<table>
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<th>Section</th>
<th>Page</th>
</tr>
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<td>About SCCM</td>
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<td>SCCM Annual Report</td>
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<td>Corporate Partnerships</td>
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<tr>
<td>Reach Out Today</td>
<td>20</td>
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</tbody>
</table>

All pricing is effective through September 30, 2022, and is subject to change.
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.

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

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

SCCM’s 17,000 MEMBERS represent more than 100 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, in 2018 SCCM began offering 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.

Age*
*Based on self-reported demographic data. 60% of SCCM members report demographic data.

22 - 35 (MILLENIALS) 32%
36 - 54 (GENERATION X) 37%
55 - 74 (BABY BOOMERS) 29%
The SCCM 2021 Annual Report provides a summary of activities during the fiscal year from October 2020 through September 2021.

As SCCM continues to respond to the COVID-19 pandemic, the world now has a front-row view of critical care professionals living out the Society’s mission to secure the highest-quality care for all critically ill and injured patients. The SCCM 2021 Annual Report demonstrates all the ways in which SCCM and its members have persevered, adapted, and thrived in the face of the health crisis of a lifetime.

Key achievements include:

- Securing new funding opportunities and grant partnerships through Discovery, the Critical Care Research Network
- Establishing new partnerships and strengthening existing relationships with organizations and government agencies to train clinicians worldwide, greatly expanding the reach of the Fundamentals program
- Creating new and improved member communication initiatives that keep critical care clinicians informed
- Embedding diversity, equity, and inclusion within SCCM

The annual report also contains updates on SCCM’s financial strength and how to request audited financial statements. Read the full report at sccm.org/annualreport
SCCM’s quarterly print 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 thought leaders and subject matter experts.

Upcoming Issues

**Spring 2022: Burnout and COVID-19**
The COVID-19 pandemic has put unprecedented stress on healthcare professionals, causing burnout, staffing issues, and a wave of resignations. This issue will address managing moral distress, staff shortages, and creating healthy work environments.

**Summer 2022: Innovation in Critical Care**
Critical care is constantly evolving. This issue will explore recent innovations in critical care.

**Fall 2022: Hot Topics in Critical Care**
Critical care professionals are looking for the latest research. This issue will feature late-breaking information about hot topics from thought leaders.

**Winter 2023: Preparing for Endemic COVID-19**
This issue will focus on preparing for the transition of COVID-19 from a pandemic to an endemic disease and how it has changed the continuum of care.

**Issue** | **Space Due** | **Ad Artwork Due** | **Mailbox ETA**
--- | --- | --- | ---
Summer 2022 | July 1, 2022 | July 15, 2022 | August 29 - September 3, 2022
Fall 2022 | October 7, 2022 | October 21, 2022 | November 28 - December 1, 2022
Winter 2023 | January 6, 2023 | January 20, 2023 | Last week of February 2023
Spring 2023 | April 7, 2023 | April 21, 2023 | Last week of May 2023
Summer 2023 | July 7, 2023 | July 21, 2023 | Last week of August 2023
Fall 2023 | October 6, 2023 | October 20, 2023 | Last week of November 2023

Dates are subject to change.

**Bonus Reach**

Each issue of *Critical Connections* is also offered as a digital edition! The digital edition is emailed to SCCM’s full database of members and nonmembers and is available on the *Critical Connections* website for two years! Extend the life of your ad for no additional cost.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Created</th>
<th>Impressions</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2020</td>
<td>COVID-19: What’s Next</td>
<td>December 3, 2020</td>
<td>1600</td>
<td>832</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>The Future of Critical Care</td>
<td>March 10, 2021</td>
<td>1511</td>
<td>655</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>Critical Care Workforce</td>
<td>June 6, 2021</td>
<td>1979</td>
<td>794</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>Clinical Issues of the Day</td>
<td>August, 23, 2021</td>
<td>990</td>
<td>399</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>The Lasting Impact of COVID-19</td>
<td>November 30, 2021</td>
<td>819</td>
<td>370</td>
</tr>
</tbody>
</table>
Advertising Rates

<table>
<thead>
<tr>
<th>Size (includes 4-color charge of $1,775)</th>
<th>1 issue</th>
<th>2 issues</th>
<th>3 issues</th>
<th>4 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,765</td>
<td>$4,630</td>
<td>$4,425</td>
<td>$4,065</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$9,530</td>
<td>$9,260</td>
<td>$8,850</td>
<td>$8,130</td>
</tr>
<tr>
<td>Half Page</td>
<td>$3,640</td>
<td>$3,600</td>
<td>$3,395</td>
<td>$3,180</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$3,170</td>
<td>$3,130</td>
<td>$3,010</td>
<td>$2,880</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$6,260</td>
<td>$6,058</td>
<td>$5,750</td>
<td>$5,210</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$5,513</td>
<td>$5,344</td>
<td>$5,088</td>
<td>$4,638</td>
</tr>
</tbody>
</table>

Contact SCCM to learn about these additional advertising opportunities.

<table>
<thead>
<tr>
<th>Ad</th>
<th>Trim Size</th>
<th>Required Bleed Size</th>
<th>Optional No-Bleed Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>18&quot; w x 10.875&quot; h</td>
<td>Add .125&quot; bleed to all sides for a final size of 18.25&quot; x 11.125&quot;</td>
<td>Spread ad with no bleed: 17.5&quot; w x 10.375&quot; h</td>
</tr>
<tr>
<td>Full Page</td>
<td>9&quot; w x 10.875&quot; h</td>
<td>Add .125&quot; bleed to all sides for a final size of 9.25&quot; x 11.125&quot;</td>
<td>Full page ad with no bleed: 8.5&quot; w x 10.375&quot; h</td>
</tr>
<tr>
<td>Half Page</td>
<td>9&quot; w x 5.375&quot; h</td>
<td>Add .125&quot; bleed to all sides for a final size of 9.25&quot; x 5.625&quot;</td>
<td>Half page ad with no bleed: 8&quot; w x 5&quot; h</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>4.375&quot; w x 5.375&quot; h</td>
<td>Add .125&quot; bleed to all sides for a final size of 4.625&quot; x 5.625&quot;</td>
<td>Quarter page with no bleed: 3.91&quot; w x 5&quot; h</td>
</tr>
</tbody>
</table>

Technical Requirements:

- Keep live content .5“ from trim edge
- High-res 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.
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 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.

**Critical Connections, Education Edition**
- Released the first Thursday of each month
- Focuses on educational products, opportunities, and events for the entire multiprofessional critical care team

**CIRCULATION:** 82,000 **OPEN RATE:** 27%

**Critical Connections, News Edition**
- Released the second Thursday of each month
- Focuses on member-generated blogs with updates on SCCM’s programs, initiatives, and member profiles

**CIRCULATION:** 82,000 **OPEN RATE:** 27%

**Critical Connections, Select Edition**
- Released the third Thursday of each month
- Provides insider tips and personalized messages from SCCM’s CEO to Select Members, the Society’s most engaged members

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

**Critical Pulse**
- Delivered to SCCM’s highly engaged Select and Professional members
- Breaking news and headlines on critical care, curated by clinical experts, released periodically without a schedule

**CIRCULATION:** 10,215 **OPEN RATE:** 44%

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

**Association Revenue Partners**
+1 855 790-0001
info@associationrevenuepartners.com
Association Revenue Partners Media Guide
FEATURED RESOURCE
SCCM Podcast: PANDEM Guidelines
The PANDEM guidelines evaluate current practices and provide recommendations for management of pain, agitation, iatrogenic withdrawal, neuromuscular blockade, delirium, ICU environment, and early mobility in critically ill infants and children. Host Margaret M. Parker, MD, MCCM, is joined by Heidi A. B. Smith, MD, MSCI, FAAP, to discuss the guidelines in this SCCM podcast.

LISTEN NOW
Visit the SCCM website to easily sort and filter recommendations at the bedside
Watch these videos from the PANDEM guideline cochairs
- Top Practices from the PANDEM Guidelines
- How the PANDEM Guidelines Relate to the ICU Liberation Campaign
Learn more about SCCM’s ICU Liberation Campaign

Boston hospital reports no COVID-19 cases in ICU for first time since start of pandemic
WHDH-TV
A Boston hospital announced that it had no COVID-19 patients in its intensive care unit for the first time since the start of the pandemic in March 2020. In a statement, a spokesperson for Tufts Medical Center said, “We have 0 COVID patients in the ICU for the first time since the pandemic began!”

READ MORE

SPONSORED VIDEO
Let us monitor the EEG
As critical care patient admissions increase, a significant number will involve altered mental status with some experiencing non-convulsive seizures that require cEEG monitoring to detect and manage. CortiCare has the capacity to monitor all your patients remotely, freeing up your staff for other duties. Consider outsourcing cEEG monitoring.

WATCH VIDEO

Expert in critical care, anesthesia assails Husel practices in deaths of 14 patients
The Columbus Dispatch
Through 14 sets of patient medical records, a Florida medical expert criticized former Mount Carmel Health doctor William Husel for overuse of fentanyl, lack of consultation with peers and families, and for prematurely removing life-saving measures, including breathing tubes.

READ MORE

SPONSORED CONTENT
Promoted by Wolters Kluwer
Using Diaphragm Ultrasound to Assess Diaphragm Function
Flow Effects of High-flow Nasal Oxygenation in Apneic Patients
Respiratory Drive in Sepsis and Septic Shock: Modulation by High-flow Nasal Cannula
Infection Prevention in the Intensive Care Unit
Viscoelastic Tests: Use and Limitations

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: 82,000 OPEN RATE: 30%

Contact
Advertising in Critical Care Update is managed by:
Multiview
+ 1 972 402-7070
salesinquiries@multiview.com
Critical Care Update Media Kit

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

**16 MILLION VIEWS PER YEAR**

In 2021, the SCCM website underwent a major redesign to provide more intuitive navigation. The website broke records, with more than 613,000 home page visits, an 11% increase from the previous year.

613,000 home page visits 11% increase from the previous year

### FY2019
- 399,000 home page visitors
- 542,000 total visitors

### FY2020
- 553,000 home page visitors
- 2 million total visitors

### FY2021
- 613,000 home page visitors
- 1.4 million total visitors

---

**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:** 500,000+ VIEWS PER MONTH  
**SECOND LEADERBOARD:** 175,000 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
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.

- 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: $3,500

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

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>@SCCM1</td>
<td>@SCCM</td>
<td>/society-of-critical-care-medicine</td>
<td>@SCCMcriticalcare</td>
</tr>
<tr>
<td>Followers</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>FY2019</td>
<td>75,159</td>
<td>25,513</td>
<td>9,344</td>
<td>2,231</td>
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<tr>
<td>FY2020</td>
<td>81,209</td>
<td>35,877</td>
<td>20,210</td>
<td>9,067</td>
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<tr>
<td>FY2021</td>
<td>82,640</td>
<td>42,300</td>
<td>33,350</td>
<td>13,300</td>
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<tr>
<td>Impressions</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>FY2019</td>
<td>6,430,723</td>
<td>2,365,610</td>
<td>128,219</td>
<td>339,633</td>
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<tr>
<td>FY2020</td>
<td>7,556,263</td>
<td>3,891,709</td>
<td>891,903</td>
<td>1,357,086</td>
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<tr>
<td>FY2021</td>
<td>11,505,327</td>
<td>5,786,271</td>
<td>1,366,235</td>
<td>2,329,065</td>
</tr>
<tr>
<td>Engagements</td>
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<td></td>
</tr>
<tr>
<td>FY2019</td>
<td>189,115</td>
<td>46,264</td>
<td>6,076</td>
<td>5,382</td>
</tr>
<tr>
<td>FY2020</td>
<td>302,231</td>
<td>119,008</td>
<td>49,617</td>
<td>19,896</td>
</tr>
<tr>
<td>FY2021</td>
<td>180,190</td>
<td>123,081</td>
<td>67,291</td>
<td>25,865</td>
</tr>
</tbody>
</table>

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.

Contact

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

SCCM
Desiree Ng
Industry Relations Manager
dng@sccm.org
SCCM 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
- Epidemiology outcomes
- Ethics and end of life
- GI and nutrition
- Hematology
- Immunology
- Infectious disease
- Integument
- Neuroscience
- Obstetrics
- Patient and family support
- Pediatrics
- Pharmacology
- Procedures
- Pulmonary
- Professional development and education
- Quality and patient safety
- Renal
- Research
- Resuscitation
- Sepsis
- Shock
- Transplant medicine
- Trauma

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

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 thought leaders in the field. Visit sccm.org/podcasts.

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.

Pre-roll and post-roll messaging is not exclusive. SCCM reserves the right to offer mid-roll advertising.

<table>
<thead>
<tr>
<th>Episode Buys</th>
<th>1 month (2 episodes)</th>
<th>$6,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3 months (6 episodes)</td>
<td>$15,000</td>
</tr>
<tr>
<td></td>
<td>6 months (12 episodes)</td>
<td>$24,000</td>
</tr>
<tr>
<td></td>
<td>12 months (24 episodes)</td>
<td>$36,000</td>
</tr>
</tbody>
</table>

| Hot Topic Buys | Customize the topic | $10,000 per episode or customized pricing for a series |

SCCM Advertising and Webcast Advertising

Top Podcasts

1. Hypertonic Saline in Children with Raised Intracranial Pressure
   - Release Date: January 23, 2021
   - Listeners: 30,483

2. Patient-Ventilator Dyssynchronies and Their Mechanisms
   - Release Date: May 17, 2021
   - Listeners: 27,078

3. Optimal Bundle of Management for Cardiac Arrest
   - Release Date: December 10, 2020
   - Listeners: 25,715

4. Choosing Wisely for Critical Care: The Next Five
   - Release Date: April 7, 2021
   - Listeners: 25,455

5. Citrate and Continuous Renal Replacement Therapy
   - Release Date: March 10, 2021
   - Listeners: 24,481

Eighteen new episodes were released in 2021 with more than 370,000 downloads!

- 450+ episodes since the 2005 launch
- 17,000 total downloads
- Average download per episode: 33,000

Podcasts supported by episode buys and hot topic buys will receive top billing in SCCM's social media and digital newsletters, including social media posts and Critical Connections, News Edition.
SCCM Webcasts

Subject matter experts from around the world serve as faculty for SCCM’s webcasts, which attract an engaged audience of learners. SCCM offers several webcast series, including two focused on late-breaking literature—Journal Club: Critical Care Medicine and Journal Club: Spotlight on Pharmacy—and regular education on COVID-19.

<table>
<thead>
<tr>
<th>Webcast Type</th>
<th>Average Attendance</th>
<th>Average Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal Club: Critical Care Medicine</td>
<td>67</td>
<td>127</td>
</tr>
<tr>
<td>Journal Club: Spotlight on Pharmacy</td>
<td>140</td>
<td>300</td>
</tr>
<tr>
<td>Regular education on COVID-19</td>
<td>490</td>
<td>58,505</td>
</tr>
</tbody>
</table>

When you become a webcast sponsor, you can include your company logo and live read by the webcast moderator that includes your company name and a call to action. SCCM will promote webcasts hosted by the industry partner through a marketing bundle. To learn more about upcoming topics that can align with your goals, contact SCCM.

Marketing Bundles for Your Webcast

Are you hosting a webcast of interest to the critical care community? Consider purchasing a marketing bundle and let SCCM promote your webcast through its marketing channels.

Option 1: A sponsor can choose an ad vehicles a la carte.
Investment: $3,500 per vehicle.

Option 2: Sponsor can select an ad vehicle bundle, which includes text ads in SCCM’s eNewsletters, emails sent on your behalf, and social media posts.
Investment: $15,000

Industry Insights

Contact SCCM to learn more about sponsoring an Industry Insights session, a full-service webcast. This opportunity is available throughout the year. Sponsors have the opportunity to guide the topic and faculty. SCCM will promote the webcast through its various marketing channels, and the recording will be posted on the Industry Partner Resources playlist on SCCM’s YouTube channel at youtube.com/sccm500.
Investment: $30,000

Contact

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

SCCM
Desiree Ng
Industry Relations Manager
dng@sccm.org
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.

**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

SCCM rents its postal mailing list database for one-time use only. The list contains more than 16,000 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 Congress and conferences.

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

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

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

Hilary Druker
Sr. National Account Manager, Print, Digital and Online, Wolters Kluwer Health Learning, Research & Practice
+ 609 304-9187 • hilary.druker@wolterskluwer.com

• Critical Care Medicine Media Guide: ccmjournal.org/advertising
• Pediatric Critical Care Medicine Media Guide: pccmjournal.org/advertising
• Critical Care Explorations Media Guide: ccejournal.org/advertising

Critical Care Medicine
Media kit: 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: 7.598
IMPACT FACTOR RANKING: 5/36 IN CRITICAL CARE MEDICINE
ACCEPTANCE RATE: 17%
CIRCULATION: 13,266

Pediatric Critical Care Medicine
Media kit: 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: 3.624
IMPACT FACTOR RANKING: 17/36 IN CRITICAL CARE MEDICINE
20/128 IN PEDIATRICS
ACCEPTANCE RATE: 37%
CIRCULATION: 2,007

Critical Care Explorations
Media kit: 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: 40%
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. More than 5500 critical care professionals attend SCCM’s annual in-person Congress to discover the latest solutions and developments, medical advances, cutting-edge treatments, and breakthroughs in intensive care unit administration and management.

Exhibitors: Share your newest technology, products, services, and career opportunities with the largest gathering of multiprofessional critical care thought leaders 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.

Contact
Exhibit opportunities for events managed by:
SCCM Colleen McNamara, CEM
Exhibit Manager cmcnamara@sccm.org

Sponsorship and advertising opportunities for educational opportunities managed by:
SCCM Desiree Ng
Industry Relations Manager dng@sccm.org

2021 Critical Care Congress Attendees by Profession

- Physicians: 59%
- Nurses: 9%
- Physician assistants: 2%
- Pharmacists: 17%
- Industry: 5%
- Others: dietitians, respiratory and physical therapists, researchers, students, veterinarians, government, hospital administrators: 8%
SCCM offers year-round opportunities to exhibit, sponsor, and advertise during educational activities! Learn about SCCM’s educational programming at sccm.org/education. Opportunities are subject to change.

**Critical Care Ultrasound**
Focused ultrasound examinations are a vital extension of critical care assessment, so competency is a must. SCCM offers three ultrasound courses to hone clinicians’ ultrasound skills. Learn more about industry support opportunities at sccm.org/ultrasound.
- Critical Care Ultrasound: Adult
- Critical Care Ultrasound: Pediatric and Neonatal
- Advanced Critical Care Ultrasound: Adult

**Review and Assessment**
SCCM helps critical care professionals expand and fill in knowledge gaps in preparation for certification through various adult and pediatric review and assessment activities, which offer more than 1200 questions for both adult and pediatric clinicians. Learn more about industry support opportunities at 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. 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.

**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 for more details.
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**

Industry Relations Manager
dng@sccm.org
**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!

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**Corporate Partnerships**

Help make a difference! SCCM’s mission is to secure the highest-quality care for all critically ill and injured patients. Through SCCM’s Corporate Partnership Program, your participation will help SCCM achieve its mission and will provide your company the opportunity to promote brand launches, current therapies, access to executive leadership, and more!

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**Access and involvement**

- Executive leadership
- Targeted mailings to SCCM members
- Complimentary membership
- Podcast sponsorship
- And more!

**SCCM Congress and educational events**

- Corporate recognition
- Industry-sponsored education
- And more!

**Year-round recognition**

- Active listing linked to your website
- Digital newsletter advertising
- And more!

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**Contact**

Donor opportunities are managed by:

**SCCM**

Mark Lenhart
Chief Philanthropy Officer
mlenhart@sccm.org

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**Contact**

Corporate partnership opportunities are managed by:

**SCCM**

Desiree Ng
Industry Relations Manager
dng@sccm.org
Society of Critical Care Medicine

Desiree Ng
Industry Relations Manager
+1 847 827-7188
dng@sccm.org
  • Critical Connections newsmagazine
  • SCCM podcasts
  • SCCM webcasts
  • Social media
  • Corporate partnership
  • Educational events and activities
  • COVID-19 activities
  • Specialty and custom opportunities

Colleen McNamara, CEM
Exhibit Manager
cmcnamara@sccm.org
  • Exhibit opportunities for SCCM Events

Mark Lenhart
Chief Philanthropy Officer
+ 1 847 827-7633
mlenhart@sccm.org
  • Donor support opportunities within SCCM

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Sr. National Account Manager, Print, Digital and Online
Wolters Kluwer Health Learning, Research & Practice
+ 609 304-9187
hilary.druker@wolterskluwer.com
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Erik Kersteter
+1 703 707-8686 x 2750
Erik.Kersteter@Naylor.com
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