

EMS

Professionals

The Official Publication of the Wisconsin EMS Association - Your Voice for EMS

EMS Professionals® is a quarterly print and fully interactive digital publication that has a distribution of about 6,200 EMS providers across Wisconsin and digital reach of about 7,000 EMS providers regionally. It is a 48-page, full color, premium publication with content from authors in-state and across the country.

How Can You Benefit?

- Reach EMS providers at their home and station
- Higher ROI than digital ads
- Enable more visibility building brand trust
- Reach a targeted regional audience

Sign Up for Advertising at
www.wisconsinems.com/advertising



EMS Professionals®
October/November/December 2022 Issue

October/November/December Issue

EVEREST
Specializing in new and remounted ambulances

CALL US FOR A QUOTE OR DEMO

- Check out REV Remounts from Everest EV
- Largest Chassis Pool in the Industry
- Ford GVM Certified Remounts
- We Service All Makes and Models
- Loaner/Rental Vehicles Available

Let us help you design a custom ambulance that fits your department's needs! We have endless custom options between our Rapid Road Rescue Ultramedic and our budget conscious MetroMedic.

ASHLAND FIRE DEPARTMENT

Congratulations Ashland Fire Department on the delivery of your 2021 Road Rescue Ultramedic Type-3 ambulance and Thank You for your new order of a 2022 Road Rescue Ultramedic Type-1 ambulance!

CALL US to set up a demonstration in person, or virtually!

EVEREST
EMERGENCY VEHICLES, INC.

Inside this ISSUE

08 Service Spotlight
Dunkin' Donuts EMS Unit

12 Active Shoulder Training
Preparing for the Day That It Could be for Real
By Deborah, MSW

19 Excellence in Service Awards

42 Vendor Spotlight
Rapid Response Services

COLUMNS

- 04 Director's Challenge
New Outlook, Greater Direction
- 06 Service Spotlight
- 12 Active Shoulder Training - Preparing for the Day That It Could be for Real
By Deborah, MSW, Rapid County Ambulance & EMS Institute for Operations Safety Staff College
- 14 WEMSA Wisconsin Sex Assault/Community Health Advocates
- 18 Stroke Safety
Road Safety, EMS
- 19 Excellence in Service Awards
- 23 Legal Stuff
Tough Work, Big | Move EMS Consulting, LLC
- 27 Decompression and the Evolution of Environmental Systems
Kurtis Olson, Engineer
- 38 Under the Hood
Chase Reinhardt, Paramedic
- 39 WEMSA EMS Conference & Expo Schedule
- 42 Service Spotlight
Rapid Response Services
- 44 Research Update
Are We, Me, My, We, We and It
David Briggs, MD

EMS Professionals
4822 Brady Ave., Madison, WI 53705-1602 (608) 251-8971 www.wisconsinems.com

WEMSA CONFERENCE JANUARY 2023

Understanding the Role of Stroke Hospital Assessment, Treatment and Transport of Stroke Patients

On the Pharm

Interactive Digital Version



EMS Professionals® is the Official Publication of the Wisconsin EMS Association®, known as WEMSA®. EMS Professionals® is a 48-page, full color, print and digital magazine that is sent out to all active WEMSA members, members of the state assembly and state senate. EMS Professionals is a trademark of the Wisconsin EMS Association.

EMS Professionals

The Official Publication of the Wisconsin EMS Association – Your Voice for EMS

Your advertisement will appear in both the print publication and the interactive digital version that is available 24/7 to members after it's publication date.

Current Rates

Rates are per issue. 4 issues per calendar year.

Full Page

- 1 Issue: \$900
- 3 Issues: \$800
- 6+ Issues: \$700

Outside Back Cover

- 1 Issue: \$950
- 3 Issues: \$850
- 6+ Issues: \$750

Inside Front Cover

- 1 Issue: \$950
- 3 Issues: \$850
- 6+ Issues: \$750

1/2 Page Horizontal

- 1 Issue: \$700
- 3 Issues: \$650
- 6+ Issues: \$600

1/4 Page

- 1 Issue: \$500
- 3 Issues: \$450
- 6+ Issues: \$400

[Sign Up Your Advertisement Today!](#)

[View a Sample Issue](#)

