

Journal of Emergency Medical Services



Executive Offices

P.O. Box 152
Morristown, New Jersey 07960
(201) 766-7937

Editorial Offices

P.O. Box 1026
Solana Beach, California 92075
(714) 481-1128

Advertising Offices

1131 No. Alta Loma, Suite 424
West Hollywood, California 90069
c/o Media Consultants
(213) 854-3087

November 3, 1981

Ms. Sharon Trinks
Maryland Institute for EMS
22 So. Green St.
Baltimore, Md. 21201

Dear Sharon,

Suppose I save you some time, cut the superlatives and simply tell you why I left a leading competitor after 4-1/2 years to join JEMS. JEMS is this to me:

- So valuable in the EMS marketplace that 600-650 new paid subscriptions are entered monthly.

- The only journal so straight-forward as to apply for a circulation audit now. No other journal in the field is willing to have an independent bureau audit their circulation statements.

- A journal dedicated to providing pertinent editorial information and not dedicated to gouging their advertisers for precious dollars.

- The only journal published by emergency medical professionals not professional publishers with limited interest in street-to-federal level facts of emergency medical services.

Enclosed is a current media kit which tells all - including word on a special directory issue coming up in January. The rates shown will increase by 15% due to tremendous cost increases by our suppliers since July 1980 when we last changed our rates. The effective date of change is January 1, 1982. If you really want a bargain plus substantial numbers of qualified sales leads send your advertising contract to me prior to December 31, 1981 and maintain the 1980 rates.

Best regards,

Suzanne Lloyd
Advertising Manager



Rate Card No. 3

Effective July, 1981 issue

Advertising Representative

Suzanne Lloyd
1131 Alta Loma, Suite 424
West Hollywood, California 90069 213/854-3087

Published by

Jems Publishing Company, Inc.,
P.O. Box 152,
Morristown, New Jersey 07960.

GENERAL INFORMATION

Issuance:

1st of every month

Established:

1975 as *Paramedics international* (a quarterly journal); converted to **jems** (a monthly journal) in 1980.

Subscription Data:

\$12.40 per year in the United States; \$17.40 per year in Canada; \$22.40 per year elsewhere.

Editorial:

jems is edited for all segments of the emergency medical services (EMS) field. Published by established experts in EMS, **jems** asserts strong editorial philosophies on behalf of those EMS system designs and operational profiles which have proven most beneficial to emergency patients. **jems** is designed to meet the planning, policy, training, operational, purchasing, educational, and informational needs of the EMS system and the many diverse professions that serve it. Specific content includes question-and-answer continuing educational departments, industry news, in-depth features on contemporary issues, editorials and guest comments, new product information and evaluations, and original surveys of products, resource material, and services. In meeting the needs and interests of a diverse readership that includes nurses, physicians and paramedics, among others, special care is taken to make sure articles are well written, relevant and smoothly presented in visually stimulating layouts.

Requirements for Acceptance of Products and Services for Advertising:

All advertising must be approved by the Editorial Committee on Advertising. The right is reserved to exclude advertisements as recommended by the Committee, based on the best interests of the readers, and not on a selective policy of exclusion because of competitive interests.

Policy on Placement of Advertising:

Full and fractional pages interspersed with editorial material.

Editorial-Advertising Ratio:

Approximately 60% editorial, 40% advertising.

Services to Advertisers:

- The "Advertiser Bulletin" is issued at least six times a year with interpretive news of the emergency care industry and with general media information.
- Reprints of articles are available at cost.
- Printouts of respondents to the Reader Service Numbers are distributed free via the Nielsen Company.

Staff:

Publisher/Editor in Chief: James O. Page
Managing Editor: Keith Griffiths
Associate Editor: Thom Dick
Medical Editor: Cleve Tremble, M.D.
Circulation Manager: Steve Kerby
Advertising Manager: Suzanne Lloyd
Design Consultant: David Boe
Production Manager: Joan Whitcombe

Offices:

Executive: P.O. Box 152
Morristown, NJ 07960
201/766-7937

Editorial: P.O. Box 1026
215 South Highway 101, Suite 210
Solana Beach, CA 92075
714/481-1128

Advertising: 1131 Alta Loma, Suite 424
West Hollywood, CA 90069
213/854-3087

CIRCULATION

EMS is "interdisciplinary." That is, the EMS team consists of physicians, nurses, emergency medical technicians (basic and intermediate), paramedics, and program administrators. Contrasted to other aspects of the health care field, the patient care requirements of EMS command that all members of the EMS team train and work together — regardless of differences in professional standing or rank.

jems is "interdisciplinary." That is, each monthly issue of **jems** is carefully planned and compiled to meet the informational and educational needs of the full range of professional and paraprofessional persons who work in the EMS system. Both paid and controlled circulation of **jems** reaches EMS

personnel employed in hospitals, private ambulance services, fire departments, rescue squads, and health agencies.

The interdisciplinary nature of EMS produces an extraordinary sharing of informational and educational resources between members of the EMS team. Accordingly, we have determined that **jems** enjoys a considerable "pass-along" readership (from EMT to nurse to physician to administrator). One study (1981) disclosed that the average issue of **jems** is shared by 3.76 persons. Furthermore, this pass-along readership tended to cross over professional and occupational lines in more than one-fourth of all cases (such as paramedic-to-physician, or nurse-to-EMT).

Total Monthly Circulation

jems guarantees to advertisers a minimum monthly distribution of 30,000 copies. Circulation includes paid subscribers and mailings to EMS-related groups and organizations on a controlled circulation basis. Proof of printing and mailing is available for inspection by any bona-fide advertiser.

Paid Circulation

jems is the fastest growing journal in the field of EMS. Since the introductory announcement of **jems** in December '79, more than 10,000 paid subscriptions have been received (more than one-third of total distribution). Since January '81, new paid subscriptions have averaged more than 650 per month.

This rapid growth is attributable in part to a unique subscription sales network which employs State EMT and emergency care associations as sales representatives for their membership. Subscriptions can be sold in bulk to the organization's membership at a discount price, and personal attention can be given by the organization's coordinator to subscription fulfillment and reader reaction or response to editorial materials.

A current circulation statement is enclosed for your review. In summary, the first 10,000 paid subscribers to **jems** who reported their professions or occupations are classed as follows:

Physicians	1.9%*
Nurses	5.8%
Program administrators	8.4%*
EMT (Basic/Intermediate)	44.0%
EMT/Paramedic	39.9%

* Physician subscribers include medical directors of EMS projects in more than one-third of federal-designated EMS regions in U.S. Ratio of administrator subscribers reflects typical ratio of administrators to patient care providers in EMS systems throughout the U.S.

Easily as important as the occupation or profession of the paid subscriber is the working environment in which **jems** is reviewed, discussed and noticed (the place where your ad will be on display). In summary, the first 10,000 paid subscribers to **jems** who reported the nature or place of their employment are classed as follows:

Hospitals	22.5%
Private ambulance services	26.0%
Fire departments	23.9%
Rescue squads	17.0%*
Health agencies	5.6%*
Other (industry, police)	6.0%

* Generally, "rescue squads" are independent volunteer ambulance or search and rescue organizations not affiliated with a fire department. "Health agencies" include State Health Departments, county and municipal EMS departments.

Controlled Circulation

Monthly distribution of **jems** is no less than 30,000 copies. In addition to the rapidly growing body of paid subscribers, each issue of **jems** is mailed to members of EMS-related groups and organizations. This sample copy distribution includes as many as 19,000 recipients per month.

jems has developed the most complete mailing list resources available to any EMS publication. Included are more than 35,000 fire departments, 13,000 police agencies, and 14,000 ambulance services. In addition, in recent months, the following controlled circulation groups have received sample copies of **jems**:

National Association of Emergency Medical Technicians
 American College of Emergency Physicians
 National Registry of Emergency Medical Technicians
 Fire Service Administrators (12,612 names)
 International City Management Association (15,531 names)
 Government health officials (8,762 names)
 Hospital administrators (7,211 names)



RATES

Issuance:

Full Run — 1st of every month

Closing Dates for Space:

1st of month preceding month of cover date.

Agency Commission:

15 percent.

Cash Discount:

2 percent 10 days.

Rates:

Rate Card No. 3

Effective July 1981 issue.

General Rate Policy:

When new rates are announced, advertisers will be protected at their contract rate for 90 days after effective date of new rate. Orders may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment on insertions already run, provided the contract has been earned up to the date of cancellation.

Earned Rates:

Frequency discounts apply to total space used within one year from date of first insertion. (Each page of a spread, or each side of an insert, or each fractional page will be counted as one insertion toward earning the frequency rate.)

Advertising Rates

Black and White Rates

for standard space units:

Color:

Standard Second Color: All PMS colors. B/W rate plus \$175: per spread \$215.

Matched Color: B/W rate plus \$200: per spread \$270.

Three or Four-Color Process:

B/W rate plus \$450.

Bleed:

No charge for bleed.

Inserts:

Two-page — Two times black/white rate, plus binding charges.

Four-page — Four times black/white rate plus binding charges.

Inserts are commissionable and must be furnished by advertiser. Insert copy and mechanicals must be approved 30 days prior to publication date.

Cover Rates:

Second Cover: \$255 extra, plus color charges

Third Cover: \$204 extra, plus color charges

Fourth Cover: \$306 extra, plus color charges

NON-CANCELLABLE.

Special Positioning:

Earned b/w rate plus 25 percent on each page of ad. Non-cancellable.

FREQ.	1 Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1x	\$930	\$663	\$517	\$359	\$277	\$189
3x	\$867	\$620	\$467	\$318	\$248	\$167
6x	\$816	\$570	\$433	\$298	\$230	\$150
12x	\$767	\$536	\$407	\$279	\$218	\$142

Send advertising material to:

jems

215 South Highway 101, Suite 210

P.O. Box 1026

Solana Beach, CA 92075

714/481-1128

MECHANICAL REQUIREMENTS

Unit Sizes:

Trim size: $8\frac{3}{8} \times 10\frac{7}{8}$
Single page: $7\frac{1}{8} \times 10$
Two-thirds page: $4\frac{5}{8} \times 10$
One-half page,
horizontal: $7\frac{1}{8} \times 4\frac{7}{8}$;
vertical: $3\frac{1}{2} \times 10$;
island: $4\frac{5}{8} \times 7\frac{1}{8}$
One-third page,
vertical: $2\frac{1}{4} \times 10$;
square: $4\frac{5}{8} \times 4\frac{7}{8}$
One-quarter page: $3\frac{1}{2} \times 4\frac{7}{8}$
One-sixth page: $2\frac{1}{4} \times 4\frac{7}{8}$

Bleed sizes:

Trim size: $8\frac{3}{8} \times 10\frac{7}{8}$
Full page: $8\frac{7}{8} \times 11\frac{3}{8}$
Two-thirds page (3 sides): $5\frac{1}{4} \times 11\frac{3}{8}$
One-half page horizontal: $8\frac{7}{8} \times 5\frac{1}{2}$
One-third page vertical (3 sides): $2\frac{7}{8} \times 11\frac{3}{8}$
One-third page square: $5\frac{1}{4} \times 5\frac{1}{2}$

Insert Requirements:

Inserts are commissionable and must be furnished by advertiser. Insert copy and mechanicals must be approved 15 days prior to closing date. Inserts require a minimum 1/4" binding lap on high folio side.

Paper Stock:

Machine coated

Type of Binding:

Saddle stitch

Halftone Screen:

110 or 120 line

Reproduction Requirements:

jems is printed on a multicolor web offset process. Film negatives, right reading emulsion side down, with register marks, center marks and trim marks clearly marked, are recommended. Conversions from other formats available. Camera-ready art also acceptable. AAA/MPA/ABP "Recommended Standards for Advertising Material for Web Offset Publications" apply.

Closing Dates — Mechanical:

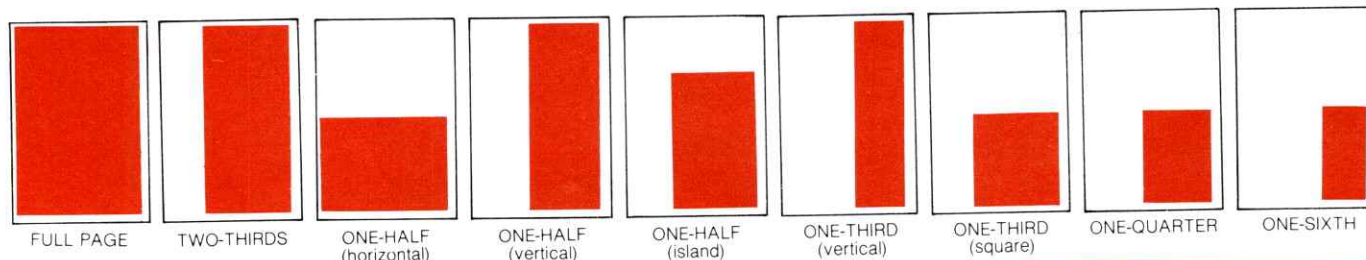
Complete material: 10th of month preceding month of cover date.
Material to be prepared: 2 weeks prior to closing date.
Inserts: 2 weeks prior to closing date.

Disposition of Printing Material:

Printing materials not called for within 12 months of last run are destroyed.

Addresses:

For advertising information contact:
Suzanne Lloyd
1131 Alta Loma, Suite 424
West Hollywood, CA 99069
213/854-3087



Special Issue — January 1982

**The First *jems*
ALMANAC**

OF EMERGENCY MEDICAL SERVICES

The January, 1982 edition of *jems* will be expanded to include a very special bonus for our readers — the first *jems* Almanac of Emergency Medical Services.

In the many years the editors at *jems* have been serving the providers and administrators of emergency medical services, we've fielded thousands of questions from our readers about their profession.

How many are there? What's the average? Where can they get it? What are the requirements? Where should they write? Does *anyone* know?

Reliable information is a powerful and important tool in any discipline, and apparently especially so in emergency medical services where young and diverse professions are still finding their way.

Finally, one of us had a bright idea. Why not compile in one convenient volume the most frequently requested facts and figures, references and resources, and names and addresses related to EMS? The information that isn't known would be gathered through original surveys. In putting the material together we would make sure it was clear, easy-to-read, and graphically imaginative.

Well, we began gathering information for just such an Almanac over a year ago. As a special bonus, it will be included in an expanded edition of the January, 1982 issue of *jems*.

In addition to all our regular features and departments, the January Almanac will include:

- ambulance usage and preference survey;
- salary profiles in EMS;
- the complete list of EMS studies;
- paramedic training sites;
- the status of EMS in America's cities;
- the complete list of national and regional periodicals related to EMS;
- profiles of EMS leaders and important events;
- common government resources;
- plus many more references, statistics and other commonly requested information, as well as an index to articles that have appeared in *jems*.

This edition is sure to be an irreplaceable resource for every reader, that will be used again and again throughout the year. And our designers and research staff are already planning an imaginative presentation that will make it fun to read as well, with tidbits of interesting trivia interspersed with special graphics.

Because of the amount and complexity of material that will have to be prepared for this issue, absolutely no advertising insertions can be accepted after December 1, 1981. For information on advertising, please contact Suzanne Lloyd, 1131 North Alta Loma Rd., West Hollywood, CA 90069; 213/854-3087.

What Makes *jems* Different?

Editorial Staff

James O. Page
 Publisher, Editor-in-Chief

Keith Griffiths
 Managing Editor

Thom Dick, EMT-P
 Associate Editor

Cleve Trimble, MD
 Medical Editor

Editorial Office:

jems
 P.O. Box 1026
 Solana Beach, CA 92075

Executive Office:

jems
 P.O. Box 152
 Morristown, NJ 07960

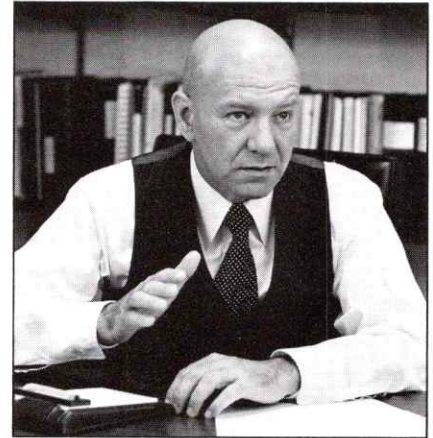
Advertising Office:

jems
 1131 Alta Loma, Suite 424
 West Hollywood, CA 90069
 213/854-3087
 Suzanne Lloyd, Advertising Manager

jems (Journal of Emergency Medical Services) is a monthly journal that serves the providers and administrators of emergency medical care and rescue with the latest news and educational information relevant to their field.

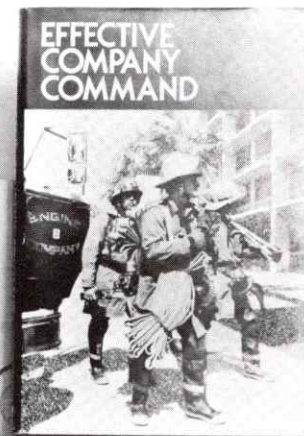
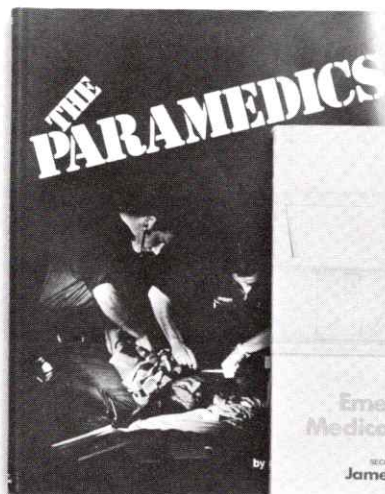
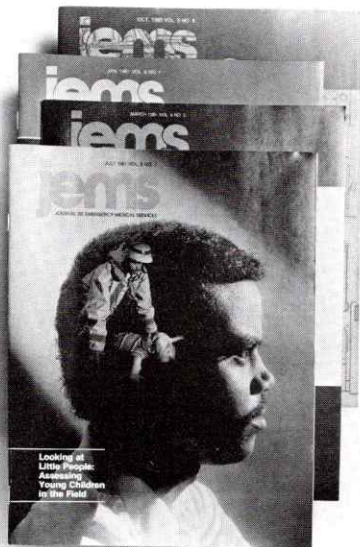
Several journals make that claim. Only *jems* has the enviable position of being unaffiliated with any professional organization while having as its publisher and editor-in-chief a foremost expert in the industry, James O. Page. This gives us the freedom to pursue important, though controversial, topics with the confidence and authority that only his unique background can bring.

"Unique" is an overused, and often wrongly used, word in our language, but if it ever applies to anything, it does to the experience and qualifications of James O. Page. His list of achievements are impressive — fire chief, state and regional EMS director, lawyer and medicolegal authority, author of three books and over 100 journal articles, and currently director of the ACT Foundation, a nonprofit organization with an international reputation for service and positive influence in emergency medical services. He has received numerous awards recognizing his contribution to

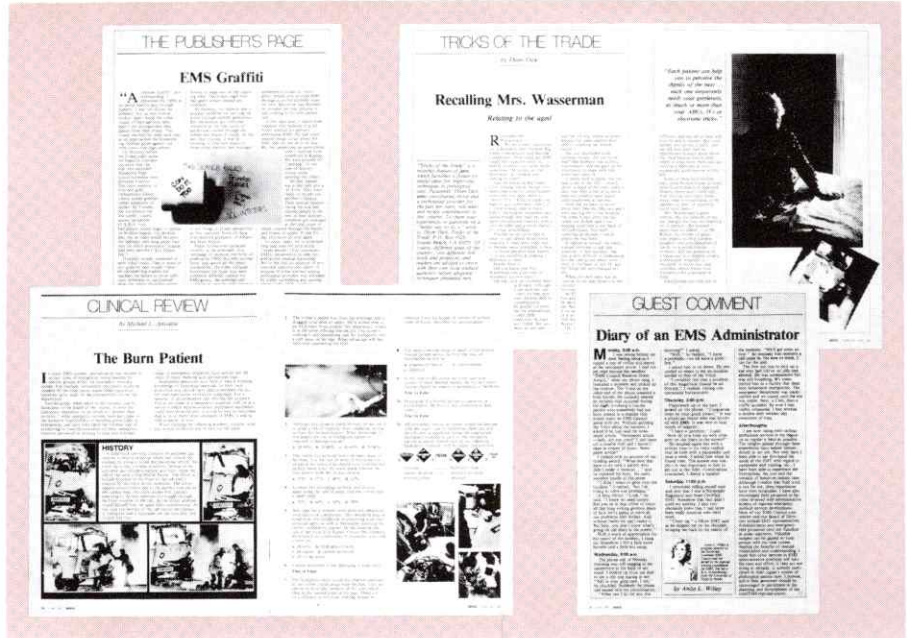


JAMES O. PAGE, Publisher

the industry and sits on the Board of Directors for several prominent national organizations. Mr. Page started as a rescue/firefighter in Los Angeles before the advent of the current concepts of systemized advanced life support through physician extenders. He has watched, directed and documented the profession from its earliest beginnings. He combines experience in the street with experience in the corridors of power to understand fully the interaction of the multidisciplinary professions that come together in caring for the victim of an emergency.



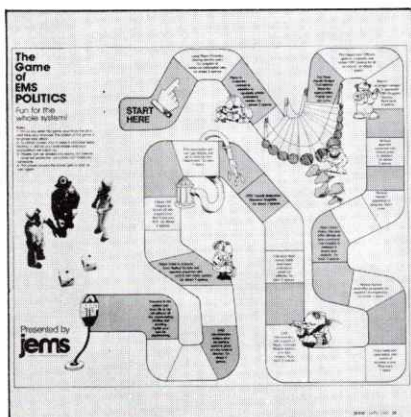
Back in 1979 Mr. Page met with a group of EMS experts to discuss the state of publishing in their chosen field. At the time Mr. Page sat on the advisory boards or acted as a columnist/contributing editor to five different national publications serving the fire service or EMS. The conclusion of this group was that their extremely complicated industry needed a new journal that went beyond continuing education articles for medical professionals. The field needed an authoritative, independent journal led by people who understood the subtleties of the interdisciplinary nature of the industry; a journal that could tackle issues while at the same time providing the essential information for keeping up with new skills and technology; a journal that would be representative of the industry by attracting all levels of disciplines, from EMT to nurse to doctor to administrator, through dignified, yet stimulating writing and design.

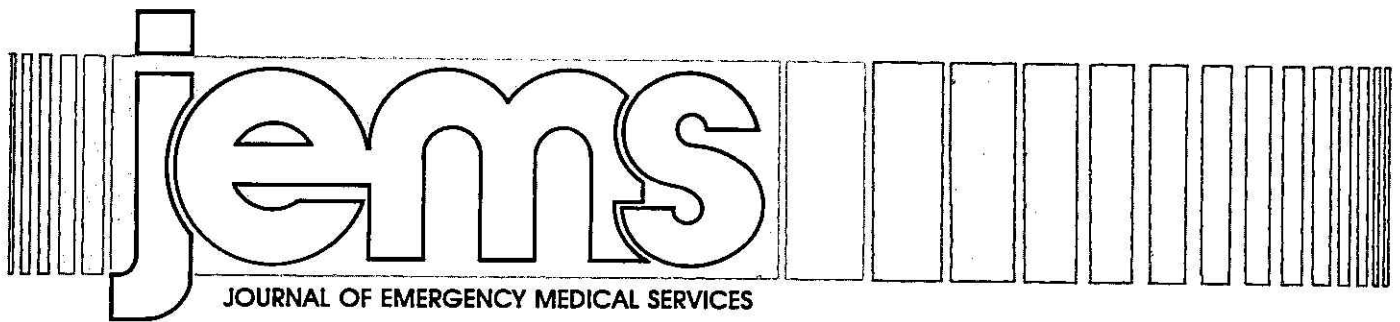


Mr. Page purchased a small quarterly journal, *Paramedics International*, in the fall of 1979 and hired a professional staff of EMS experts, journalists and designers to change it into the monthly **jems**. March 1980 marked the publication's premier.

Since that first issue, the growth of **jems** has been phenomenal. Subscriptions doubled in six months. Articles and editorials exploring, and exposing, new topics generated waves throughout the EMS community. Today, more than 600 new subscriptions are received every month.

New technology, economic belt-tightening, and the natural maturing process of a young industry will make this decade a challenge for us all. **jems** is run by people with the expertise and *desire* to expand the traditional realm of information available to the providers and administrators of emergency care. We want the people of this industry to have the full range of information they need to be able to cope and adequately plan for the challenges of the future. The years ahead are exciting — **jems'** intent is to be at the cutting edge.





jems Circulation Statement

September 1, 1981

The professions or occupations of jems paid subscribers are classed as follows:*

Physicians.....	2.50%
Nurses.....	8.65%
Program Administrators.....	10.60%
EMT (Basic/Intermediate).....	37.61%
EMT/Paramedic.....	34.04%
Other (Police, Teachers, Medical Technicians)....	7.55%

The nature or place of employment of jems paid subscribers are classed as follows:*

Hospitals.....	23.50%
Private Ambulance Services.....	27.04%
Fire Departments.....	21.52%
Rescue Squads.....	11.06%
Health Agencies.....	8.49%
Other (Industry, Police).....	9.34%

* Based on a September 1, 1981 computer analysis of a statistical sample of jems paid subscribers as submitted for publication by Standard Rate & Data Service, Inc.