



The NEW ENGLAND  
JOURNAL of MEDICINE

NEJM.ORG



JournalWATCH®  
MEDICINE THAT MATTERS

JWatch.org

## NEJM.ORG AND JWATCH.ORG

### NEJM.ORG

With options ranging from online display ads to targeted emails, NEJM.org makes it easy to add online to your media mix.

NEJM.org is the best-read<sup>1</sup> and most useful medical journal website, delivering 932,000 unique global visitors and 10.1 million global page views and events per month.

### JWATCH.ORG

JWatch.org is the popular physician-edited literature review website from Journal Watch, bringing you 145,000 unique global visitors and 696,000 global page views per month across 13 key specialties.

Together they deliver the quality audience and quality content you've come to expect from the publishers of the New England Journal of Medicine.



### NEJM.ORG<sup>2</sup>

### JWATCH.ORG<sup>3</sup>

Unique global visitors/month <sup>2</sup>	932,000
Global page views and events/month <sup>2</sup>	10.1 million
International NEJM eTOC recipients <sup>2</sup> (excludes US & Canada)	478,870

Unique global visitors/month <sup>3</sup>	145,000
Global page views/month <sup>3</sup>	696,000

<sup>1</sup> Manhattan Research ePharma Physician, v.11.0, 2011

<sup>2</sup> NEJM.org Netinsight Traffic Reports

<sup>3</sup> JWatch.org Netinsight Traffic Reports



The NEW ENGLAND  
JOURNAL of MEDICINE

This dynamic website brings you new opportunities to reach your most important audience:

- **Premium ad sizes** include an expandable medium rectangle and half page
- **Specialty pages** that bring together all current articles in a given specialty. Each specialty page supports leaderboard and medium rectangle ads. You can target visitors to a specialty page through purchase of a Targeted Specialty Pack.
- **Ad placement options**
- **Expanded NEJM eTOC emails** featuring a new medium rectangle position.



SPECIALTY PAGES	
Allergy/Immunology	Nephrology
Cardiology	Neurology/Neurosurgery
Dermatology	Obstetrics/Gynecology
Emergency Medicine	Pediatrics
Endocrinology	Psychiatry
Gastroenterology	Public Health, Policy and Training
Genetics	Pulmonary/Critical Care
Geriatrics/Aging	Rheumatology
Hematology/Oncology	Surgery
Infectious Disease	

**2012 RATE**

CPM..... £40.00 (gross)  
Half page and expandable ad units and homepage roadblocks are available at a premium rate.

Frequency discounts available for full rate buys. Contact [Peter Hill](#), UK-based representative, for details on eligibility requirements.

*Prices are subject to change without notice.*

### SUPPORTED AD UNITS

UNITS	PIXELS
Leaderboard .....	728 X 90
Medium rectangle .....	300 X 250
Half page .....	300 X 600
Wide skyscraper .....	160 X 600
Thin skyscraper .....	120 X 600

### PRODUCTION INFORMATION



The NEW ENGLAND  
JOURNAL of MEDICINE

NEJM.ORG

## AVERAGE MONTHLY ONLINE ACTIVITY

COUNTRY/REGION	PAGE VIEWS & EVENTS	UNIQUE VISITORS	MONTHLY IMPRESSIONS
AUSTRIA	57,050	5,670	32,950
BELGIUM	100,920	10,350	58,900
BULGARIA	11,870	1,440	5,150
CYPRUS	4,400	630	3,800
CZECH REPUBLIC	17,720	2,420	8,150
DENMARK	37,830	5,350	22,300
ESTONIA	4,160	630	3,200
FINLAND	32,490	4,560	18,650
FRANCE	244,050	26,230	227,300
GERMANY	383,660	42,050	276,350
GREECE	89,290	8,110	46,200
HUNGARY	17,430	2,480	18,850
IRELAND	62,070	8,770	36,700
ITALY	443,990	36,840	334,350
LATVIA	6,300	690	3,550
LITHUANIA	6,300	930	3,500
LUXEMBOURG	3,760	390	1,800
MALTA	3,140	560	1,150
NETHERLANDS	152,260	20,790	83,800
NORWAY	42,640	1,020	23,500
POLAND	56,090	8,950	30,250
PORTUGAL	97,740	8,580	52,200
ROMANIA	48,180	4,670	21,900
SLOVAKIA	10,530	1,290	4,500
SLOVENIA	11,080	1,370	5,350
SPAIN	415,450	33,280	384,550
SWEDEN	69,510	11,130	36,700
SWITZERLAND	144,700	13,440	112,700
UNITED KINGDOM	520,650	99,460	437,200
<b>TOTAL</b>	<b>3,095,260</b>	<b>362,080</b>	<b>2,295,500</b>

For activity levels in countries not listed, please contact [Peter Hill](#), UK-based representative.



JWatch.org

JWatch.org helps busy physicians and healthcare professionals save time and keep up to date with concise synopses of important medical research drawn from the world's leading medical journals.

When you advertise on JWatch.org as part of a [Specialty Pack](#) your message targets physicians in key specialties.

Be sure to also check out [Specialty Packs](#) from NEJM.org and JWatch.org, which allow you to target physicians in key specialties.

## SUPPORTED AD UNITS

UNITS	PIXELS
Leaderboard .....	728 X 90
Medium rectangle .....	300 X 250
Wide skyscraper .....	160 X 600
Thin skyscraper .....	120 X 600

## TARGETING ON JWATCH.ORG\*



### JWATCH.ORG SPECIALTIES

- |                        |                         |
|------------------------|-------------------------|
| Cardiology             | Infectious Diseases     |
| Dermatology            | Neurology               |
| Emergency Medicine     | Oncology & Hematology   |
| Gastroenterology       | Pediatrics & Adolescent |
| General Medicine       | Medicine                |
| HIV/AIDS Clinical Care | Psychiatry              |
| Hospital Medicine      | Women's Health          |

### JOURNAL WATCH TOPICS

- |                             |                           |
|-----------------------------|---------------------------|
| Aging/Geriatrics            | Lipid Management          |
| Allergy/Asthma              | Nutrition/Obesity         |
| Arthritis/Rheumatic Disease | Osteoporosis/Bone Disease |
| Breast Cancer               | Pediatric Infections      |
| Depression/Anxiety          | Pregnancy/Infertility     |
| Diabetes                    | Respiratory Infections    |
| GERD/Peptic Ulcers          | STDs                      |
| Gynecology                  | Skin Cancer               |
| Hepatitis                   | Stroke                    |
| Hypertension                | Substance Abuse           |

\* Available with Specialty Packs (see page 5)

## PRODUCTION INFORMATION

# TARGETED ADVERTISING ON NEJM.ORG & JWATCH.ORG

## EUROPEAN SPECIALTY PACKS

**PRIMARY CARE, CARDIOLOGY, GASTROENTEROLOGY, INFECTIOUS DISEASE, ONCOLOGY & HEMATOLOGY, PUD/PULMONARY, PEDIATRICS, ENDOCRINOLOGY, RHEUMATOLOGY**

Targeted specialty packs on NEJM.org and JWatch.org make it easier to reach the specialties of your choice in Europe.

When you buy a targeted specialty pack, your ad reaches your target audience on NEJM.org and JWatch.org through:

- **NEJM.org demographic targeting** Your ad follows authenticated specialists **during their visit** to NEJM.org. For example: when you buy a cardiology specialty pack, your cardiology ad appears whenever a signed-in cardiologist navigates to a page with advertising.
- **NEJM.org search term targeting** Your ad appears on all relevant **search results pages**. For example: when you buy a cardiology specialty pack, your cardiology ad appears on the search results page when a visitor searches for a term like “angina” or “cardiomyopathy.”
- **NEJM.org contextual targeting** Your ad appears on the relevant specialty page. NEJM.org specialty pages bring together all current articles in a given specialty. For example: when you buy a cardiology specialty pack, your cardiology ad appears when a visitor navigates to the cardiology management pages.

- **JWatch.org contextual targeting** Your ad appears on relevant JWatch.org **content pages**: i.e. when you buy a cardiology specialty pack, your cardiology ad appears when a visitor navigates to the JWatch.org cardiology page.

Your specialty pack includes a minimum NEJM.org Run of Site purchase, which includes exposure to non-registered users and clinicians from all academic and hospital site license domains.



## 2012 SPECIALTY PACKS

SPECIALTY	NEJM.ORG DEMOGRAPHIC & SEARCH TERM TARGETING	JWATCH.ORG CONTEXTUAL TARGETING	NEJM.ORG ROS IMPRESSIONS	TOTAL IMPRESSIONS PER MONTH	GROSS RATE PER MONTH
PRIMARY CARE	39,650	10,925	50,000	100,575	£6,000
CARDIOLOGY	16,835	6,280	50,000	73,115	£3,600
GASTROENTEROLOGY W/HEPATOLOGY	16,560	3,420	50,000	69,980	£3,400
INFECTIOUS DISEASE	14,775	4,050	50,000	68,825	£3,200
ONCOLOGY & HEMATOLOGY	9,640	1,325	50,000	60,965	£3,050
PUD/PULMONARY	6,525	90	50,000	56,615	£3,500
PEDIATRICS	5,540	500	50,000	56,040	£3,400
ENDOCRINOLOGY	5,145	165	50,000	55,310	£3,050
RHEUMATOLOGY	1,660	150	50,000	51,810	£3,050

## NEJM ETOC SPONSORSHIP

Every Wednesday evening (US EST), NEJM emails an electronic Table of Contents (eTOC) to registered physicians and healthcare professionals around the world who use this alert to stay connected to important new research and clinical practice.

Two sponsorship positions are available on this popular opt-in email table of contents, which is available in four targeted splits: UK, Top 5 EU, All EU and International.

As a co-weekly sponsor, your leaderboard and medium rectangle ads rotate among recipients, giving you a 50% share of voice every week.



eTOC

## JOURNAL WATCH TARGETED EMAILS

These specialty-oriented emails deliver your exclusive ad to the opt-in email groups of your choice:

- Weekly JWatch.org table of contents emails (eTOC) in recipient's content area of choice.
- One or more monthly Watch Topic Alerts (ALERTS) in recipient's content area of choice.
- 15 opt-in email groups to choose from.
- 27,735 to 335,500 international sends/month, depending on specialty content.



Click here for 2012 RATES

2012 FREQUENCY DISCOUNTS	
3-6 months . . . . .	3%
7-12 months . . . . .	5%

2012 REGIONS & RATES			
<b>AD UNITS SUPPORTED</b>			
Leaderboard			728 x 90
Medium rectangle			300 x 250
<i>Both ad units must be supplied.</i>			
		<b>WEEKLY RECIPIENTS</b>	<b>GROSS RATE/ WEEK</b>
<b>REGION</b>			
United Kingdom . . . . .	36,500		£1,575
Top 5 European countries. . . . .	101,000		£4,595
<i>UK, Italy, Germany, Spain &amp; France</i>			
All Europe (29 Countries*) . . . . .	156,300		£5,775
<i>*Includes Norway and Switzerland</i>			
International* . . . . .	478,800		£8,400
<i>*Excludes US and Canada</i>			
<i>Prices are subject to change without notice.</i>			

## PRODUCTION INFORMATION

# ONLINE JOURNAL WATCH TARGETED EMAILS

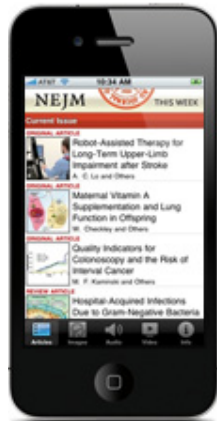
JWATCH.ORG EMAIL GROUPS	EMAIL TYPE	FREQUENCY/ MO	INTERNATIONAL EMAILS/MO	GROSS COST/MO	UK ONLY EMAILS/MO	GROSS COST/MO
<b>CARDIOLOGY</b>	eTOC	4	132,065		7,645	
Hypertension	Alert	1	28,175		1,355	
Lipid Management	Alert	1	23,040		1,080	
TOTAL		6	183,280	£8,500	10,080	£2,950
<b>DERMATOLOGY</b>	eTOC	4	57,040		2,885	
Skin Cancer	Alert	1	9,545		460	
TOTAL		5	66,585	£2,400	3,345	£1,950
<b>DIABETES</b>	Alert	1	27,735	£2,000	1,390	£1,950
<b>EMERGENCY MEDICINE</b>	eTOC	4	114,190	£3,750	6,410	£1,950
<b>GASTROENTEROLOGY</b>	eTOC	4	86,790		4,455	
GERD/Peptic Ulcers	Alert	1	13,095		490	
Hepatitis	Alert	1	17,305		765	
TOTAL		6	117,190	£3,800	5,710	£1,950
<b>GENERAL MEDICINE</b>	eTOC	8	292,765		16,920	
Aging/Geriatrics	Alert	1	15,345		825	
Nutrition/Obesity	Alert	1	21,355		1,130	
Arthritis/Rheumatic	Alert	1	6,035		220	
TOTAL		11	335,500	£10,600	19,095	£3,950
<b>HIV/AIDS</b>	eTOC	4	64,835	£2,050	3,155	£1,950
<b>HOSPITAL MEDICINE</b>	eTOC	4	42,695	£2,000	2,435	£1,950
<b>INFECTIOUS DISEASES</b>	eTOC	4	114,160		5,310	
STDs	Alert	1	11,110		575	
TOTAL		5	125,270	£4,800	5,885	£1,950
<b>NEUROLOGY</b>	eTOC	4	89,460		5,310	
Stroke	Alert	1	21,390		1,145	
TOTAL		5	110,850	£4,050	6,455	£1,950
<b>ONCOLOGY &amp; HEMATOLOGY</b>	eTOC	4	62,190		3,230	
Breast Cancer	Alert	1	13,115		615	
TOTAL		5	75,305	£2,600	3,845	£2,950
<b>PEDIATRICS &amp; ADOLESCENT MEDICINE</b>	eTOC	4	75,790		4,070	
Pediatric Infections	Alert	1	14,730		710	
TOTAL		5	90,520	£4,100	4,780	£1,950
<b>PSYCHIATRY</b>	eTOC	4	58,800		3,985	
Depression/Anxiety	Alert	1	14,435		945	
Substance Abuse	Alert	1	11,260		625	
TOTAL		6	84,495	£4,000	5,555	£1,950
<b>PUD/PULMONARY</b>						
Allergy/Asthma	Alert	1	17,860		900	
Respiratory Infections	Alert	1	20,840		1,065	
TOTAL		2	38,700	£2,000	1,965	£1,950
<b>WOMEN'S HEALTH</b>	eTOC	4	67,360		4,175	
Gynecology	Alert	1	11,745		535	
Pregnancy/Infertility	Alert	1	11,880		630	
Osteoporosis/Bone Disease	Alert	1	15,480		870	
TOTAL		7	106,465	£3,500	6,210	£1,950

Prices are subject to change without notice.

### TOP FIVE EU IPHONE APP SPONSORSHIP

This sponsorship displays your 320x50 ad for 15 seconds every time the user accesses a different feature on the NEJM.org app including:

- articles
- images
- video



Each month, the sponsorship will deliver an estimated 44,000 impressions to the top 5 European countries (UK, Italy, Germany, Spain and France).

2012 RATES & DISCOUNTS	
<b>SUPPORTED AD UNIT</b>	320x50
<b>FREQUENCY</b>	<b>RATE</b>
1 month* . . . . .	£2,500
<i>*3-month minimum purchase. Prices subject to change without notice.</i>	

### NEJM E-ACCESS

NEJM e-Access is a sponsorship opportunity that allows you to provide access to all original NEJM content and advanced search functions, as well as content in popular multimedia formats such as video and audio, to a targeted group of physicians. Access to NEJM content is available through the sponsor's website and allows a unique messaging opportunity on the landing page. Sponsored access is available for 6 or 12-month terms.

### NEJM ELECTRONIC REPRINTS

Share product information with your prospects as soon as it is released. Electronic article reprints (e-reprints) allow you to get your product message out within days of it having been published in the *New England Journal of Medicine*. E-reprints can be used for email blasts, web postings or for display purposes at medical conventions.

### PRODUCTION INFORMATION

### NEJM AND JOURNAL WATCH SUPPORTED AD UNITS

UNITS	PIXELS
Leaderboard . . . . .	728 X 90
Medium rectangle . . . . .	300 X 250
Half page . . . . .	300 X 600
Wide skyscraper . . . . .	160 X 600
Thin skyscraper . . . . .	120 X 600

Flash/Rich media not supported for emails.

### APPROVALS

All advertisements are subject to approval by the *New England Journal of Medicine*, which reserves the right to reject or cancel any ad at any time. Approval may take up to seven days. For complete NEJM Advertising Policies, [click here](#).

### TYPES OF ADVERTISING ACCEPTED

**Generally acceptable for consideration** are pharmaceutical products, medical and medical equipment products and services, medical software and practice management products and services, including office equipment and supplies, medical billing systems and medically appropriate websites.

**Generally acceptable for consideration with certain conditions** are calls for patients to participate in clinical trials or clinical-trial matching services. These ads can be considered if the trial is registered with the FDA and conducted by a recognized institution.

**All types of ads not described above** are reviewed on a case-by-case basis. For complete Advertising Policies, [click here](#).

### ONLINE CANCELLATION POLICIES

Advertisers may cancel the entire Insertion Order, or any portion thereof, as follows:

- **Run-of-Site Banner Programs** On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 21 days or more before the campaign start date. For cancellations made within 21 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery.
- **Flat Fee-based or fixed-placement programs** (including but not limited to Sponsorships, Roadblocks, Specialty

Packs, NEJM eTOC, Physicians First Watch, and all other email products): On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 30 days or more before the start date of the campaign. For cancellations made 30 to 15 days before the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made within 14 days of the start date, advertiser will be responsible for 100% of the campaign amount that was reserved for delivery.

### CONTACT INFORMATION

860 Winter Street, Waltham, MA 02451-1413

Business hours: 8:00 am to 4:00 pm EST

Tel: 800-635-6991 or 781-893-3800

Fax: 781-647-5785

[NEJMadsales.org](http://NEJMadsales.org)

Regional Manager, United Kingdom

Hallie Kozlowski: 781-434-7838

[hkozlowski@nejm.org](mailto:hkozlowski@nejm.org)

Online Traffic Coordinator

Tony Hubbard: 781-434-7550

[thubbard@nejm.org](mailto:thubbard@nejm.org)

### UNITED KINGDOM REPRESENTATIVES

#### ONLINE

Peter Hill (independent agent)

Tel: +44 (0) 161 408 2546

[peter.hill@abisand.com](mailto:peter.hill@abisand.com)

#### PRINT

Oliver Webb Media

Tel: +44 (0) 193 234 2552

[oliverwebb1@me.com](mailto:oliverwebb1@me.com)

### PRODUCTION INFORMATION

# ONLINE AND EMAIL ADVERTISING SPECIFICATIONS

	NEJM.ORG	JWATCH.ORG
<b>FLASH SPECS</b>		
<b>TEST TIME REQUIRED</b>	5 business days	5 business days
<b>FLASH VERSION</b>	Version 9	Version 9
<b>MAX BANNER SIZE</b>	728x90, 120x600, 160x600 300x250, 300x600	728x90, 120x600, 160x600 300x250
<b>MAX LOOPING/ANIMATION</b>	3 loops	3 loops
<b>MAX FLASH WEIGHT</b>	40 KB	40 KB
<b>MAX GIF WEIGHT</b>	40 KB	40 KB
<b>GIF SPECS</b>		
<b>MAX TEST TIME REQUIRED</b>	10 business days	10 business days
<b>MAX BANNER SIZE</b>	728x90, 120x600, 160x600 300x250, 300x600	728x90, 120x600, 160x600 300x250
<b>MAX LOOPING/ANIMATION</b>	3 loops	3 loops
<b>MAX FLASH WEIGHT</b>	40 KB	40 KB
<b>RICH MEDIA/EXPANDABLE SPECS</b>		
<b>TEST TIME REQUIRED</b>	5 business days	5 business days
<b>FORMAT</b>	Expandable units must come from a third-party server (Eyeblaster, Pointroll, etc.)	
<b>MAX PANEL EXPANSION</b>	User-initiated/click	User-initiated/click
<b>PANEL CONTRACTION</b>	Ads must have a clearly marked Close 'X' button in the top right corner and should contract when cursor leaves the ad.	
<b>MAX PANEL EXPANSION SIZE</b>	728x90 TO 728x360 120x600 & 160x600 TO 240x600 300x250 TO 500x250	728x90 TO 728x360 120x600 & 160x600 TO 410x600 300x250 TO 500x250
<b>MAX WEIGHT TOTAL (INITIAL)</b>	40 KB	40 KB
<b>MAX WEIGHT TOTAL (POLITE)</b>	80 KB	80 KB
<b>PANEL EXPANSION DIRECTION</b>	728x90 expand down. 120x600 & 160x600 expand left. 300x250 expand left.	728x90 expand down. 120x600 & 160x600 expand left. 300x250 expand left.
<b>OTHER</b>	Auto-play ads not accepted. User instructions must be clearly marked.	
<b>VIDEO SPECS</b>		
<b>VIDEO ACCEPTANCE</b>	Upon approval, within above banner sizes only.	
<b>USER INITIATED REQUIREMENTS</b>	Activation (sound and video) must be user-initiated. Continuous looping not permitted. Replay must be user initiated.	
<b>MAX PLAY TIME (USER INITIATED)</b>	30 seconds	30 seconds
<b>REQUIRED CONTROLS</b>	Ads must contain start/stop/pause button and mute button. Rewind/fast forward buttons accepted.	
<b>OTHER</b>	Auto-play ads not accepted. User instructions must be clearly marked.	
<b>EMAIL ADVERTISING GIF SPECS</b>		
<b>TEST TIME REQUIRED</b>	5 business days	5 business days
<b>MAX BANNER SIZE</b>	728x90, 300x250	728x90
<b>MAX LOOPING/ANIMATION</b>	3 loops	3 loops
<b>MAX GIF WEIGHT</b>	40 KB	40 KB

1. All advertisements are subject to approval of the *New England Journal of Medicine* and *Journal Watch* (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 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. Advertiser represents and warrants that all advertisements and pharmaceutical products they advertise are compliant with all applicable laws, rules, and 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 ON NEJM.ORG AND JWATCH.ORG: 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 an ad published in NEJM. Please visit [NEJMadsales.org](http://NEJMadsales.org) for further online advertising policies.

## ONLINE CANCELLATION POLICIES

Advertisers may cancel the entire Insertion Order, or any portion thereof, as follows:

- **Run-Of-Site Banner Programs** On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 21 days or more before the campaign start date. For cancellations made within 21 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery.
- **Flat Fee-based or fixed-placement programs** (including but not limited to Sponsorships, Roadblocks, Specialty Packs, NEJM eTOC, Physicians First Watch, and all other email products): On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 30 days or more before the start date of the campaign. For cancellations made 30 to 15 days before the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made within 14 days of the start date, advertiser will be responsible for 100% of the campaign amount that was reserved for delivery.