2018 ADVERTISING
Targeting and Reaching the Critical Care Marketplace
Multimedia Reach

• Connect with your intended market via print, e-mail, audio, or website.
• Combining frequencies provides you with the best possible value.
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!
• *Critical Connections* readers are key decision-makers who constantly seek new therapies, technologies, and methods to provide the best possible care 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.
A Society of Critical Care Medicine readership survey found that 95% of respondents read at least some issues of *Critical Connections*.

More than 70% read most or every issue, and nearly 80% report passing this valuable newsmagazine on to colleagues, creating a high pass-along readership.

Your message can reach more than 45,000 critical care decision-makers per issue.
Combine Earned Rates

- Rates are based on units of ad space purchased or sponsorships in *Critical Connections*, *Critical eConnections*, eNewsletter, and iCritical Care podcasts in 2018 combined.
  - Each insert, ROB, fractional page count, digital, and audio ad counts as one unit. Space used by the parent company and subsidiaries can be combined.
  - For ad agencies, rates are net and are noncommissionable.
## Critical Connections

The Complete News Source for Critical Care Professionals

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
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<th>6x</th>
<th>12x</th>
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Rates effective January 1, 2018
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<tr>
<th>Other Rates</th>
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<tr>
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<td>Inside covers</td>
</tr>
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<td>Back covers</td>
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<tr>
<td>Special positions</td>
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<td>Earned b/w rate + 20%</td>
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Rates effective January 1, 2018
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<th>Ad Type</th>
<th>Description</th>
<th>Space cost @ 1x</th>
<th>Quantity</th>
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<tr>
<td>Front page cover ad</td>
<td>Ad runs on lower right-hand corner of cover</td>
<td>$ 4,700</td>
<td>N/A</td>
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<tr>
<td>Gatefold ad</td>
<td>Full page that folds out of left-hand side of inside front cover, which allows for 3 full pages of advertising</td>
<td>$ 8,600</td>
<td></td>
</tr>
<tr>
<td>BRC card</td>
<td>Approximately 4 x 6, printed 4/4 on 7 pt hi-bulk postcard paper</td>
<td>$ 3,600</td>
<td>25,000</td>
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<tr>
<td>Polybagging*</td>
<td>includes inserting 1 additional piece (outsert**)</td>
<td>$ 5,600**</td>
<td></td>
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<tr>
<td>Tip-in CD*</td>
<td>CD furnished in carrier</td>
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*Cost is based on weight of the actual piece to be included in the mailing. Postage is $0.30 for 3rd-class bulk rate mailing. It takes up to 2 weeks for publication to be received by subscriber, depending on delivery address.

**Costs are subject to change if postage is affected.
## Mechanical Ad Specifications

Download [mechanical specifications and requirements](#) for detailed instructions.

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<th>Page Size</th>
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<th>Bleed</th>
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<td>11-1/8” x 14-1/4”</td>
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<td>6-9/16” x 13-1/8”</td>
<td>7-1/4” x 14-1/4”</td>
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<td>1/2 page island</td>
<td>6-9/16” x 9-5/16”</td>
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<tr>
<td>1/2 page horizontal</td>
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</tr>
<tr>
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<td>------------</td>
<td>------------</td>
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<td>February</td>
<td>12/15/2017</td>
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<td>April</td>
<td>2/15/2018</td>
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<td>June</td>
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<td>August</td>
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<td>October</td>
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<td>8/31/2018</td>
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<tr>
<td>December</td>
<td>10/2/2018</td>
<td>10/9/2018</td>
</tr>
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</table>
FEBRUARY 2018: Burnout in the ICU
• The Latest on Burnout in the ICU
• Unique Strategies to Help You Combat Burnout
• Hospital Case Studies
• Burnout in Pharmacists
• Critical Care Societies Burnout Summit: A Call to Action

APRIL 2018: High-Value Care
• Choosing Wisely in the ICU
• Hospital Case Studies: Intuitions and Successes Implementing High-Value Strategies
• ICU Liberation: Reducing Sedation in Mechanically Ventilated Patients
• Information Technology in Achieving High-Value Care

JUNE 2018: Research in Critical Care
• How You Can Conduct Research in Your Clinical Practice
• Case Profiles: Research from SCCM’s Discovery Network
• Member Profile: THRIVE Grant Winners
• Member Profile: SCCM-Weil Research Grants
• Finding a Mentor in a Research-Based Career
• Preview of the Upcoming 48th Critical Care Congress

AUGUST 2018: Maternal, Fetal, and Pediatrics
• Congress Preliminary Program (insert)
• Fundamentals: SCCM Prepares Nonintensivists to Manage Obstetric Patients
• Member Profile: Drs. Vidyasager and Nagamani Dharmapuri Award
• Maternal and Fetal Sepsis: SCCM and the World Health Organization
• ICU Liberation: Pediatric Collaborative

OCTOBER 2018: Congress Advance Program
• Congress Schedule, Highlights, and Registration Information

DECEMBER 2018: Giving and Volunteerism
• Puerto Rico Emergency Response: A Year in Review
• Sepsis in Resource-Limited Areas: SCCM Works to Improve Outcomes
• Member Profiles: The Critical Care Community Gives Back
• Saving Lives: SCCM Trains Hundreds in CPR

Editorial content is subject to change.

As of November 7, 2017
Regularly Scheduled Features

Message from the President  
Section and Chapter News  
Message from the Editor  
Vital News  
Message from the CEO  
SCCM Updates  
Coding Corner  
Career Central  
Success Stories  
Welcome New Members  
Exploring Ethics
Origin of Editorial Content

- Solicited: 50%
- Staff Written: 40%
- Submitted: 10%
Member/Reader Demographics

- Physicians: 11%
- Nurses: 11%
- Pharmacists: 8%
- Other: 70%

SCCM Member Circulation: 15,458
Nonmember Circulation: 9,542
Total circulation for all issues is 25,000.

In addition to SCCM members, each issue is mailed to a select and carefully targeted group of critical care professionals.
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 a relevant topic with authors of *Critical Care Medicine* and *Pediatric Critical Care Medicine* journal articles.

The podcast release frequency has increased to weekly through iTunes. Please contact us if there is a topic that you would like to sponsor.

*Rates effective January 1, 2018*
The Hosts

• Jonathan E. Sevransky, MD, MHS
  – Associate professor of medicine
  – Director of Emory University Hospital’s medical ICU
  – Assistant director for medicine of the Emory Critical Care Center
  – Clinical interests include:
    • Sepsis
    • Septic shock
    • Sepsis-induced acute respiratory distress syndrome (ARDS)

• Margaret M. Parker, MD, MCCM
  – Conducts interviews with authors from Pediatric Critical Care Medicine and other pediatric critical care experts
  – Professor of pediatrics, Stony Brook University, Stony Brook, New York, USA
  – Director, Pediatric ICU, at Stony Brook University Medical Center
The Hosts

- **Todd Fraser, MD**
  - Intensivist and retrieval physician based on the Sunshine Coast of Queensland, Australia
  - Believes quality clinical training leads to excellence in clinical performance
  - Extensive experience in critical care education that includes simulation, web-based training tools, examination preparation courses, and instructional video

- **Ludwig H. Lin, MD**
  - Intensivist and anesthesiologist at Summit/Alta Bates Medical Center in San Francisco, California, USA
  - Consulting professor at Stanford University
  - Interested in patient/family communication and education
The Hosts

- Ranjit Deshpande, MBBS
  - Intensivist, anesthesiologist, and currently director for transplant anesthesiology at Yale New Haven Hospital
  - Interests include organ transplantation and point-of-care ultrasound
  - Actively involved in resident education

- Kyle B. Enfield, MD
  - Associate professor of medicine in the Division of Pulmonary and Critical Care at the University of Virginia and co-medical director of Special Pathogens Unit
  - Clinical interests are critical care medicine and transport of critically ill patients.
  - Academic interests are the epidemiology and prevention of healthcare-associated conditions, including multidrug-resistant organisms and healthcare-associated infections.
The Hosts

• Richard Iuorio, MD
  – Codirector of Lincoln Medical Center’s Emergency Department, Critical Care Divisions in South Bronx, New York, USA
  – Educator for residents, nurses, fellows, mid-level practitioners, and medical students
  – Academic interests are trauma resuscitation, sepsis, and patient safety.
  – Podcast host for the SCCM pilot series, VCCR Rounds.

• Sean P. Kane, Pharm D, BCPS
  – Assistant professor in the Department of Pharmacy Practice at Rosalind Franklin University of Medicine and Science in North Chicago, Illinois, USA, with a clinical practice site at Advocate Condell Medical Center’s ICU in Libertyville, Illinois, USA
  – Creator of ClinCalc.com, an evidence-based clinical decision support website with educational tools for healthcare students and professionals
  – Podcast host for the SCCM pilot podcast series, VCCR Rounds
Website

iCritical Care

iCritical Care offers a wide selection of in-depth interviews on adult and pediatric topics. Gain unique perspectives as hosts chat with authors of the latest Critical Care Medicine and Pediatric Critical Care Medicine articles, well-known speakers and prominent SCCM members. Rated among the top 20 medical podcasts on iTunes, iCritical Care Podcasts are a valuable resource listeners can take anywhere.

ALL AUDIO

The All Audio feed includes Critical Care podcasts on all topics.

LEARNICU

The LearnICU Critical Care podcasts feature interviews with thought leaders on select topics.

PEdiatric CRiTICAL CARE MEDICINE

The PCCM iCritical Care Podcasts feature interviews with authors from SCCM’s leading pediatric journal.

CriTICAL CARE MEDiCINE

The CCM iCritical Care podcasts feature interviews with authors from SCCM’s leading journal.

ViRTuAL CriTICAL CARE ROUNDs

In-depth interviews on critical care topics while addressing the most challenging aspects of intensive care unit fellowship and residency.

HOSTED

Our podcast hosts engage in lively discussion with critical care experts.
Analytics

- 10.8 million downloads since May 2006
- Top 10 podcasts released in 2017:

<table>
<thead>
<tr>
<th>Release Date</th>
<th>Year</th>
<th>Listeners</th>
<th>Name</th>
<th>Topic</th>
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<tr>
<td>3/16/2017</td>
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<td>20,500</td>
<td>SCCMPod343.mp3</td>
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- For 2017 only, there were 434,000+ downloads alone from 20 podcasts.
- Average download was 21,700+.
- Podcasts highlighted in orange were sponsored.

As of November 6, 2017
How It’s Done

• Some of the podcasts are recorded at Congress.
• Others are based on articles that have been published in SCCM publications.
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 that 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, website, or toll-free phone number
  – The organization’s mission
  – The duration of the business or service (e.g., “providing services to businesses for over 50 years . . .”)
How It’s Promoted

• Posted on the iCritical Care podcast page
• Concurrently it will appear on the newsfeed portion of the SCCM homepage
• Newest releases listed in an upcoming issue of Critical Connections, SCCM’s newsmagazine with 25,000 circulation
• Posted on SCCM’ Facebook page, which currently has approximately 67,600+ followers
• Tweet goes out to Twitter followers (15,700+)
• Mention of new podcast made in an upcoming SCCM eNewsletter, Critical eConnections, which reaches 55,300+ members and nonmembers

As of November 6, 2017
Critical eConnections accommodates a single IAB standard 120 x 600 pixel skyscraper ad unit per issue. Total file size may not exceed 40 kB. It is recommended that any animation sequence be restricted to 15 seconds or less. **Digital ad material is due 4 days prior to release date.**

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<th>Frequency</th>
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<th>12x</th>
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<td>$3,370</td>
<td>$3,270</td>
<td>$3,050</td>
<td>$2,600</td>
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*Rates effective January 1, 2018*
Editorial

• **Concise Critical Appraisal:** Highlights journal articles most relevant to the critical care practitioner

• **SCCM News:** Offers the latest updates about Society initiatives, projects, and successes

• **Education:** Highlights upcoming critical care conferences, publications, and other learning opportunities

• **Emergency Response:** Updates on emergency and disaster response resources

• **Drug Shortage Alert:** Highlights common and/or recent drug shortages and outlines management strategies, pharmacotherapeutic considerations, safety implications, and additional resources
Audience

- 54,400+ SCCM members and nonmembers receive *Critical eConnections* every first and third Thursday of the month.
- Weekly reports of impressions and click-throughs delivered to your inbox
  - Average delivery rate: > 99.1%
  - Average open rate: > 23.1%
  - Average impressions: 17,200+
- Each personalized eNewsletter makes an impact with readers worldwide.
Approximately two weeks after the distribution of the eNewsletter in which the ad appears, SCCM will provide a metrics report to the advertiser:

- Total number of recipients to whom the issue was delivered
- Total number of impressions (unique views) of the ad
- Total number of times recipients clicked on the advertiser’s provided link (unique clicks) as well as gross number of clicks arising from the ad
- Comparison to the overall average against other sponsored ads from previous issues

- Informz is the e-mailing platform SCCM began using in fourth-quarter 2016.
Website

• October 2017 www.sccm.org metrics:
  – 155,755 average visits/month
  – 149,768 page views/month (impressions)
  – 52,310 unique visitors/month
• Advertising on our website is now being accepted.
  – Ads appear on the right-hand side of the page.
Websites

- Websites:
  - [www.sccm.org](http://www.sccm.org): SCCM website
  - [www.iculiberation.org](http://www.iculiberation.org): Includes best practices for implementation of Clinical Practice Guidelines for the Management of Pain, Agitation, and Delirium in Adult Patients in the Intensive Care Unit, and bundles and resources
  - [www.myicucare.org](http://www.myicucare.org): Targets patients and families, includes THRIVE initiative

- Pricing
  - $7,500 for run of site for one month for approximately 150,000 impressions
  - Ads are nonexclusive
Website Ad Sample
Archives

• Access **issues** of *Critical Connections*
• Access iCritical Care **podcasts**
• Access *Critical eConnections* (SCCM eNewsletter)
Other SCCM Ad Vehicles

• Contact our external partners:
  – *Critical Care Medicine* and *Pediatric Critical Care Medicine*, our monthly peer-reviewed journals
    • Tom Pitofsky at tom.pitofsky@wolterskluwer.com or +1 661 296-8213
    • Mike Rusch at mike.rusch@wolterskluwer.com or +1 215 521-8404 (recruitment or classified ads)
  – *Critical Care SmartBrief*, a biweekly eNewsletter containing snippets of critical care medicine and infection news, major research and studies, trends and technology, legislative and regulatory news, association events and activities. Click on link to access a sample issue.
    • Wynn Hansen at whansen@smartbrief.com or +202 470-1149