



The NEW ENGLAND JOURNAL of MEDICINE

860 WINTER STREET, WALTHAM, MASSACHUSETTS 02451-1413 USA

Dear Advertiser,

We want to take this opportunity to inform you of the following advertorial and disease-awareness advertisement guidelines established by the editor of the *New England Journal of Medicine*. These guidelines have been written to ensure a clear delineation between advertising material and editorial text for our readers, and to facilitate the approval process for advertising in our journal.

- All advertorials and disease-awareness advertisements must be clearly and immediately recognizable as advertisements.
- All advertorials and disease-awareness advertisements are subject to approval.

Single-page ad

- For a single-page ad, the company name/logo must appear prominently at the top of the ad page. If for branding purposes the logo appears elsewhere in the ad, then the word “ADVERTISEMENT” must appear in the top center of the page in all caps, using a minimum font size of 14 points.

Two-page spread ad

- For a two-page spread, the word “ADVERTISEMENT” is required on the top center of the left hand page, using a minimum font size of 14 points.

For the right hand page of the spread, the company name/logo must appear prominently in the upper right corner. If for branding purposes the logo appears elsewhere in the ad, you have the option of moving or repeating the company logo in the upper right-hand corner, or adding the word “ADVERTISEMENT” in the top center of this page.

- For clarity purposes, a two-page spread will require the word “ADVERTISEMENT” on **BOTH** pages if the company name/logo does not appear in the upper right hand corner of the right page.

Please forward these guidelines to anyone involved with creating advertorial-style and/or disease-awareness advertisements. Should you have any questions concerning these guidelines, please contact your Regional Sales Director or Art Wilschek at 781-434-7042.

Sincerely,

Jeffrey M. Drazen, MD
Editor-in-Chief
The New England Journal of Medicine

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