

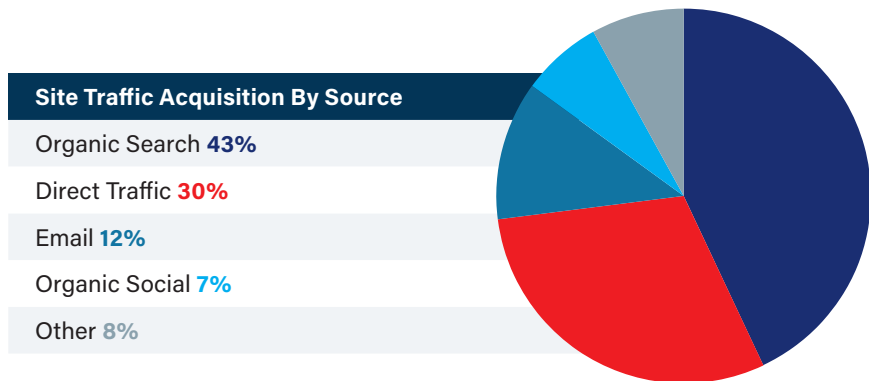


2026 Rate Card & Specification Guide

Type of Business	
Hospital/Health Systems	33%
Fire Service	31%
Private Service	22%
Government/Military	6%
Independent Agencies	4%
Municipal Agencies	4%
Commercial/Other	2%

Digital	
Monthly Page Views	53,063
Average Monthly Users	43,351
Average Monthly Sessions	46,314
Facebook	315,000+ followers
X	23,500+ followers

Source: Google Analytics 10/14/25



EMS World is a print and digital platform that provides EMS news and training for paramedics, EMTs, other prehospital practitioners and public safety responders. We serve members of all EMS delivery models, including fire-based EMS, municipal EMS agencies, volunteer EMS agencies, and private EMS services.



Advertising Rates/Opportunities

Coverage & Market

EMS World delivers cutting-edge education and product information for the emergency medical services (EMS) profession. Informative and balanced editorial content addressing clinical, leadership, and training issues helps managers, administrators, educators, and EMS practitioners excel in their positions. EMS World is charting the future of out-of-hospital care, driving change and innovation at every level.

EMS World reaches all EMS delivery models: fire-based EMS, municipal EMS agencies, volunteer EMS agencies, independent agencies, private services, and hospital/health systems.

Podcast Sponsorship

10–20 minute podcast hosted by EMS World podcast host and released on EMSWorld.com, EMS World's Facebook page, and YouTube.

- Published on all popular podcast platforms
- Promoted with a 300 x 250 banner ad in EMS World eNewsletters, archived on EMSWorld.com, and promoted on Facebook
- The sponsor receives spoken recognition in the podcast and logo in the podcast description on EMSWorld.com

Investment: \$3,200

New Product Launch

- Email blast to 50K EMS World database subscribers
- Product Spotlight eNewsletter
- Top Stories eNewsletter Sponsorship
- ROS Banner Campaign including 50,000 imp.
- New Product Release on EMSWorld.com

Investment: \$9,500

Lead Generation Package

- Email blast to 50K EMS World database subscribers
- Sponsorship of 6 EMS World eNewsletters
- Appended Leads: We provide you with the contact and demographic information of the recipients who opened and took action on your email message

Investment: \$9,500

Vendor Viewpoint

Bring your story to our readers with the Vendor Viewpoint column. Shared with our engaged audience in one of our eNewsletters, your opinion will educate and inform.

Investment: \$2,750 per issue



Editorial Calendar

Quarterly Issues

Published four times per year, *EMS World* issues provide the clinical and management information that our readers have relied on for over 50 years.

All issues will be published in a digital format, and select issues will be printed and mailed to our subscriber list of ~10,000 opt-in subscribers.



Digital Advertising Rates

Leaderboard	
Size in pixels	Rates
728 x 90 320 x 50 (mobile)	\$60 cpm
Leaderboard Pushdown	
Size in pixels	Rates
728 x 90 (expand to 728 x 250)	\$60 cpm
Medium Rectangle	
Size in pixels	Rates
300 x 250	\$60 cpm \$60 cpm carousel ad (up to 5 ads/urls)
Skyscraper	
Size in pixels	Rates
160 x 600	\$60 cpm
Tracker	
Size in pixels	Rates
728 x 90 exclusive to two advertisers per month POSITION AT THE BOTTOM OF THE PAGE / SCROLLS WITH USER	\$90 cpm
Additional charges for rich media ad units, expandables, floaters, etc.	

File size not to exceed 50K. All sizes shown as width x height.

Web Banner Ads

Combination of leaderboards, half-page, and medium box banners. Ask your Business Development Executive how to maximize banner campaigns using double exposure. Each ad location will not exceed 4 advertisements representing SOV between 25% to 100%, depending on contracted ads. Newsletter advertising is available upon request.

Brand Awareness Package

- 50,000-impression banner campaign on emsworld.com
- Combination of Leaderboard and Product Spotlight eNewsletter

Investment: \$2,700/month, min 3 months

The screenshot shows the EMSWorld website homepage with several advertising spots highlighted in blue boxes:

- Top Leaderboard:** Located at the top of the page.
- Skyscraper:** A vertical ad unit on the left side of the page.
- Featured:** A central content area with multiple articles, each with a small image and headline.
- Bottom Leaderboard:** Located at the bottom of the main content area.
- Tracker:** A horizontal ad unit below the bottom leaderboard.
- Block 1:** A large rectangular ad unit on the right side, above the poll.
- Block 2:** A large rectangular ad unit on the right side, below the poll.
- EMS Poll:** A poll on the right side asking about hospital diversion problems.

Hello Bar

- High-impact homepage placement.
- Call attention to key operational updates for your brand on the homepage of EMSWorld.com

Investment: \$3,000

Additional Digital Marketing Opportunities

- Channel sponsorship (choose from 8 topics)
- Native Advertising \$1,900 mos
- Featured Video \$3,000

Digital Opportunities

Email Blast

Your exclusive marketing message pushed out to the EMS World database. Choose the entire database of more than 135,000 EMS professionals or select by audience demographics.

Investment: \$155 cpm/ \$2,900 minimum

Enhance your email marketing campaign with the following:

› Lead Nurturing: Further qualify a lead with a scheduled follow-up eBlast designed to bring the interested buyer further down the sales funnel.

Investment: \$800

Facebook

Use EMS World's 315,000 Facebook followers to help promote your area of interest as a vibrant and engaged EMS social media community.

- › FB Live event (20–30 min): \$2,600
- › FB Boosts (up to 20K): \$2,500

eBooks

Put the power of content to work for brand awareness and lead generation. Provide your content for EMS decision-makers through custom eBook Programming.

- › Collaborate with EMS World Editorial on content development
- › Promotion of eBook to the EMS World audience via email blast and social media
- › Custom infographic email blast with a "Click Here to Download eBook" button
- › Hosted on EMSWorld.com for 1 year
- › Sales leads from all registered downloads

Investment: \$9,500

Maximize the effectiveness of the eBook program with print, video, printed EMS World inserts, webinars, and more.

Exclusive Benefits for Advertisers

- › Complimentary listing in the Annual EMS World December Buyers' Guide online
- › Value-added merchandising opportunities
- › Integrated media packages
- › Market Intelligence: Ad Effectiveness and Brand Effectiveness Surveys
- › Priority Booth Selection for EMS World Expo

EMS Source provides an opportunity educate EMS buyers and decision-makers about your products and services. \$500 (up to 5 products), \$800 (up to 10 products) & \$1,000 (15 + products).

Branding Package

- › 50,000 impressions
- › Facebook Boost
- › 2 placements in Top Stories eNewsletter

Investment: \$6,500

Executive Interview

Share executive thought leadership and express the strategic importance of your products and services through a recorded 45-minute interview, hosted on EMSWorld.com for one year. We provide

- › A link to the interview for your use in promotions to clients and prospects
- › Promotion of the interview via social media and eNewsletters

Investment: \$5,500

Webinars

Position your company as the industry source with a sponsored webinar promoted to the EMS World audience. Sponsors receive recognition in webinar promotion, registration, verbal acknowledgement, and delivery of all registrants' contact and demographic information (no emails). Webinars are archived on EMSWorld.com for 1 year.

- › Sponsor's name, logo, and tagline in pre-webinar marketing and registration
- › Customized registration page with up to five buying intention questions
- › Logo and tagline linked to site on the landing page of the presentation
- › Spoken acknowledgement of sponsorship at beginning and end of webinar
- › Webinar archived for 1 year on EMSWorld.com
- › Delivery of registrants' demographics and contact information, excluding email addresses

Accredited Webinar \$9,000*

* CAPCE-accredited webinars do not allow us to provide registrants' personal information.

Add-on: Convert Webinar into Podcast: \$1,000

eNewsletters

Sponsor relevant and timely content with eNewsletters targeted to segments within the EMS World audience. Each eNewsletter sponsorship consists of a 300 x 250 banner ad.

Investment: \$975 each

Podcast Highlights: 56,000 subscribers monthly

Management Tips: 18,632 subscribers monthly

Top Stories: 37,575 subscribers weekly

Pediatric Tips: 30,865 subscribers monthly

Product Spotlight: 33,375 subscribers

Educator Tips: 15,570 subscribers monthly

Digital Edition Alert: 51,235 subscribers (2X quarterly)

Weekly Roundup: 130,000 subscribers sent every Friday

Investment: \$1,900

For more information or to secure your participation, please contact one of the following Business Development Managers:

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