

RATES & INFORMATION*

Effective January 1, 2010



NEJM CareerCenter (nejmjobs.org), the premier physician recruitment website of the *New England Journal of Medicine*, offers several advertising opportunities for recruitment advertisers.

Recruitment advertisers have online access to an active audience of quality physician job-seekers. Act now to increase your brand awareness and traffic to your website.

*Subject to change



The NEW ENGLAND
JOURNAL of MEDICINE

NEJM CAREERCENTER

Where Physicians Find Jobs.

NEJM CAREER CENTER BANNER ADVERTISING OPPORTUNITIES

EXCLUSIVE “SHARE OF VOICE” SLOTS

Recruitment advertisers may purchase one (1) of only three (3) banner advertising slots available each month on NEJM CareerCenter. Each advertiser will receive one-third (1/3) of the paid physician-targeted banner inventory on NEJM CareerCenter per month. No more than three (3) slots will be available at any time.

A “Share-of-Voice” slot requires that both a “leader board” and a “tower” ad be served on NEJM CareerCenter as part of the monthly campaign. Advertisers must deliver ads of both sizes (see specifications below under “Ad Production”) to participate in the program.

“Share of Voice” campaigns require a minimum purchase of two (2) consecutive months and a maximum of four (4) months at a time.

HOW TO SUBMIT AN ORDER FOR ONLINE ADVERTISING

Fax and/or e-mail your insertion order (IO) to your classified advertising representative. Or, you can e-mail your order to nejmads@nejm.org or fax it to (781) 895-1045. A classified advertising representative will fax or e-mail back a detailed IO for the campaign with your IO name and reference number. Sign and return the IO. Supply materials via e-mail, citing the IO name and reference number.

ONLINE ADVERTISING RATES

“SHARE OF VOICE” SLOTS

Monthly fee \$3,150

LEADER BOARD AND TOWER ADS

All ads must be submitted in GIF or Flash format with the linking URL for internal approval by NEJM. All links to external sites from ads must be approved by the *New England Journal of Medicine*.

Advertisements that open a new browser window cannot prevent a user from easily returning to the NEJM CareerCenter site.

AD PRODUCTION

Leader Board Specifications max. file size: 40kb
(max. 3 loops)

Standard Leader Board Size 728 x 90 pixels

Tower Specifications max. file size: 40kb
(max. 3 loops)

Standard Tower Size 120 x 600 pixels

Animation is allowed.

MATERIALS

Materials can be e-mailed directly to your classified advertising representative at their nejm.org address or to nejmads@nejm.org. Leader board ads can be submitted in their entirety in GIF format. Rich media is also accepted. The URL to which the ad creative should be linked should be included.

FOR BANNER ADVERTISING OPPORTUNITIES, CONTACT:

Matt Clancy
mclancy@nejm.org
Ph: (781) 434-7034
Fax: (781) 895-1045

Jim Murray
jmurray@nejm.org
Ph: (781) 434-7030
Fax: (781) 895-1045

Tricia Zullo
tzullo@nejm.org
Ph: (781) 434-7417
Fax: (781) 895-1045

APPROVALS

All advertisements are subject to approval by the *New England Journal of Medicine*, which reserves the right to reject or cancel any advertisement at any time. Approvals may take up to seven days. Advertisements that link users to other websites cannot prevent a user from easily returning to the NEJM CareerCenter site.

CANCELLATION POLICY

For banner ad campaigns, cancellations must be received in writing 30 days before the web run date. Note: all verbal cancellations must be followed by a written confirmation. Please call your classified advertising representative to confirm receipt of cancellation.

ADVERTISING POLICIES

1. All advertisements are subject to approval of the *New England Journal of Medicine* (Publisher), which reserves the right to reject or cancel any advertisement at any time.
2. All advertisements are accepted and published by Publisher on the warranty of the agency and the advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
3. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
4. Publisher shall not be liable for any failure to publish any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.
5. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
6. For advertorial guidelines, contact your account representative or visit www.nejmadsales.org.
7. Any reference to Publisher or any of its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to prior written approval by Publisher for each such use.
8. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, Publisher cannot guarantee fixed positioning.
9. Publisher is not responsible for incidental or consequential damages for errors in displaying an ad.
10. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
11. Publisher will not be bound by any condition, printed or otherwise, appearing on insertion orders or copy instructions when such conditions conflict with the conditions set forth in this rate card.
12. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.
13. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic, or official name; the quantity of all active substances must be stated along with the recommended dosage. Copy should be factual, conservative, and in good taste. Documentation for new pharmaceutical products should be sent to the Advertising Department; please allow two weeks for clearance.
14. All advertising must be clearly germane to the practice of medicine.
15. **NEJM ONLINE:** Any use of NEJM trademarks or copyrighted material for links to and from the NEJM website must be approved, in advance, by NEJM. Any such unauthorized linking is prohibited. NEJM does not endorse or support any product or organization linked to NEJM's website nor is NEJM responsible for the content of any website promoted in an advertisement published in NEJM. Online advertising policies can be viewed at publisher's website, nejm.org.
16. **RECRUITMENT ADS:** All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status, or physical handicap will not be accepted. Non-U.S. recruitment advertisers are required to confirm in writing that they are equal opportunity employers.

17. Advertised products must be compliant with the regulations in the country where the advertisement will be seen. Advertisements for pharmaceutical products (including NDA products) that are subject to the U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
18. Advertiser links to other websites cannot prevent a user from easily returning to Publisher's website.
19. Advertising copy must be factual and in good taste.
20. Advertising that appears at Publisher's website and in e-mail service must be clearly distinguishable from editorial content.
21. Advertisements may not include offers for free merchandise or contests.
22. Publisher does not release personally identifiable data on the users of our websites or e-mail service to advertisers.
23. Advertising is separate from content. Advertisers and sponsors have no advance knowledge of our editorial content, nor do the editors shape content to accommodate advertising. Publisher will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning that product. Advertisers do not influence any of our editorial content before it is published.
24. Publisher's advertising sales representatives have neither control over, nor prior knowledge of, specific editorial content before it is published.
25. Advertisers have no control or influence over the results of searches a user may conduct on the Publisher's website. Search results are based solely on the functionality available through our search software (e.g., keywords or natural language) and user-defined criteria (e.g., displaying most recent or most relevant items first).
26. Online advertisers may receive reports that show aggregated data about response to their advertisements, including the number of ad impressions and the number of times an advertisement was clicked on.

FOR BANNER ADVERTISING OPPORTUNITIES, CONTACT:

Ph: (800) 635-6991 Fax: (781) 895-1045 E-mail: nejmads@nejm.org



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