

Advertising Programs

JEMS.com is the top source of information and resources for the emergency medical services community and the leading online destination for EMTs, paramedics and EMS administrators. JEMS.com allows you to target your company's message to the right audience at the right time.

Tracking Methodology

JEMS.com utilizes Google Analytics. Google Analytics is a leading provider of web analytics and consumer-centric marketing intelligence solutions. Banner advertisements are served and tracked using Dart.

Definitions

JEMS.com measures impressions by tracking the number of times a visitor is presented each component of your sponsorship within a reporting period. Sponsor components include logos, links, product images, product or company information, press releases or other sponsor content. JEMS.com concurrently tracks the number of clicks each component of a sponsorship receives including all hyperlinked content redirecting the visitor to the sponsor's website as well as in-unit clicks where visitors are directed to sponsor content hosted on JEMS.com such as press releases or sponsor micros-sites, buyer's guide information, eNewsletter sponsor promos, and other hosted content.

Recommendations for Client-Side Advertising Tracking Tools and Resources

JEMS.com recommends that sponsors use advertising traffic reporting tools to measure advertising campaigns on the internet. This provides an extra layer of verification that impressions and clicks are accurately measured through the duration of online ad campaigns on JEMS.com or any other sites in which these run.

Accepted Standards and Practices

Two resources we recommend are:

Internet Advertising Bureau (www.iab.net)

The Interactive Advertising Bureau represents leading companies that are engaged in interactive advertising. The IAB evaluates and recommends standards and practices and educates marketers, agencies, and media companies about the value of interactive advertising.

Google Analytics (www.google.com/analytics)

Google Analytics can help you learn more about where your Web site visitors come from and how they interact with your site.

Advertising Traffic Reporting Contact

- ADVERTISING DEPARTMENT CONTACT INFORMATION
Jems.com Ad Traffic Reports Questions
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