

ONLINE  
CLASSIFIED ADVERTISING  
RATES & INFORMATION

Effective November 8, 2011



WHERE PHYSICIANS FIND JOBS.

NEJM CAREERCENTER

NEJMCAREERCENTER.ORG

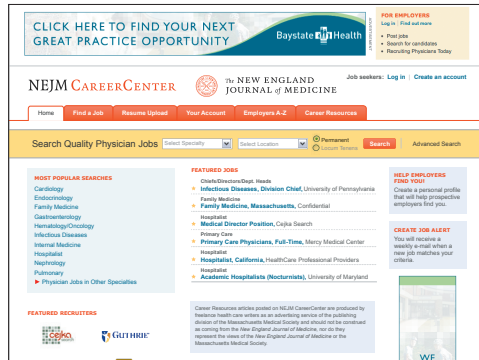


The NEW ENGLAND  
JOURNAL of MEDICINE

NEJM.ORG

# INTRODUCTION

## NEJM CareerCenter



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

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.

## 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 113,000\* physicians and health professionals. Pass-along readership raises its weekly reach to more than 168,000 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.†

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. For information on our print and online advertising programs or to receive a copy of our Print rate card, call NEJM Classifieds at (800) 635-6991.

\*BPA Statement, July 2011.

†2010 "How Physicians Search for Jobs" study, Zeldis Research Associates, Inc.

**SPECIALTY CLASSIFICATIONS<sup>‡</sup>**

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

<sup>‡</sup>Subject to change

**Online Recruitment Programs<sup>\*\*</sup>**

**HIGH RANKINGS ON INTERNET SEARCH ENGINES, HIGH RANKINGS WITH PHYSICIANS**

NEJM CareerCenter (NEJMCareerCenter.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.<sup>§</sup> These high rankings combined with the trust and credibility of the NEJM brand ensures high quality traffic to the site.

<sup>\*\*</sup>Subject to change

<sup>§</sup>2010 “How Physicians Search for Jobs” study, Zeldis Research Associates, Inc.

**LOCUM TENENS JOB POSTINGS — FLEXIBLE AND EASY**

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

- **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.

For *locum tenens* job posting packages and rates please contact your NEJM sales rep at (800) 635-6991 or email [ads@nejmcareercenter.org](mailto:ads@nejmcareercenter.org).

# ONLINE RECRUITMENT PROGRAMS

## ONLINE-ONLY ADVERTISING RATES\*

All online-only jobs run for 30 consecutive days, see chart below for detailed features of each package. Contact your NEJM sales representative for volume pricing options.

Standard Job Posting: \$595\*  
 NEJM Featured Job Posting: \$840\*  
 NEJM Premium Job Posting: \$940\*  
 \*Pricing for all online-only jobs are NET.

	Specialties per Job	Locations per Job	CV Downloads per Job Posting	Rotation Exposure in Physician Jobs Widget	Priority Listing	Home Page Exposure	Logo in Listing	Promotional Tiles
Standard Job Posting	1	1	3	2				
NEJM Featured Job Posting	1	1	5	4	✓	✓		
NEJM Premium Job Posting	1	1	7	6	✓	✓	✓	✓

## PHYSICIAN JOBS WIDGET

The NEJM CareerCenter delivers physician employment ads alongside relevant content to attract passive job seekers. Jobs that appear on the CareerCenter website are rotated through this widget, resulting in expanded exposure. The widget appears throughout the NEJM.org site as well as several other partner content sites (for a current list please contact your NEJM ad sales rep). Rotation and placement through the jobs widget is based on the type of job posting package purchased.

## PRIORITY LISTING

These jobs appear at the TOP of the search results in the specialty that is purchased.

## HOME PAGE EXPOSURE

A “Featured Listing” appears on the front and center of the NEJM CareerCenter home page. Your job will randomly rotate through six slots that are prominently displayed on the entry page of the NEJM CareerCenter.

## LOGO IN LISTING

A “Logo in Listing” allows a company logo to be displayed in the job summary on the search results page. Listings with logos on this page will graphically stand out, grabbing the attention of job seekers.

## PROMOTIONAL TILES

In addition to appearing on the search results, your listing will also appear in the “Premium Jobs” box located on the right-hand side of the search results page. Premium Listings will randomly rotate through six slots.

## 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 (NEJMCareerCenter.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 RECRUITMENT PROGRAMS

### 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.

### RESIDENT E-BULLETIN SPONSORSHIP

Sponsor a weekly email 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 email bulletin
- A “Featured Job of the Week” listing in the body of the message
- A banner ad at the bottom of the email

### JOB ALERT

Physicians registered for Job Alerts receive email messages notifying them of practice opportunities that match their job requirements, including preference of specialty and geographic region.

### EMPLOYER TRACKING

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

### **NEJM CAREERCENTER PHYSICIAN E-NEWSLETTER SPONSORSHIP**

Registered users of the *New England Journal of Medicine* content site (NEJM.org) have the opportunity to opt in to a special career-focused e-newsletter produced by the NEJM CareerCenter. The e-newsletter consists of career-related content including original NEJM CareerCenter career resources, current career trend data, and much more! Sponsor this e-newsletter and get your brand in front of this exclusive audience.

**FOR MORE INFORMATION AND RATES FOR ANY OF THESE PROGRAMS,  
CONTACT THE CLASSIFIED ADVERTISING DEPARTMENT AT  
(800) 635-6991 OR ADS@NEJMCAREERCENTER.ORG .**

# ADVERTISING POLICIES

## 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 five business days. Advertisements that link users to other websites cannot prevent a user from easily returning to the NEJM CareerCenter site.

## CANCELLATION POLICY

For online-only jobs, ads can be taken off the website with 48-hour notice when requested through your sales representative. Note: all verbal cancellations must be followed by a written confirmation. Please call your classified advertising representative to confirm receipt of cancellation. Alternately, users can login to their NEJM CareerCenter account to deactivate any posting. There is no refund for any remaining balance of the posting.

## 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](http://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.ORG:** 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](http://NEJM.org).

## ADVERTISING POLICIES

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. Advertisements 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 email 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 email 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).



# The NEW ENGLAND JOURNAL of MEDICINE

860 Winter Street, Waltham, MA 02451-1413  
Business hours: 8:00 a.m. to 4:00 p.m. EST.

## **CLASSIFIED ADVERTISING**

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

Fax: (781) 895-1045

Email: [ads@nejmcareercenter.org](mailto:ads@nejmcareercenter.org)

Website: [NEJMCareerCenter.org](http://NEJMCareerCenter.org)

*Director, Recruitment Advertising Sales*

Keith Yocum: (781) 434-7029

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

*Senior Recruitment Advertising Representative*

Jim Murray: (781) 434-7030

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

*Senior Recruitment Advertising Specialist*

Matt Clancy: (781) 434-7034

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

*Recruitment Advertising Representative*

Tricia Zullo: (781) 434-7417

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

## **OPERATION AND SUPPORT SERVICES**

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

Fax: (781) 893-5003

*Supervisor, Recruitment Advertising*

Patrick Riordan: (781) 434-7026

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

*Administrative Coordinator, Advertising Sales*

Carolyn Frissore: (781) 434-7039

[cfrissore@mms.org](mailto:cfrissore@mms.org)