



COVERWRAP SPONSORSHIPS

Effective January 1, 2010



Boost your product recognition and goodwill among physicians by sponsoring print subscriptions to NEJM. Each sponsored issue includes a cover wrap that delivers your company name and advertising message to your target audience as well as three of your ads on the inside front cover, cover three, and cover four of the wrap.

Cover wrap sponsorships are available for six months, nine months, or one year and are limited to non-subscribers in selected specialties.

To find out more, contact your NEJM Sales Director.

BENEFITS OF SPONSORSHIP

BRAND ENHANCEMENT Research tells us physicians value and appreciate sponsored subscriptions: **97%** call their sponsored subscription very or somewhat valuable, and **91%** want their subscription to continue.

YOUR TARGET MDS You reach only the physicians you want to reach in selected specialties. You supply Medical Education numbers and specialties, and we'll determine the number of non-subscriber physicians available for sponsorship.

FLEXIBILITY Your ads run facing the NEJM front cover and as the third and fourth covers, so you can advertise one or multiple products.

REINFORCE SALES EFFORTS You can supply your sales staff with sponsored subscriptions to offer on sales calls.

DIRECT FEEDBACK We'll conduct complimentary market research among sponsored subscribers to measure the success of your sponsorship.

12-MONTH COVERWRAP PROGRAM PRICING*

Pricing for one-year subscription (52 issues)

QUANTITY	4-PAGE COVERWRAP	8-PAGE DOUBLE COVERWRAP
5M - 9.9M	\$110	\$112
10M - 14.9M	\$106	\$108

9-MONTH COVERWRAP PROGRAM PRICING*

Pricing for three-quarter-year subscription (39 issues)

QUANTITY	4-PAGE COVERWRAP	8-PAGE DOUBLE COVERWRAP
5M - 9.9M	\$102	\$105
10M - 14.9M	\$97	\$101

6-MONTH COVERWRAP PROGRAM PRICING*

Pricing for one-half-year subscription (26 issues)

QUANTITY	4-PAGE COVERWRAP	8-PAGE DOUBLE COVERWRAP
5M - 9.9M	\$62	\$64
10M - 14.9M	\$60	\$62

* All pricing is net; for pricing on 15M or higher please contact your NEJM Sales Director.

PRODUCTION SPECIFICATIONS

4-PAGE COVERWRAP

4-page coverwrap wraps over front and back cover of NEJM.

Bleed/trim size 8" x 10-3/4"; trim 7-7/8" x 10-1/2"
Head, foot and outside trim 1/8"

8-PAGE COVERWRAP

An 8-page coverwrap consists of one 4-page coverwrap and two single-leaf inserts (A and B).

A) 4-page coverwrap wraps over front and back cover of NEJM.

Bleed/trim size 8" x 10-3/4"; trim 7-7/8" x 10-1/2"
Head, foot and outside trim 1/8"

B) Inside ad units consist of two single-leaf inserts with one before the NEJM cover (table of contents) and one before the 4th cover.

Bleed/trim size . . . 8-1/8" x 10-3/4"; trim 7-7/8" x 10-1/2"
All four sides trim 1/8"

Per Brown Printing specifications: Double page spread *should be supplied as a single file* without any allowance for gutter bleed. Margin for live matter 1/2" on all sides.

REPRODUCTION REQUIREMENTS

SWOP standards apply to all ad material. The entire publication is printed web offset.

FILE FORMATS

Preferred format is PDF/X-1a. For creation and verification of PDF/X-1a files, we recommend Enfocus Pitstop and Apago PDF/X Check-up. Logos for company and product for front cover should be sent as high-res files in EPS format.

PAGE FORMAT

Provide single page, head up, full bleed. Marks should not encroach into bleed. File size needs to be 1" larger than final trim size on all four sides and include bleed, crop marks, and SWOP color bar. Image needs to be centered within file page.

SPECIFICATIONS

NEJM is perfect bound, using 34# (Buttner) coated text and 80#

coated cover. Preferred halftone screen is 150-line. Maximum screen tone value is 85%, minimum is 10%.

Four-color process: 150-line preferred for all colors. Sum of percentages of tone values should not exceed 260%. No more than one solid color to be used. Maximum screen tone value for every color: 85%. Minimize number of colors for reverse type, using key color for shape of letters, with type in subordinate colors slightly larger than key color for best registration.

MEDIA

Mac CD preferred for all size ads.

DIGITAL PROOFING

We require one digital halftone proof (contract proof) from the file being sent. Examples of preferred digital halftone proofs include Imation Matchprint™ Digital Halftone Proofs and Kodak Approvals. Contract proofs must meet SWOP specifications and include a quality control patch (color bars).

DISPOSITION OF AD MATERIALS

Furnished digital files will be held for one year after insertion and will then be destroyed unless otherwise notified.

MEDIA LABELING REQUIREMENTS

- **Issue date (clearly marked on label) if available**
- Advertiser
- Agency name
- Contact person
- Phone number
- List of contents (printout of disc contents)
- Vendor contact
- File name/number
- Return address

SEND FILES TO

Rebecca Forge or Patty Taich:
The New England Journal of Medicine
860 Winter Street, Waltham, MA 02451
781-434-7025; rforge@nejm.org
781-434-7556; ptaich@nejm.org
Fax: 781-647-5785

LIST FORMATS

Please contact Rebecca Forge or Patty Taich for accurate list formatting prior to sending your targeted list. ME# is needed in an Excel format, along with name and address in separate fields.



The **NEW ENGLAND JOURNAL** of **MEDICINE**

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860 Winter Street, Waltham, MA 02451-1413

ADVERTISING SALES

Tel: 800-635-6991 or 781-893-3800
Fax: 781-647-5785

Manager, Advertising Services
Rebecca Forge: 781-434-7025
rforge@nejm.org

Advertising Client Services
Patty Taich: 781-434-7556
ptaich@nejm.org

NEJM SALES DIRECTORS

Christine Miller: Tel: 508-775-3995
Fax: 781-893-5003
cmiller@nejm.org

Lew Wetzel: Tel: 610-566-6152
Fax: 610-892-0462
lwetzel@nejm.org

Corrie Bridgeman: 781-775-1287
Fax: 781-647-5785
cbridgeman@nejm.org