

Media Kit

Reach the people who run locum tenens: the agency teams who staff it, and the physicians and APPs who work it.



27,000+

US visitors
Past 12 months

1,250

Newsletter recipients per send
cycle
Two editions, every two weeks

190+

Agencies in the directory
As of October 2026

WHY LOCUMPEDIA

The Independent Home of Locum Tenens

Locumpedia is free for clinicians and isn't owned by an agency. We list jobs from competing agencies side by side, keep a directory of 190+ firms, and publish news and guides the whole industry reads.

That's why agency leaders and clinicians both trust it, and why your ad shows up next to content people came for on purpose.

HOW WE SELL ADS

- ✓ Every paid spot is labeled.
- ✓ Ads buy visibility, never search ranking or directory order.
- ✓ No sponsored articles. Our editorial isn't for sale.
- ✓ We never rent or sell our subscriber list.

Website Audience

US visitors only, measured in Google Analytics.

27,000+

US visitors

Oct 14, 2025 to Oct 13, 2026

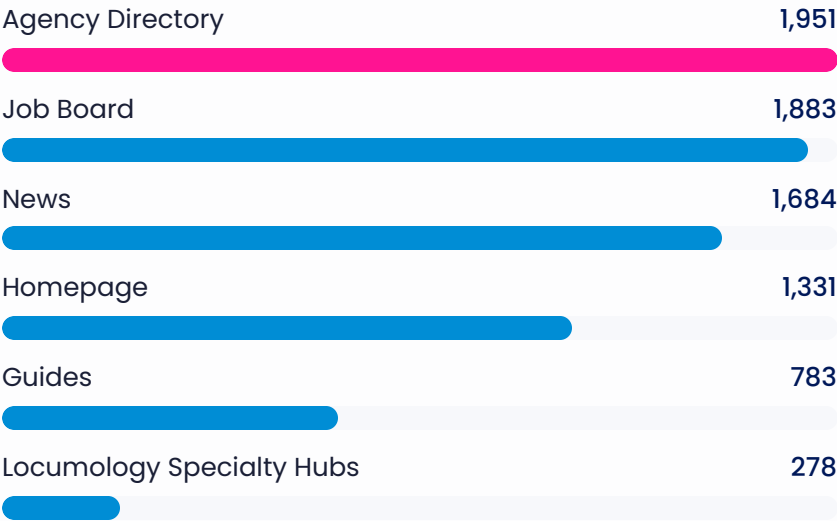
67,000+

US pageviews

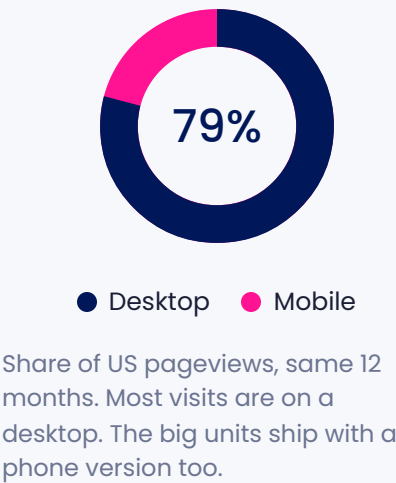
Same 12 months

Where Visitors Go

US pageviews by section, Sep 15 to Oct 14, 2026



How They Visit



Comparing Agencies

The directory is the busiest part of the site. Clinicians, facilities, and agency teams use it to size up firms.

Looking for Work

Physicians and APPs search jobs from competing agencies in one place, by specialty and state.

Keeping Up

Agency leaders and clinicians read our news, guides, and specialty hubs to follow the market.

Newsletter Audience

The Locums Report goes out every two weeks in two editions.

Agency Edition

Agency owners, recruiters, and operations staff. The core buyer for most vendors.

650

Recipients per send

29%

Median open rate

9%

Median click rate

Clinician Edition

Physicians and APPs who work locums or are thinking about it.

600

Recipients per send

21%

Median open rate

2.9%

Median click rate

Medians of 17 sends, June to October 2026. Apple Mail Privacy Protection opens excluded.

The Locums Report

Placeholder text for the top section of the newsletter.

SPONSORED



Placeholder text for the sponsored message.

Placeholder text for the bottom section of the newsletter.

Your Sponsored Slot

- ✓ **One slot per edition, per send**
You're never one of five sponsors in the same email.
- ✓ **Logo, company name, up to 25 words, and a link**
Labeled Sponsored, set inside the issue.
- ✓ **Pick an edition or run in both**
Agency, clinician, or both in the same cycle.

We never rent or sell the list. Your message reaches subscribers inside the issue they signed up for.

Where Ads Appear

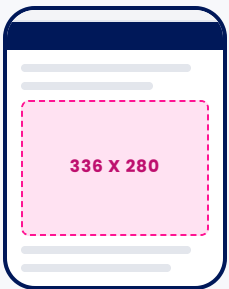
Ads sit between sections or beside the content, never under the menu and never in front of the thing someone came to read.

Homepage Billboard

The largest unit on the site, in three spots between homepage sections. One campaign covers desktop and phones.

970 X 250 DESKTOP

336 X 280 PHONE



In-Article

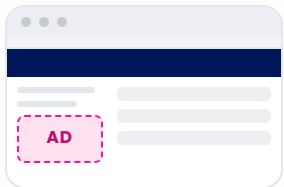
Above the article text on news articles, sized to the text column. On phones it moves after the second paragraph, so the story starts first.



728 X 90 DESKTOP

336 X 280 PHONE

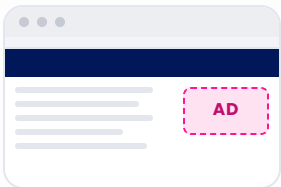
NEWS ARTICLES ONLY



Job Search

Under the filters on the job board and specialty job pages.

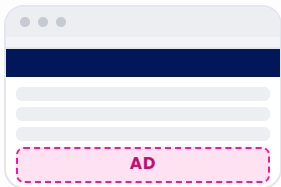
336 X 280



Articles & Guides

Right sidebar on news, guides, and specialty hubs.

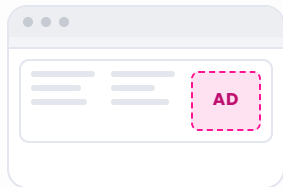
336 X 280



Agency Directory

Below the agency list, on the busiest section of the site.

336 X 280



Resources Menu

A card in the main Resources menu, on every page.

FLUID CARD

PRODUCTS

What You Can Buy

Homepage Billboard Three full-width spots between homepage sections, with a phone version.	SPECS 970 x 250 plus 336 x 280. PNG or JPG, under 500 KB each.	RATE Contact us for rates
In-Article One unit above the article text on news articles, by specialty or site-wide.	SPECS 728 x 90 plus 336 x 280. PNG or JPG, under 500 KB each.	RATE Contact us for rates
Sidebar & Menu Ads Image or text ads in job search, the directory, sidebars, and the Resources menu.	SPECS 336 x 280 image, or a 60-character headline and 140 characters of copy.	RATE Contact us for rates
Newsletter Sponsorship One labeled slot in each edition of The Locums Report, every two weeks.	SPECS Logo, company name, up to 25 words, and a link.	RATE Contact us for rates
Vendor Membership A directory profile, a Locums Report feature, and a rotating Vendor Partner slot.	SPECS Set up with you at signup.	RATE \$99 for the first year when you join before Nov 1, 2026, then \$249 a year. Starting Nov 1, 2026, \$499 a year.
Featured Placement for Agencies Featured agency status and sponsored job listings, both labeled.	SPECS Set up with your account manager.	RATE Included in Enterprise, priced per agency.

Start a Campaign

- 1 Tell us who you want to reach and when.
- 2 We'll send open dates and rates.
- 3 Send creative five business days before launch. We'll handle the rest.

EMAIL

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PHONE

(314) 200-5812

locumpedia.com/ads →