

# NEW! ONLINE TEXT ADVERTISING

**NOW AVAILABLE** for medical advertisers on NEJM.org, one of the most trafficked physician websites!

**NEJM.org** is the **best-read**<sup>1</sup> and **most useful**<sup>2</sup> medical journal website, delivering 700,000 unique U.S. visitors and 8 million U.S. page views per month<sup>3</sup>.

**Reach your target audience** of medical professionals with an easy-to-setup text advertisement.

**Drive QUALIFIED traffic to your website**  
**Introductory pricing available**

- Your text ad receives 200,000 U.S. ad impressions per month on three of the highest-trafficked pages on NEJM.org
- Text ads are randomly rotated with other ads in a text-ad “box” (see samples on the left)

## NET RATES & PRODUCTION SPECIFICATIONS

Monthly Text Ad with 200,000 U.S. Ad Exposures . . . . .	<del>\$2,500</del> <b>\$1,950</b>
Monthly Text Ad with 400,000 U.S. Ad Exposures . . . . .	<del>\$5,000</del> <b>\$3,800</b>
Headline 1 (hyperlinked text to your URL) . . . . .	Max 21 characters
Description Line 2 . . . . .	Max 22 characters
Description Line 3 . . . . .	Max 22 characters
Description Line 4 . . . . .	Max 22 characters
Description Line 5 . . . . .	Max 22 characters
Destination URL Line 6* . . . . .	Max 20 characters

*\*note actual URL can be longer*

<sup>1</sup> Manhattan Research, ePharma Physician®, v.8.0, 2008  
<sup>2</sup> Insights into Physician Media Usage, Nielsen FOCUS®, Medical/Surgical, 6/2008  
<sup>3</sup> NEJM.org NetInsight Traffic Reports



The NEW ENGLAND  
JOURNAL of MEDICINE

NEJM.ORG

### Advertisement

**Discount Stethoscopes**  
 Huge Selection of  
 Stethoscopes  
 All Colors – In Stock.  
 LOW PRICES!  
<http://medusave.com>

**Medical Textbooks**  
 Free UPS 2 Day Air.  
 Shipping. Low Prices.  
 Millions of Titles.  
 New & Used.  
<http://medbooks.org/>

**Continued Medical  
Education**  
 Learn Med Procedures  
 Umbilical Vascular  
 Catheterization  
[cme.umbilical.org/](http://cme.umbilical.org/)

### Advertising Information

## SUBMIT AN AD

Senior Sales Rep  
 Jim Murray  
 (781) 434-7030  
[jmurray@nejm.org](mailto:jmurray@nejm.org)

Sales Rep  
 Matt Clancy  
 (781) 434-7034  
[mclancy@nejm.org](mailto:mclancy@nejm.org)

Sales Manager  
 Rebecca Appleby  
 (781) 434-7567  
[rappleby@nejm.org](mailto:rappleby@nejm.org)

## FOR INFORMATION

[textads@NEJM.org](mailto:textads@NEJM.org)  
 800-635-6991

1. All advertisements are subject to approval of the *New England Journal of Medicine* (Publisher), which reserves the right to reject or cancel any ad at any time.
2. All advertisements are accepted and published by Publisher on the warranty of the agency and 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 will 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 NEJM Sales Director or visit [NEJMadsales.org](http://NEJMadsales.org).
7. Any references to Publisher or its products or services in advertisements, promotional material or merchandising by the advertiser or agency is subject to Publisher's written approval for such use.
8. All advertising contract position clauses are treated as requests. Publisher cannot guarantee fixed positioning.
9. Publisher is not responsible for incidental or consequential damage for errors in displaying or 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 any insertion order 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 past 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. New ad copy and creative for pharmaceutical products should be sent to the advertising department. Please allow two weeks for clearance.
14. All advertisements must be clearly germane to the practice of medicine.
15. 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 US Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
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-US recruitment advertisers are required to confirm in writing that they are equal opportunity employers.
17. **ONLINE ADS:** Any use of NEJM trademarks or copyrighted material for links to and from Publisher's website must be approved in advance by Publisher. Any unauthorized linking is prohibited. Publisher does not endorse or support any product or organization linked to its website, nor is Publisher responsible for the content of any website promoted in and published in NEJM. Please visit [NEJM.org](http://NEJM.org) for further online advertising policies.
18. Advertiser represents and warrants that the pharmaceutical products and advertisements comply with the laws and regulations in the countries where the advertisements will be seen.
19. Advertiser links to other websites cannot prevent a user from easily returning to Publisher's website.
20. Advertorials are not accepted on Publisher's website or email service.
21. Advertisements may not include offers for free merchandise or contests.

## APPROVALS

All advertisements are subject to approval by the Publisher, which reserves the right to reject or cancel any ad at any time. Approval may take up to seven days. Pharmaceutical and Recruitment Advertising are not eligible for this program. Prices are subject to change.

