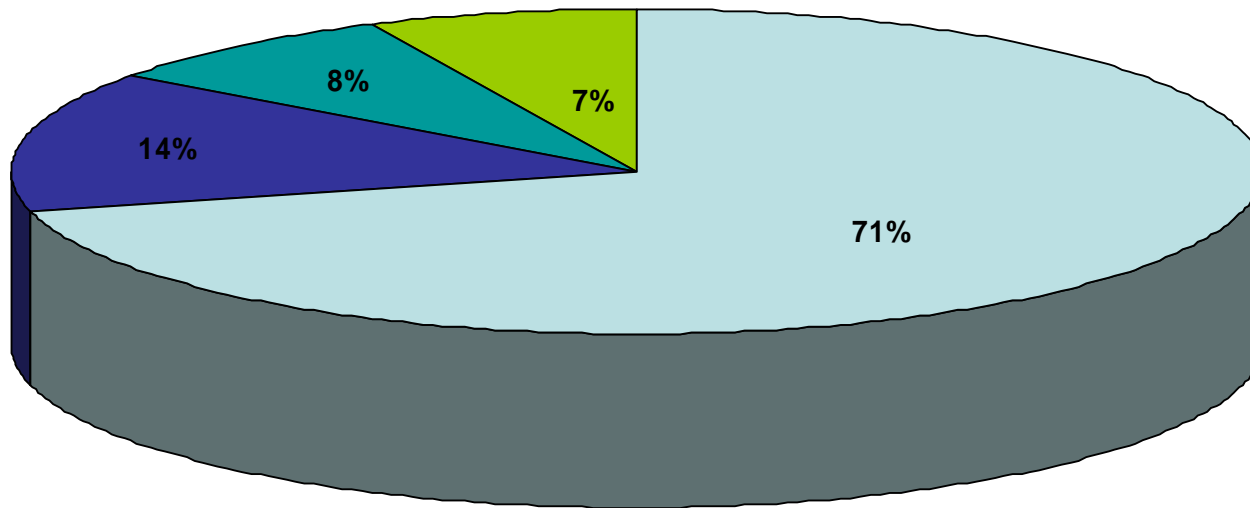
## Origin of Editorial



# Critical Connections

The Complete News Source for Critical Care Professionals

## Member/Reader Demographics



- Physicians
- Nurses
- Pharmacists
- Other

**SCCM Member Circulation:**  
**15,000+**

**Nonmember Circulation:**  
**10,000**

In addition to SCCM members, each issue is mailed to a select and carefully targeted group of other critical care professionals.



# iCritical Care Podcasts



		Frequency				
		1x	3x	6x	12x	24x
Single Sponsor		\$4,000	\$3,910	\$3,795	\$3,555	\$3,000

Dubbed "critical care radio," the Society's iCritical Care Podcasts have a loyal audience of critical care professionals. Each iCritical Care Podcast features an in-depth discussion about relevant topics with authors from *Critical Care Medicine* and *Pediatric Critical Care Medicine* journal articles.

The podcast are made available twice a month through iTunes. Please contact us if there is a topic in which you want to sponsor.



# iCritical Care Podcasts



- The voices

- Rich Savel, MD, FCCM, the associate editor for podcasting, conducts thought-provoking interviews with authors from *Critical Care Medicine* and *Critical Connections* as well as other prominent members for the critical care community and SCCM leadership



- Margaret Parker, MD, FCCM, is the guest editor for pediatric podcasts, talks with members of the pediatric critical care community and authors from *Pediatric Critical Care Medicine*



# Acknowledgement



- Sponsorship of the SCCM podcast includes an acknowledgement of 15 seconds or less read by a voiceover artist at both the beginning and end of the podcast. The acknowledging credit may include the organization or company name, the name of a subsidiary, operating division or parent company, and additional language which further clarifies the identity of the underwriter. This language may contain:
  - A neutral description of products or services
  - A recognized corporate slogan that identifies the company or products
  - A statement of business locations, a World Wide Web address, or a toll-free phone number
  - The organization's mission
  - The duration of the business or service (ex: "providing services to businesses for over 50 years...")

# Analytics



- A total of 24 iCritical Care podcasts are released each year focused on various topics.
- 2010 Download Average: 5,585 listeners/podcast
- **Top 2010 Podcast**
  - SCCM Pod-126 Managing IAH and Abdominal Compartment Syndrome 4/20/2010
    - 10,349 Downloads
- **Top Podcast Overall**
  - SCCM Pod-31 Prophylactic Antimicrobial Use in the ICU 5/23/2006
    - 26,051 Downloads

# eNewsletter



		Frequency				
		1x	3x	6x	12x	24x
Single Edition		\$3,300	\$3,220	\$3,125	\$2,915	\$2,475

The *Critical Care eNewsletter* accommodates a single IAB standard 120 pixel x 600 pixel skyscraper ad unit per issue. Total file size may not exceed 40kb. It is recommended that any animation sequence be restricted to 15 seconds or less. **Digital ad material due four days prior to release date.**

# Editorial



- **News** – Provides links to timely critical care and healthcare developments from outside sources
- **SCCM News** – Offers the latest updates about Society initiatives, projects and successes
- **Education and Resources** – Highlights upcoming critical care conferences, publications and other learning opportunities
- **Speaking of Critical Care** – Encourages discussion via among readers featuring select posts from the Society's Critical Care Forums
- **Journal Focus** – Highlights editor's picks and continuing education credit articles from the Critical Care Medicine and Pediatric Critical Care Medicine journals
- **Washington Update** – Summarizes events on Capital Hill relevant to the healthcare and critical care communities

# Audience



- 40,000+ SCCM members and non-members receive the *Critical Care eNewsletter* on every 1st and 3rd Thursday of the month.
- Weekly reports delivered to your inbox on impressions and click-throughs.
  - Average Delivery Rate: >95.3%
  - Average Open Rate: >16%
  - Average Click-Through Rate: 2.9%
  - Average Unique Clicks Per Sponsored Ad: 20
- Each personalized eNewsletter makes an impact with readers worldwide.

# Analytics



- At two weeks after the distribution of the ad in the e-Newsletter, SCCM will provide to the advertiser:
  - Total number of recipients to whom the e-newsletter was delivered.
  - Total number of times the advertiser's ad was served to recipients.
  - Total number of times recipients click on the advertisers provided link (unique clicks) as well as gross number of clicks arising from the ad in the e-Newsletter.
- Upon request, SCCM will repeat the analysis four weeks after the e-newsletter's distribution and provide those updated metrics to the advertiser.