

CLASSIFIED ADVERTISING
RATES & INFORMATION

Effective January 1, 2010



WHERE PHYSICIANS FIND JOBS.



The NEW ENGLAND
JOURNAL of MEDICINE

NEJMJOBS.ORG

ISSUE & CLOSING DATES†

EFFECTIVE JANUARY 1, 2010

ISSUE DATE	CLOSE & MATERIALS DATE FOR LINE & FRACT. ADS**	ISSUE DATE	CLOSE & MATERIALS DATE FOR LINE & FRACT. ADS**	ISSUE DATE	CLOSE & MATERIALS DATE FOR LINE & FRACT. ADS**
Jan. 7	Dec. 16*	May 6	April 15*	Sept. 2	Aug. 13
Jan. 14	Dec. 22*	May 13	April 23	Sept. 9	Aug. 20
Jan. 21	Dec. 30*	May 20	April 30	Sept. 16	Aug. 27
Jan. 28	Jan. 8	May 27	May 7	Sept. 23	Sept. 2*
Feb. 4	Jan. 14*	June 3 [△]	May 14	Sept. 30	Sept. 10
Feb. 11	Jan. 22	June 10	May 21	Oct. 7	Sept. 17
Feb. 18	Jan. 29	June 17	May 27*	Oct. 14	Sept. 24
Feb. 25	Feb. 5	June 24	June 4	Oct. 21	Oct. 1
March 4	Feb. 11*	July 1	June 11	Oct. 28	Oct. 7*
March 11 [△]	Feb. 19	July 8	June 18	Nov. 4 [△]	Oct. 15
March 18	Feb. 26	July 15	June 25	Nov. 11 [△]	Oct. 22
March 25	March 5	July 22	July 1*	Nov. 18	Oct. 29
April 1	March 12	July 29	July 9	Nov. 25	Nov. 4*
April 8 [△]	March 19	Aug. 5	July 16	Dec. 2 [△]	Nov. 10*
April 15	March 26	Aug. 12	July 23	Dec. 9	Nov. 17*
April 22 [△]	April 2	Aug. 19	July 30	Dec. 16	Nov. 23*
April 29	April 9	Aug. 26	Aug. 6	Dec. 23	Dec. 3
				Dec. 30	Dec. 9*

*Special closing date

†All issue and closing dates as well as designated special issues are subject to change.

**Closing dates for full-page ads are 7 days prior to the materials due date. For more information, call (800) 635-6991 or e-mail nejmads@nejm.org.

[△]Bonus distribution at physician conventions

FREQUENCY AND CLOSING DATES

The *New England Journal of Medicine* is published every Thursday by the Massachusetts Medical Society. For fractional units, closing is 20 days prior to issue date. For a current list of NEJM-attended medical conventions where issues are distributed (considered bonus distribution), visit www.nejmjobs.org/rpt/rpt_calendar.asp.

Resident Reach Issue
In Practice Issue
MD Career Path Issue
Specialty Delivery Issue



The New England Journal of Medicine

The *New England Journal of Medicine* (NEJM) is published every Thursday by the Massachusetts Medical Society and has a nationwide circulation to nearly 158,263¹ physicians and health professionals. Pass-along readership raises its weekly reach to more than 200,000 physicians.

NEJM reaches an active, informed, and loyal audience of physicians both in training and in practice. According to the Institute for Scientific Research, NEJM is the most cited medical journal in the world.

Additionally, in a recent independent, blind study, physicians named NEJM as the #1 most useful source for jobs, both in print and online.²

For physician recruiters, this translates into more quality responses. During a period of physician shortages, the ability to reach a loyal and active physician audience is a real bonus. As a result of the publication's reach and its unique content and reputation, NEJM publishes more physician recruitment classified ads than any other U.S. medical publication.



NEJM CareerCenter

NEJM CareerCenter (nejmjobs.org) is the Internet recruiting service from the *New England Journal of Medicine*. It is a full-service recruitment site for physicians that offers quality jobs (both permanent and locum tenens), unique content, and confidentiality safeguards to protect physicians' identities. For employers and recruiters, it offers candidate tracking, profile searching, and auto-

mated e-mail updates of candidate profiles that match your criteria.

The combination of the *New England Journal of Medicine* and NEJM CareerCenter is a powerful recruiting strategy for physician recruiters who are seeking the broadest and best audience for their marketing message. For information on our print and online advertising programs, call NEJM Classifieds at (800) 635-6991.

¹BPA Statement, July 2009.

²"2008 How Physicians Search for Jobs" study, Zeldis Research Associates, Inc.

General Print Information

RATES

Rates are effective January 1, 2010, and are subject to change without notice. Print rates listed are per issue per advertisement.

CLOSING DATES

Full-page, run-of-book ads close 27 days prior to publication date. For fractional units and line ads, closing is approximately 20 days prior.

INSERTION ORDERS (Display Ads)

The preferred method of submitting insertion orders for classified display ads is by e-mail at nejmads@nejm.org. Insertion orders can also be faxed to NEJM at (781) 895-1045 or (781) 893-5003.

LINE AD SUBMISSION

The preferred method of transmitting line classified ads to NEJM is by e-mail at nejmads@nejm.org or through the NEJM website at nejmjobs.org. To ensure accuracy, classified ads are not accepted over the telephone. Line classified ads can also be faxed to NEJM at (781) 895-1045 or (781) 893-5003, or mailed to:

Classified Advertising Sales
The New England Journal of Medicine
860 Winter Street
Waltham, MA 02451-1413

PAYMENT

Purchase orders are accepted subject to credit approval. Small group practices and individuals will be required to prepay. For orders requiring prepayment, we accept Visa, MasterCard, American Express, and personal checks.

NEW — We now accept wire transfers as a method of payment. For more information, please contact your account representative at (800) 635-6991.

CANCELLATIONS

Cancellations must be confirmed in writing and must be transmitted via fax or e-mail. Classified line and display ads cannot be cancelled any later than one business day after the materials due date.

SHORT RATES & REBATES

Recruitment display advertisers who contract for a specific frequency but do not meet that frequency within the contract period will be short-rated. Advertisers who exceed their contract frequency will be credited.

Print Incentive Programs*

REACH THE HARD TO REACH

When you're looking to recruit physicians in IM, IM subspecialties, and the many other hard-to-reach specialties, the *New England Journal of Medicine* (NEJM) is the most effective vehicle and provides you with the most value for your advertising dollars.

NEJM is a must-read journal for many of these specialties, reaching more than 200,000 physicians each week.¹ In fact, in a recent independent, blind study, physicians named NEJM as the #1 most useful source for jobs, both in print and online.²

The trust and credibility associated with the NEJM brand, combined with the various incentive programs we offer, help ensure that your ad receives the exposure it needs to reach the best physician candidates.

BUY 3... GET 1 FREE — AVAILABLE ALL YEAR 'ROUND!

Run the same print ad in three consecutive issues of the *New England Journal of Medicine* any time throughout the year, and you'll get a fourth insertion free of charge. Note: Your free ad must run consecutively with the other three ads. Be on the lookout for seasonal promotions throughout the year.

¹Includes pass-along readership

²"2008 How Physicians Search for Jobs" study, Zeldis Research Associates, Inc.

Print Incentive Programs* (continued)

REACH RESIDENTS, FELLOWS, AND NEW PHYSICIANS FOR FREE WITH NEJM'S SPECIAL ISSUES*

Run your paid line or display print ad in selected NEJM special issues, and in addition to reaching over 200,000 weekly recipients** of NEJM, your ad will automatically be reprinted for FREE in a special booklet and mailed to a specific target audience of physicians in a variety of specialties.

Your ad will also receive online exposure, as a PDF of each special booklet will be posted to the "New for Physicians" section of NEJM CareerCenter's home page (nejmjobs.org), visited by thousands of physicians each month. NEJM will also e-mail registered users whose search criteria match your ad to encourage them to visit NEJM CareerCenter.

You may also have your ad posted to the searchable part of the website for a web processing fee. Physicians can search jobs by specialty and geographic region, create profiles and cover letters, and apply electronically.

Contact the Classified Advertising Department at (800) 635-6991 or nejmads@nejm.org for complete program details, including information on the target audience of physicians and specialties for each special issue.

SPECIAL ISSUE	NEJM ISSUE	CLOSING DATE
February Resident Reach	2/25	2/5
In Practice (2-3 Years)	3/25	3/5
In Practice (4-5 Years)	4/29	4/9
MD Career Path	6/3	5/14
Specialty Delivery	9/9	8/20
October Resident Reach	10/14	9/24
November Resident Reach	11/18	10/29

*Program subject to change
**Includes pass-along readership

BONUS CONFERENCE DISTRIBUTION

Complimentary copies of NEJM are regularly distributed at the annual conferences of organizations such as the American College of Physicians and the American Heart Association. Call (800) 635-6991 for a complete schedule or consult our website at www.nejmjobs.org/rpt/rpt_calendar.asp.

DISPLAY ADVERTISING

Recruitment advertisers have the option of utilizing the display advertising format to differentiate their job offers, promote their organizations, and draw attention with eye-catching graphic elements. A wide range of display ad sizes allow advertisers to include multiple specialties in the same advertisement. NEJM offers fee-based typesetting services for display advertisers who need help creating their ads (see page 10 for typesetting fees and rates). Display recruitment ads appear in a section that immediately follows line recruitment ads. Recruitment display ads are required to have a border around them and may include logos, artwork, and even color. For a fee of \$85, display ads are included on the NEJM CareerCenter website and are viewable by job seekers for a minimum of 21 days.

RECRUITMENT NEWSLETTER

Recruiting Physicians Today (RPT) is a free bimonthly newsletter offered to NEJM's classified advertisers. Each issue features articles that provide timely information and practical tips on topics such as strategies for physician retention, recruiting physicians in times of a shortage, and updates on medical school enrollment.

To receive your free hard copy and HTML subscription to *Recruiting Physicians Today*, e-mail us at nejmjobssupport@nejm.org.

NEW! RPT IS NOW AVAILABLE FOR SPONSORSHIP!

If you're trying to reach a targeted audience of physician recruiters, consider sponsoring an issue of the *Recruiting Physicians Today* newsletter. Sponsors receive extensive promotion in both the printed direct mail and HTML e-mail versions of the newsletter, which currently reach approximately 10,000 recruiters each issue. For more information, contact NEJM at (800) 635-6991 or nejmads@nejm.org.

Online Recruitment Programs*

HIGH RANKINGS ON INTERNET SEARCH ENGINES, HIGH RANKINGS WITH PHYSICIANS

NEJM CareerCenter (nejmjobs.org) is easy for job-seeking physicians to find and use. The website is optimized to rank high on major search engines like Google and Yahoo!. In particular, NEJM CareerCenter is constantly working to generate high search-engine rankings on keywords such as “physician jobs,” “internal medicine jobs,” “hospitalist jobs,” “cardiology jobs,” “locum tenens jobs,” and many others. Additionally, in a recent independent, blind study, NEJM CareerCenter was the most frequently mentioned website among doctors surveyed, and ranked #1 in usefulness.** These high rankings combined with the trust and credibility of the NEJM brand ensures high quality traffic to the site.

**“2008 How Physicians Search for Jobs” study, Zeldis Research Associates, Inc.

ONLINE-ONLY ADVERTISING RATES*

For online-only rates, please contact a Classified Advertising representative at nejmads@nejm.org, or call (800) 635-6991. The job categories available for online-only ads and online rates are subject to change and should be confirmed with the Classified Advertising Department.

ONLINE-ONLY RATES*

	1 AD	3 ADS	5 ADS
30-day posting	\$499	\$1,080	\$1,690
60-day posting	\$599	\$1,430	\$2,250
90-day posting	\$699	\$1,715	\$2,680

*Profile access is included with all of the above packages.
Advertisers have 180 days after purchase to place their ads.*

**Subject to change*

SUPERIOR ONLINE EXPOSURE

When you advertise in the print edition of the *New England Journal of Medicine* (NEJM) and pay a small web fee, your ad will also run on the NEJM CareerCenter website (nejmjobs.org). With tens of thousands of unique visitors a month, the website generates additional quality traffic to your job posting.

NEJM CareerCenter provides a quality Internet audience of physician job seekers and is a vital companion to the readership of the print edition of NEJM.

ONLINE-ONLY SPECIALTIES†

Addiction Medicine
Ambulatory Medicine
Anesthesiology
Dermatology
Emergency Medicine
Medical Genetics
Neonatal-Perinatal Medicine
Neurology
Nuclear Medicine
Obstetrics/Gynecology
Occupational Medicine
Ophthalmology
Osteopathic Medicine
Otolaryngology
Pediatrics, General
Pediatric Gastroenterology
Pediatric Intensivist/Critical Care
Pediatric Neurology
Pediatric Otolaryngology
Pediatric Pulmonology
Physical Medicine & Rehabilitation
Radiation Oncology
Radiology
Surgery, General
Surgery, Cardiovascular/Thoracic
Surgery, Neurological
Surgery, Orthopedic
Surgery, Pediatric Orthopedic
Surgery, Pediatric
Surgery, Plastic
Surgery, Transplant
Surgery, Vascular

†Subject to change

ONLINE RECRUITMENT PROGRAMS

SPECIALTY CLASSIFICATIONS†

Addiction Medicine*	Neonatal-Perinatal Medicine*	Preventive Medicine	Urgent Care
Allergy & Clinical Immunology	Nephrology	Primary Care	Urology
Ambulatory Medicine*	Neurology*	Psychiatry	Chiefs/Directors/ Department Heads
Anesthesiology*	Nuclear Medicine*	Public Health	Faculty/Research
Cardiology	Obstetrics & Gynecology*	Pulmonary Disease	Graduate Training/ Fellowships/Residency Programs
Critical Care	Occupational Medicine*	Radiation Oncology*	Courses, Symposia, Seminars
Dermatology*	Ophthalmology*	Radiology*	For Sale/For Rent/Wanted
Emergency Medicine*	Osteopathic Medicine*	Rheumatology	Locum Tenens
Endocrinology	Otolaryngology*	Surgery, General*	Miscellaneous
Family Medicine	Pathology	Surgery, Cardiovascular/ Thoracic*	Multiple Specialties/ Group Practice
Gastroenterology	Pediatrics, General*	Surgery, Neurological*	Part-Time Positions/Other
General Practice	Pediatric Gastroenterology*	Surgery, Orthopedic*	Physician Assistant
Geriatrics	Pediatric Intensivist/ Critical Care*	Surgery, Pediatric Orthopedic*	Physician Services
Hematology-Oncology	Pediatric Neurology*	Surgery, Pediatric*	Positions Sought
Hospitalist	Pediatric Otolaryngology*	Surgery, Plastic*	Practices for Sale
Infectious Disease	Pediatric Pulmonology*	Surgery, Transplant*	
Internal Medicine	Physical Medicine & Rehabilitation*	Surgery, Vascular*	
Internal Medicine Pediatrics			
Medical Genetics*			

*SPECIALTIES ELIGIBLE FOR ONLINE-ONLY ADVERTISING

†Subject to change

NEW! LOCUM TENENS JOB POSTINGS — FAST, FLEXIBLE, EASY

Whether you're looking to hire a locum tenens physician for one week, one month, one year or even longer, NEJM CareerCenter (nejmjobs.org) is where physicians find jobs. Physicians can now search for both locum tenens and permanent jobs and apply using CVs and cover letters that will be e-mailed directly to you.

- **Fast!** Your ads can be posted online within 24 hours, which is important because locum tenens assignments turn over fast, so quick turn around of your ad is key.
- **Flexible!** NEJM offers locum tenens ad packages for all specialties, ranging from one job posting to an unlimited number of ads.
- **Easy!** Jobs can be easily uploaded on your own, or via bulk upload through FTP.

LOCUM TENENS JOB POSTING PACKAGES & RATES*

30-Day Job Posting Packages	Package Rates	% Savings **	Average Rate/Job Posting
1 job	\$200	N/A	\$200
5 jobs	\$900	10%	\$180
10 jobs	\$1,700	15%	\$170
15 jobs	\$2,475	18%	\$165
20 jobs	\$3,200	20%	\$160
25 jobs	\$3,875	23%	\$155
25+ jobs	Additional volume discount packages are available. Please contact your NEJM rep at (800) 635-6991 or nejmads@nejm.org for more information.		

*Advertisers have one year from date of purchase to post all jobs in selected package. Rates are subject to change.

**Percentage of savings is calculated based on single posting rate of \$200.

Advertisers have the additional flexibility of purchasing packages of 25+ jobs up to an unlimited number of jobs, with discounted rates as low as \$50 per 30-day job posting.

NEW! FEATURED JOB POSTING

The number one concern for recruitment advertisers is getting the right applicant to notice and act upon a listing. NEJM CareerCenter (nejmjobs.org) has just made that a lot easier with our new Featured Job Posting:

- Display your posting in two prominent positions — on the home page and the relevant summary results pages, by specialty.
- Have your posting jump to the top of the list during summary page views.

For more information, contact NEJM at nejmads@nejm.org or (800) 635-6991.

BANNER ADVERTISING PROGRAMS

NEJM CareerCenter has a limited number of banner advertising opportunities available for advertisers on NEJM CareerCenter as well as the NEJM.org website. When you advertise with NEJM, you will reach an audience of top-quality job seekers and associate your organization with a trusted source of job leads. Find out more about banner advertising opportunities with NEJM by contacting the Classified Advertising Department at (800) 635-6991 or nejmads@nejm.org to receive a banner ad rate card and for more details.

NEW! RESIDENT E-BULLETIN SPONSORSHIP

Sponsor a weekly e-mail that is targeted specifically to residents and fellows — one they opt to receive. The content of the bulletin focuses on learning opportunities — ideal for residents, chief residents, and fellows in training, many of whom are active job seekers, as well.

Sponsors receive three valuable messaging opportunities:

- A text message at the top of the e-mail bulletin
- A “Featured Job of the Week” listing in the body of the message
- A banner ad at the bottom of the e-mail

For more information, contact NEJM at nejmjobs.org or (800) 635-6991.

PROFILE SEARCH AGENT

Receive daily e-mail alerts when new physicians matching your candidate search criteria register with NEJM CareerCenter. You must have at least one active job posting to search the profiles database and to access daily profile agent. Employers may specify their ideal candidate based on specialty, as well as location and practice type. Physician profiles are current, as they expire after 12 months, so you can be confident that you are reaching active job seekers. For more information, contact us at (800) 635-6991 or nejmads@nejm.org.

EARLY JOB ALERT

Physicians registered for Early Job Alerts receive weekly e-mail messages notifying them of practice opportunities that match their job requirements, including preference of specialty and geographic region. Best of all, your ad is seen by active job-seeking physicians two full weeks before it appears in print in NEJM.

EMPLOYER TRACKING

When you place your job postings on NEJM CareerCenter, applicants can be tracked and communicated with using the NEJM CareerCenter platform. Confidentiality, speed of response, and easy-to-use web interfaces are key features of the service.

LINE ADVERTISING

2010 WORD RATES

Per word/per issue

FREQUENCY	REGULAR TYPE	BOLD TYPE*
1X	\$6.70	\$7.30
2-4X	\$5.60	\$6.20
5X OR MORE	\$5.30	\$5.75

*Entire ad must run in bold typeface. Typefaces cannot be mixed.

WEB FEE

Print line advertisers can choose to have their ads placed on NEJM CareerCenter, the *New England Journal of Medicine's* physician career website, for a fee of \$45 per issue per advertisement. The web fee ensures the ad will be online for 21 days. The web fee must be purchased for all dates of the print schedule. The decision to place your ad online must be made when your print ad is scheduled.

CLOSING DATE

Closing for line ads is approximately 20 days prior to the issue date.

REPLY BOX SERVICE

Confidential reply box numbers are available for an additional \$65 per insertion. "Reply Box 0000, NEJM" counts as four words. We will not divulge any information about advertisers. Responses will be forwarded every Tuesday and Thursday, and the box will remain open for three months after the last insertion.

E-MAIL REPLY SERVICE

We offer an e-mail reply service for \$65 per insertion when no forwarding e-mail address is available.

WHAT IS A WORD?

NEJM defines a word as any character(s) separated by a space.

Example:

Arthur K. Johnson II, M.D. = 5 words
 September 10, 2009 = 3 words
 Ob/Gyn = 1 word
 Rock Rapids, IA 51246 = 4 words
 Send CV = 2 words
 781-123-4567 = 1 word
 A = 1 word

Example:

MEDICAL DIRECTOR — A dynamic, growing multispecialty clinic is looking for a full-time Medical Director in greater New York. Ideal candidate should be board certified in internal medicine with subspecialties in oncology and/or gastroenterology. Must possess a willingness to visit patients at home. Attractive salary and benefits including paid malpractice. Send CV to Reply Box 00000, NEJM.

This advertisement contains 56 words at \$6.70 per word, for a cost of \$338.80. Because a reply box is requested, there is an additional charge of \$65 for each insertion. The price is therefore \$433.50 for one insertion of the advertisement. An additional charge of \$45 would be included to post this ad online.

FORMAT

Classified advertisements are all set in the same typeface (Baskerville) and format, unless bold type is requested. The minimum charge for all types of line advertising is equivalent to 25 words per ad. The classified line advertising section located in the back of NEJM is divided by category, and ads appear in zip code order. Please select from the classification under which you would like your ad to appear; otherwise we will determine the most appropriate category (see list on page 7).

The *New England Journal of Medicine* (NEJM) strives for complete accuracy when entering classified advertisements; however, NEJM does not accept responsibility for typographical errors, should they occur.

DISPLAY ADVERTISING

2010 BLACK AND WHITE DISPLAY ADVERTISING RATES					
PAGE SIZE	1X	6X	12X	24X	52X
FULL	\$7,040	\$6,720	\$6,320	\$6,000	\$5,880
HALF	4,475	4,210	3,905	3,640	3,530
THIRD	3,550	3,315	3,105	2,880	2,610
QUARTER	2,525	2,355	2,265	1,965	1,895
SIXTH	1,790	1,605	1,505	1,400	1,335
EIGHTH	1,480	1,390	1,280	1,190	1,110

FULL PAGE COLOR RATES

PMS color	\$875
Four-color	\$2,055

HALF PAGE AND SMALLER COLOR RATES

PMS color	\$425
Four-color	\$1,045

CORRECTIONS

Fewer than 10 words	No charge
More than 10 words	\$30

COLUMN/INCH ADS

Per inch, per column	\$460
Smallest unit available. (approximately 45 words per inch)	.2 inches

Display ads are sold by 1/2-inch increments:

$$\text{Rate} = \text{number of columns wide} \times \text{number of inches long} \times \$460$$

WEB FEE

Display classified advertisers may choose to have their ads placed on NEJM CareerCenter (nejmjobs.org), the *New England Journal of Medicine's* physician career website, for a fee of \$85 per issue per advertisement. The web fee ensures the ad will be online for 21 days. The web fee must be purchased for all dates of the print schedule. The decision to place your ad online must be made at the time the print ad is scheduled.

TYPESSETTING

Typesetting services are available at additional cost:	
Full page	\$230
1/3 or 1/2 page or 8 ¹ / ₂ to 15"	\$165
1/6 or 1/4 page or 3 ¹ / ₂ to 8"	\$115
1/8 page or 1 to 3"	\$90

CLOSING DATE

Full page run-of-book ads close 27 days prior to the issue date. For fractional ad unit close dates, please see page 2.

COMMISSIONS

Fifteen percent commission goes to recognized agencies (including in-house agencies) providing invoices are paid within 30 days. Line ads, production charges, and web fees are not commissionable.

DISPOSITION OF AD MATERIALS

Furnished files will be held for one year after the last insertion date. Unless otherwise notified, furnished files will be destroyed.

MECHANICAL REQUIREMENTS

DISPLAY ADS

The preferred format for submission of display advertising is PDF. Please adhere to the guidelines that follow.

TRIM SIZE

Trim size of publication 7⁷/₈" x 10¹/₂"

AD PAGE SIZES

Full page 7" x 10"
Half page: horizontal 7" x 4⁷/₈"
 vertical 3¹/₄" x 10"
Third page 4¹/₂" x 4⁷/₈"
Quarter page 3¹/₄" x 4⁷/₈"
Sixth page 2¹/₈" x 4⁷/₈"
Eighth page 3¹/₄" x 2¹/₄"
Three columns 7"
Two columns 4¹/₂"
One column 2¹/₈"

BLEED SIZES

Full page 8¹/₈" x 10³/₄"
Fractional page. 8¹/₈" x 5¹/₈" or 4¹/₈" x 10³/₄"
Gutter bleed. 8¹/₈" x 10³/₄"
Trim size of publication 7⁷/₈" x 10¹/₂"
Margin for live matter ¹/₂" on all sides.

RULES

Ads should be bordered with at least a .05 point rule.

SUBMISSION

Ads submitted as PDFs are preferred, via e-mail. We also accept Mac CD. Label disk with client name and agency.

E-mail your file to displayads@nejm.org.

Please provide contact information including company name, client (if applicable), contact name, phone, fax number, and e-mail address.

Or, mail your CD to:

**Advertising Production Department
The New England Journal of Medicine
860 Winter Street
Waltham, MA 02451-1413 USA**

Note of caution when creating digital ads: TrueType fonts should be avoided!

PDF SETTINGS

All submissions should be Acrobat PDF files (PDFX is preferred), version 6.0 or higher, fonts must be embedded, and should be sent the exact size of ad (see ad page sizes on this page). Native files or other file formats cannot be accepted. Our PDF settings can be e-mailed to you. Please send an e-mail request to displayads@nejm.org.

Questions regarding digital ad specifications should be e-mailed to displayads@nejm.org, or call (800) 635-6991 and ask for:

- Lynn McGahey, ext. 7036
- Mary Kay Balacco, ext. 7027

LOGOS

Digital logos for ads to be created by NEJM must be supplied as follows:

- Only Illustrator or Photoshop logos are accepted.
- We accept .eps, .tif or .psd files.
- Black/white ads, please supply a black-only logo.
- Color ads, please supply your logo as CMYK, not RGB.

REVERSE TYPE

To reduce registration problems on reverse type, minimize the number of colors in reverse lettering. Type should be no smaller than 9 point, especially when using type with fine serifs, which often fill in when reversed.

SCREENS

150 line screens are preferred for halftones and colors.

- Halftone: Minimum screen tone value 10%
- Four-color: Sum percentages of tone values should not exceed 260%. Only one solid color should be used.

PROOFS FOR COLOR ADS

We require one digital color proof from the color file being sent. Examples of preferred digital proofs include Imation Matchprint™ Digital Halftone Proofs and Kodak Approvals. Send your proof to:

**Advertising Production Department
The New England Journal of Medicine
860 Winter Street
Waltham, MA 02451-1413 USA**

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 print, publish, or circulate 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 editorial requirements change as issue production progresses, Publisher cannot guarantee fixed positioning.
9. Publisher is not responsible for incidental or consequential damages for errors in printing 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, www.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.



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