

# Email Products

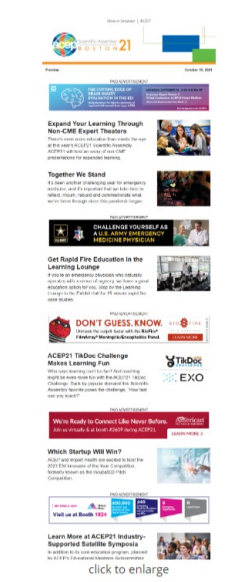
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Add a push strategy to your marketing plan for high visibility!



**Icon Key**

- Traffic Building Products
- Reach all meeting attendees
- Reach all in-person attendees only
- Reach all ACEP members
- Push Product
- Personal Delivery
- Lead Generating Product
- Product has frequency
- Branding Product



## ePreviews

**Build your brand connection to more than 30,000 members and attendees before the meeting begins!**  
 Broad exposure for your message as members get excited about ACEP22.

- Reach:** More than 30,000 ACEP members and attendees.
- Content:** Topics to be presented at the meeting, industry events and exhibit hall activities.
- Native ads now available!**
- Advertiser supplies a 250-word article for publication in the ePreview.
  - Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the ePreview, as well as the words "Paid Advertisement."
  - Ad links directly to a full article page. *(Advertiser supplies article, image, headline and teaser copy.)*
  - Only one native ad per issue.

**Link your corporate or product video to your banner ad!**

**2021 average unique open rate was 37.3%, compared to the healthcare industry average of 21%.\*\***

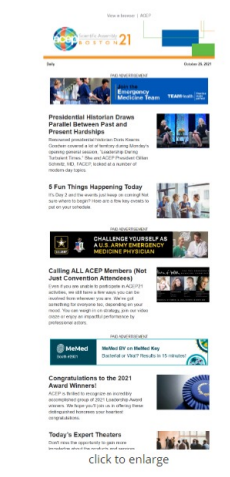
\*\*According to HubSpot's email benchmark report, 2020.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
ePreview #1	Aug. 3, 2022	Aug. 10, 2022
ePreview #2	Aug. 23, 2022	Aug. 30, 2022

Rates (per issue)	
Leaderboard	\$6,000
Premium Banner	\$4,500 each
Native Ad	\$6,500

*Minimum ad placements must be achieved for ePreviews to be delivered.*



## eDaily

**4X frequency builds meeting brand recognition!**  
 Daily visibility for your message to all ACEP members.

- Reach:** More than 30,000 ACEP members and attendees.
- Content:** Live event coverage and session recaps.
- Native ads now available!**
- Advertiser supplies a 250-word article for publication in the eDaily.
  - Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the eDaily, as well as the words "Paid Advertisement."
  - Ad links directly to a full article page. *(Advertiser supplies article, image, headline and teaser copy.)*
  - Only one native ad per issue.

eDailies are sent on Oct. 1, 2, 3 and 4, 2022.

**Link your corporate or product video to your banner ad!**

INSERTION ORDER/SPECS

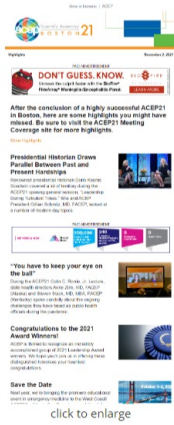
**Deadlines**  
 Space reservation deadline: Sept. 8, 2022  
 Materials due: Sept. 15, 2022

Rates (all four issues)	
Leaderboard	\$15,000
Premium Banner	\$11,250 each
Native Ad	\$15,500

*Includes placement in all four issues.*

2021 average unique open rate was 39.5%, compared to the healthcare industry average of 21%.\*

\*According to HubSpot's email benchmark report, 2020.



## eHighlights



### Drive home your final message with a post-event follow-up

Connect with ACEP members and meeting attendees after the conference as they plan next steps.

**Reach:** More than 30,000 ACEP members and attendees.

**Content:** Summary wrap-ups of the entire meeting, including key events, sessions and science.

### Native ads now available!

- Advertiser supplies a 250-word article for publication in the eHighlights.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the eHighlights, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. (Advertiser supplies article, image, headline and teaser copy.)

Link your corporate or product video to your banner ad!

2021 unique open rate was 39.7%, compared to the healthcare industry average of 21%.\*

\*According to HubSpot's email benchmark report, 2020.

Minimum ad placements must be achieved for eHighlights to be delivered.

## INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
eHighlights #1	Sept. 19, 2022	Sept. 26, 2022
eHighlights #2	Sept. 26, 2022	Oct. 3, 2022

Rates (per issue)	
Leaderboard	\$6,000
Premium Banner	\$4,500 (each)
Native Ad	\$6,500

### Icon Key



If the in-person ACEP22 must be converted to virtual, all email products will deliver for the virtual event. If advertising is specific to a booth or program, supporter is encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

All ads are subject to ACEP approval.

All rates are net. No agency discounts apply. Cancellations are nonrefundable.

All quantities are based on projected attendance.