



2012 U.S. RATES, SPECIFICATIONS & GENERAL INFORMATION



The NEW ENGLAND JOURNAL of MEDICINE

NEJM.ORG



JournalWATCH[®] MEDICINE THAT MATTERS

JWatch.org

Effective January 1, 2012

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NEJM IN PRINT For 200 years, the *New England Journal of Medicine* has brought important medical news to the world's most influential physicians.

Week after week, these physicians rely on NEJM for break-through research at the intersection of biomedical science and clinical practice.

NEJM's editorial independence, clinical relevance and user-friendly features form the basis of a unique relationship of loyalty and trust between the journal and its readers. No wonder NEJM in print is the cornerstone of advertising programs for hundreds of medical marketers.

And today, when reaching physicians requires a multi-channel presence, no one offers more media options at a more cost-effective price than NEJM in print and NEJM.org online.

For medical marketers worldwide, there's no better assurance that your ad will be seen, read...and acted on.



NEJM AT A GLANCE	
Founded	1812
Frequency	WEEKLY
Editorial	PEER-REVIEWED
Impact Factor	53.48 ¹
U.S. Print Circulation	113,000 ²
U.S. Pass-Along Readers	168,000
Other Editions: Canada	4,000
Japan	4,200
International	26,700

ESSENTIAL IN PRINT			
SPECIALTY	ESSENTIAL RANK ³	AVERAGE ISSUE PAGE EXPOSURE RANK ⁴	HIGH READER RANK ⁴
Internal Medicine	1	2	1
Cardiology	2	3	2
Endocrinology	1	5	5
Gastroenterology	3	12	11
Hematology	2	2	2
Hem/Oncology	2	2	2
Infectious Disease	2	3	3
Nephrology	1	4	3
Neurology	2	12	8
Oncology	2	4	2
Pulmonology	2	5	5
Rheumatology	2	7	5

¹ Institute for Scientific Investigation, 2011 ² BPA, 7/11 ³ The Matalia Group, Essential Journal Study, 2009

⁴ © Kantar Media, June 2010 Medical/Surgical Study



2012 NEJM RUN-OF-BOOK RATES

Black and White										
PAGE SIZE	1x	6x	12x	24x	52x	104x	130x	156x	182x	208x
FULL	\$9,790	\$9,750	\$9,720	\$9,540	\$9,350	\$9,240	\$9,150	\$9,050	\$8,870	\$8,670
HALF	5,770	5,740	5,720	5,630	5,530	5,440	5,390	5,340	5,230	
QUARTER	3,400	3,350	3,340	3,300	3,240					
EIGHTH	1,960	1,940	1,910	1,880	1,850					

PAGE SIZE	234x	286x	364x	468x	572x	676x	772x	874x	978x	1072x
FULL	\$8,570	\$8,280	\$7,930	\$7,810	\$7,710	\$7,580	\$7,460	\$7,370	\$7,260	\$7,140

COLOR

Matched color/metallic sheen	\$1,220
Four or three color	\$2,730
Five color	\$3,910
Bleed	No charge

PREFERRED POSITION RATES*

Second cover	50%
Third cover**	20%
Fourth cover	100%
Page 5 or 7	10%
Facing second cover	35%
Facing “Perspective”	60%
Facing CME	25%

* Premiums on black and white rates only.
**No premium charge when used in conjunction with fourth cover.

EARNED RATES

Earned rates are based on the actual number of paid pages placed during one contract year. Full-page or fractional units count as one page. A Specialty Demo page counts toward the earned rate as one page. Free pages **do not** count toward the earned rate. Rates subject to change with 90 days notice.

SHORT RATES AND REBATES

Advertisers who contract for a specific frequency or discount program but do not meet those terms within the contract

period will be short-rated, except for those who qualify for the [Frequency Plus One](#) program. Advertisers who exceed their contracted frequency will be rebated.

CLOSING DATES

Closing is one month prior to publication. All ads must be approved prior to closing date.

COMMISSIONS

- 15% to recognized agencies (including in-house agencies) provided invoices are paid within 30 days.
- Production charges are not commissionable.

INSERTION ORDERS

A written insertion order is required for each ad. Insertion orders, cancellations and special instructions may be faxed to 781-893-5003 or emailed to displayads@nejm.org.

PRINT CANCELLATIONS

Cancellations must be received in writing 24 days before issue date for full-page ROB ads. Fractional ads may be canceled 20 days before issue date. Late cancellations are subject to full space charges up to a four-page unit.

All verbal cancellations or changes must be followed by a written confirmation. Please call to confirm receipt of cancellation.



2012 NEJM FULL-RUN INSERT RATES

INSERT	1x	6x	12x	24x	52x	104x	130x	156x	182x	208x
2 PAGES	\$22,900	\$21,620	\$21,460	\$21,170	\$20,700	\$20,480	\$20,300	\$19,950	\$19,660	\$19,220
4 PAGES	45,800	43,240	42,920	42,340	41,400	40,960	40,600	39,900	39,320	38,440
6 PAGES		64,860	64,380	63,510	62,100	61,440	60,900	59,850	58,980	57,660
8 PAGES		86,480	85,840	84,680	82,800	81,920	81,200	79,800	78,640	76,880

INSERT	234x	286x	364x	468x	572x	676x	772x	874x	978x	1072x
2 PAGES	\$19,060	\$18,340	\$17,640	\$17,320	\$17,040	\$17,010	\$16,760	\$16,520	\$16,270	\$16,070
4 PAGES	38,120	36,680	35,280	34,640	34,080	34,020	33,520	33,040	32,540	32,140
6 PAGES	57,180	55,020	52,920	51,960	51,120	51,030	50,280	49,560	48,810	48,210
8 PAGES	76,240	73,360	70,560	69,280	68,160	68,040	67,040	66,080	65,080	64,280

CLOSING DATES

Closing is one month prior to publication. Inserts must be approved prior to closing date.

SPACE RESERVATIONS

Space reservations must be made in writing no later than one month prior to issue date.

INSERT APPROVALS

All inserts must be approved by the Publisher. Samples of full-size paper stock should be submitted 30 days in advance of publication for approval. Final furnished inserts must be the same stock weight and bulk as the approved sample.

INSERT DELIVERY DATES

Inserts must arrive at printer no later than 21 days prior to issue date. If inserts for multiple issues are sent, please separate by issue date to ensure accurate handling.

INSERT QUANTITIES

Full-run insert quantities approximately 140,000. Please call 781-434-7036 or -7027 or email displayads@nejm.org to confirm.

INSERT GUIDELINES

Inserts for publication should be supplied fully printed, trimmed to publication size, and ready for binding.

- Maximum acceptable thickness of paper stock: .004"
- Unusual inserts must be approved and may be subject to a press slowdown charge.

20,000+ DEMOGRAPHIC SPLITS

Demographic splits greater than 20,000 are limited to full-run inserts only and will be charged the full-run insert rate. For insert quantities please call 781-434-7036 or -7027 or email displayads@nejm.org.

PRINT CANCELLATIONS

Cancellations must be received in writing 24 days before issue date for full-page ROB ads. Fractional ads may be canceled 20 days before issue date. Late cancellations are subject to full space charges up to a four-page unit.

All verbal cancellations or changes must be followed by a written confirmation. Please call to confirm receipt of cancellation.



2012 NEJM SPECIALTY DEMO RATES**

FULL-PAGE BLACK AND WHITE*

RATE CATEGORY	1x	6x	12x	24x	52x	104x	130x	156x	182x	208x	234x	286x	364x	468x	572x	676x
A	\$2,810	\$2,770	\$2,700	\$2,600	\$2,560	\$2,460	\$2,440	\$2,410	\$2,400	\$2,380	\$2,350	\$2,330	\$2,290	\$2,250	\$2,210	\$2,190
B	3,370	3,270	3,190	3,150	3,030	2,930	2,890	2,870	2,860	2,840	2,810	2,780	2,740	2,700	2,660	2,640
C	4,690	4,620	4,520	4,400	4,320	4,130	4,080	4,020	3,990	3,960	3,920	3,860	3,800	3,760	3,700	3,680
D	5,430	5,370	5,230	5,120	5,020	4,820	4,720	4,660	4,640	4,570	4,520	4,480	4,410	4,360	4,320	4,280

ADDITIONAL HALF-PAGE BLACK AND WHITE*

RATE CATEGORY	1x	6x	12x	24x	52x	104x	130x	156x	182x	208x	234x	286x	364x	468x	572x	676x
A	\$1,680	\$1,630	\$1,610	\$1,530	\$1,510	\$1,460	\$1,430	\$1,410	\$1,390	\$1,380	\$1,370	\$1,350	\$1,330	\$1,320	\$1,310	\$1,300
B	1,980	1,920	1,880	1,850	1,790	1,740	1,700	1,680	1,670	1,660	1,630	1,620	1,600	1,570	1,560	1,550
C	2,780	2,720	2,660	2,610	2,560	2,440	2,400	2,360	2,350	2,320	2,290	2,250	2,220	2,200	2,180	2,170
D	3,200	3,150	3,110	3,020	2,970	2,840	2,800	2,750	2,740	2,700	2,640	2,620	2,590	2,560	2,530	2,520

SPECIALTY DEMO CIRCULATION RATE CATEGORIES†

A	B	C	D
up to 2,999	3,000 to 7,499	7,500 to 9,999	10,000 to 19,999

CANCER & HIV/AIDS DEMO SPLITS

FULL-PAGE BLACK AND WHITE (see page 6 for circulation counts)*

	1x	6x	12x	24x	52x	104x	130x	156x	182x	208x	234x	286x	364x	468x	572x	676x
CANCER	\$4,510	\$4,450	\$4,340	\$4,230	\$4,140	\$3,970	\$3,910	\$3,860	\$3,840	\$3,800	\$3,770	\$3,730	\$3,650	\$3,590	\$3,550	\$3,530
HIV/AIDS	3,480	3,390	3,320	3,250	3,150	3,040	2,990	2,970	2,960	2,950	2,910	2,860	2,820	2,790	2,760	2,750

ADDITIONAL HALF-PAGE BLACK AND WHITE*

	1x	6x	12x	24x	52x	104x	130x	156x	182x	208x	234x	286x	364x	468x	572x	676x
CANCER	\$2,670	\$2,610	\$2,560	\$2,510	\$2,450	\$2,350	\$2,310	\$2,270	\$2,260	\$2,210	\$2,190	\$2,160	\$2,140	\$2,120	\$2,100	\$2,090
HIV/AIDS	2,060	2,020	1,970	1,910	1,840	1,800	1,770	1,750	1,720	1,710	1,690	1,680	1,660	1,630	1,620	1,600

* Minimum ad size is full page. Half page must run in conjunction with full page or larger.

† Rate categories are determined by the total circulation quantity for your specialty or combination of specialties.

See page 6 for quantities. Minimum circulation is 1,000. Demographic splits greater than 20,000 are limited to full-run inserts only and will be charged the full-run insert rate.

** Higher frequency rates are available, contact NEJM Ad Sales at 781-434-7556 or -7025.

SPECIALTY DEMO INSERT RATES

Demographic insert rates are calculated by multiplying the number of pages in the insert by the applicable black and white page rate and pages count toward earned frequency rate as full-run ad pages.

COLOR RATES

Matched color or metallic sheen	\$750
Four or three color	\$1,480
Five color	\$2,190
Bleed	No charge



TARGETED SPECIALTY DEMO SPLITS

Specialty demo splits are available for any single or combination of specialties or special list matches up to 20,000 physicians, minimum 1,000. Rates are calculated according to circulation, and pages count toward earned frequency rate as full run ad pages.

APPROXIMATE INSERT QUANTITY

The specialty counts below are approximations only and should not be used to determine insert quantities. Counts are based on current paid circulation and vary from BPA audits. For exact counts and additional specialties, please contact NEJM Advertising Production at 781-434-7036 or -7027 or displayads@nejm.org.

	APPROX. COUNTS	DEMO RATE
Allergy and Immunology	1,000	A
Cardiovascular Diseases*	7,900	C
Emergency Medicine	1,700	A
Endocrinology	1,800	A
Gastroenterology	2,800	A
Hematology/Oncology*	2,700	A
Hem/Onc, Hematology and Oncology* . . .	6,200	B
Infectious Disease*	3,000	A
Nephrology	2,400	A
Neurology	2,100	A
Obstetrics and Gynecology	2,000	A
Oncology*	2,800	A
Pediatrics	2,700	A
Pulmonary Disease	2,900	A
Rheumatology	1,200	A

Specialties or combinations of specialties that exceed 20,000 are considered full-run and will be charged [full-run insert rates](#).

* Includes bonus circulation.

SPECIAL LIST MATCHES

NEJM accepts special list matches (inserts only). Contact NEJM Advertising Sales at 781-434-7556 or -7025 for pricing. Please send your file or FTP link of "live" ME numbers to Direct Medical Data, at least 30 days in advance of the desired issue date, to nmargelewski@dmdconnects.com. Be sure to include a file layout with all formats.

CANCER & HIV/AIDS DEMO SPLITS

You can run your Cancer or HIV/AIDS product to a custom list of physicians that includes high-prescribers of cancer and HIV drugs, including key internal medicine and all NEJM infectious disease and oncology subscribers.

DEMO SPLIT	APPROX. COUNTS	INSERT QUANTITY
Cancer	12,000	14,000
HIV/AIDS	6,000	8,000

WHERE TO SEND LIST MATCH FILES

Direct Medical Data

Attn: Nancy Margelewski
10255 West Higgins, Suite 280
Rosemont, IL 60018
Telephone: 800-733-9035, ext. 16
Fax: 847-759-0987
nmargelewski@dmdconnects.com

There is a one-time non-commissionable charge of \$300 for processing the file and a \$200 non-commissionable handling fee each time the product is advertised. Please call NEJM Advertising Sales at 781-434-7556 or -7025 with any questions.

CLOSING DATES

Same as [Full Run](#).

RATES

[Specialty Demo Rates](#) can be found on page 5.

SPECIALTY DEMO SPLITS INSERT PREPARATION

Same as [Full Run](#).



Effective January 1, 2012

ISSUE DATE	CLOSING DATE FULL PAGE+	FRACT. ADS & MATERIALS DUE	ISSUE DATE	CLOSING DATE FULL PAGE+	FRACT. ADS & MATERIALS DUE
Jan. 5	Dec. 5	Dec. 14*	July 5	June 5	June 15
Jan. 12	Dec. 12	Dec. 20*	July 12	June 12	June 22
Jan. 19	Dec. 19	Dec. 29*	July 19	June 19	June 28*
Jan. 26	Dec. 27*	Jan. 6	July 26	June 26	July 6
Feb. 2	Jan. 3*	Jan. 12*	Aug. 2	July 2	July 13
Feb. 9	Jan. 9	Jan. 20	Aug. 9	July 9	July 20
Feb. 16	Jan. 17*	Jan. 27	Aug. 16	July 16	July 27
Feb. 23	Jan. 23	Feb. 3	Aug. 23	July 23	Aug. 3
			Aug. 30	July 30	Aug. 10
March 1	Feb. 1	Feb. 10	Sept. 6	Aug. 6	Aug. 17
March 8	Feb. 8	Feb. 16*	Sept. 13	Aug. 13	Aug. 24
March 15	Feb. 15	Feb. 24	Sept. 20	Aug. 20	Aug. 30*
March 22	Feb. 22	March 2	Sept. 27	Aug. 27	Sept. 7
March 29	Feb. 29	March 9			
April 5	March 5	March 16	Oct. 4	Sept. 4	Sept. 14
April 12	March 12	March 23	Oct. 11	Sept. 11	Sept. 21
April 19	March 19	March 30	Oct. 18	Sept. 18	Sept. 28
April 26	March 26	April 6	Oct. 25	Sept. 25	Oct. 4*
May 3	April 3	April 12*	Nov. 1	Oct. 1	Oct. 12
May 10	April 10	April 20	Nov. 8	Oct. 9*	Oct. 19
May 17	April 17	April 27	Nov. 15	Oct. 15	Oct. 26
May 24	April 24	May 4	Nov. 22	Oct. 22	Nov. 2
May 31	May 1	May 11	Nov. 29	Oct. 29	Nov. 8*
June 7	May 7	May 18	Dec. 6	Nov. 6	Nov. 15*
June 14	May 14	May 24*	Dec. 13	Nov. 13	Nov. 21*
June 21	May 21	June 1	Dec. 20	Nov. 20	Nov. 30
June 28	May 29*	June 8	Dec. 27	Nov. 27	Dec. 6*

The New England Journal of Medicine is published every Thursday by the Massachusetts Medical Society. Full-page run-of-book ads close one month prior to publication date. For fractional units, closing is 20 days prior to issue date.

* Special closing date



BUY 3...GET 1 FREE

Save 25% Run three paid insertions in the NEJM full-run or demo edition for the same product in the same month and get a fourth insertion **free**. All ads (including your free ad) must be one page or larger. The least expensive unit is your free ad.

BAKER'S DOZEN

Run twelve paid insertions in the full-run or demo edition for the same product in one calendar year and get a thirteenth insertion for the same product **free**. Insertions can be different ad units. For the value of your free ad when your units or placements differ, call NEJM Ad Sales at 781-434-7556 or -7025. Exceptions may be made for launches at the end of a calendar year.

30% SAVINGS COMBO

Combine Buy 3...Get 1 Free and Baker's Dozen and earn up to a **30% discount**: you get the equivalent of 17 ads for the price of 12 every four months.

TWO BY THREE

Save up to 15% Run a paid insertion twice a month for the same product for three consecutive months and get a seventh ad **free** in the third month. All ads must be one page or larger. The least expensive ad unit is your free ad.

20% SAVINGS COMBO

Combine Two by Three and Baker's Dozen and earn up to a **20% discount**: you receive the equivalent of 15 ads for the price of 12 every six months.

50% PI PAGE DISCOUNT

Run three or more prescribing information (PI) pages with your ad and receive a 50% discount on your B&W page rate beginning with your third PI page. Free ads from discount programs do not count toward your earned frequency rate.

FREQUENCY PLUS ONE

High-volume print advertisers can earn a higher frequency rate based on calendar-year gross spend and total earned paid pages.

Spend **\$750,000** (minimum) or more in the domestic print edition and lock in your earned frequency at the next highest frequency rate for the following year.



NEJM COVERWRAP SPONSORSHIP

Boost goodwill and product recognition among your target physicians by sending them **sponsored print subscriptions** to NEJM.

Each **sponsored issue** includes a coverwrap that delivers your company name and advertising message to your target audience. Your coverwrap includes a custom cover and three or more full-page ads on the inside front, inside back, and back covers of the wrap.

Sponsorships are available for 6, 9 or 12 months and are limited to non-subscribers in selected specialties.

You simply supply Medical Education numbers and specialties, and we calculate the number of non-subscriber physicians available for sponsorship.

SPONSORSHIP BENEFITS

Win physician goodwill

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

Target the MDs of your choice

You reach only the physicians you want to reach in your selected specialties.

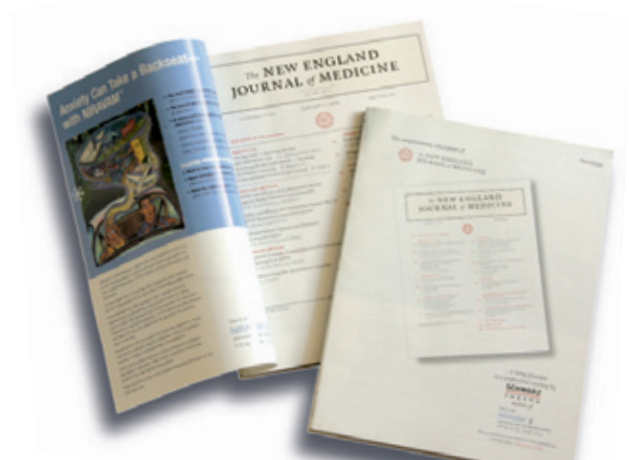
Get feedback from your target MDs

We'll conduct complimentary market research among sponsored issue recipients to measure the success of your sponsorship.

Find out more.

Contact your Sales Director or visit NEJMadsales.org.

See production details on page 10.



2012 RATES

6-MONTH COVERWRAP SPONSORSHIP* per one-half-year subscription (26 issues)

QUANTITY	COST PER SUBSCRIPTION	
	6 OR 8-PAGE COVERWRAP	10-PAGE COVERWRAP
3,000-3,999	\$85	\$89
4,000-4,999	75	78
5,000-7,499	67	72
7,500-9,999	65	70
10,000-12,499	61	66
12,500-14,999	59	64

* All pricing is net. For pricing on 15M or higher, or for other sponsorship opportunities, please contact your Sales Director.



COVERWRAP SPECIFICATIONS

6-, 8-, or 10-page coverwraps consist of one 4-page coverwrap and two, four, or six single-leaf inserts (depending on size of program).

A) 4-page coverwrap wraps around 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 2-, 4-, or 6-page inserts usually opposite page before the NEJM cover (table of contents) — can accommodate inserts in front and back depending on ad layout.

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.

AD 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 must be 1" larger than final trim size on all four sides and include bleed, crop marks, and SWOP color bar. Image must be centered within file page.

SPECIFICATIONS

NEJM is perfect bound, the NEJM Coverwrap pages are 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 OR FTP LINK TO

Rebecca Forge or Patty Taich:

The New England Journal of Medicine
86o 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 or FTP link. Send the ME# in an Excel file or FTP site link, along with name and address in separate fields.



TRIM SIZE

Trim size of publication 7 7/8" x 10 1/2"

SIZES

Please make sure that inserts delivered to the printer meet the following pre-trim specifications:

Two pages 8 1/8" x 10 3/4"

Four pages 16 1/4" folds to 8 1/8" x 10 3/4"

Six pages 8 1/8" x 10 3/4" folded

TRIMMING

Head, foot, outside and gutter trim is 1/8". Margin for live matter is 1/2" on all edges. Inserts jog to the head. Oversized inserts subject to pre-trimming charge.

QUANTITY

Call NEJM Advertising Production at 781-434-7036 or -7027 or email displayads@nejm.org for insert quantities. Allow 3% above required quantity (1,500 minimum) for make-ready and bindery spoilage.

DISPOSITION OF INSERT MATERIALS

Furnished inserts will be held for six months after last insertion. Advertisers will be notified before inserts are destroyed.

SHIPPING AND LABELING

Ship inserts prepaid:

Attn: Dianne Kemp
The New England Journal of Medicine
c/o Brown Printing Company
2300 Brown Avenue
Waseca, MN 56093-0517
507-835-2410*

Note: Printer cannot accept collect shipments.

** For shipping only. For all questions please call NEJM Advertising Production at 781-434-7036 or -7027 or email displayads@nejm.org.*

Each skid or carton must be identified as follows:

- Attn: Dianne Kemp
- New England Journal of Medicine
- Publication issue date
- Insert name
- Insert code/key number
- Supplied quantity (example, Per Carton: _____)
- Sample insert attached

A packing list must be attached to the outside of a skid or pallet for each shipment with the following information:

- Insert name
- Insert code/key number
- Publication issue date
- Total number of skids, cartons and quantity of each insert

Each shipment must be packed according to the following guidelines:

- Multiple issues or different inserts must be packed on separate skids unless there are four cartons or less of each insert. If multiple inserts or issues are packed on the same skid(s), additional handling charges may apply.
- Two-page inserts should be securely packed in one tier cartons. Do not alternate stacks within cartons.
- Multiple-leaf inserts should be securely packed in one-tier cartons. Inserts should be stacked alternately in minimum lifts of six inches. Number of inserts per lift depends on number of pages as follows:
 - 4 pages 1,000
 - 8 pages 750
 - 16 pages 500
- If the runability of inserts is not affected, brick stacking is permitted for stability on the pallet.
- Each pallet must not exceed 42" in height from floor to top and must be adequately wrapped and banded.
- All material must be supplied on a skid dimension of 40" x 48" 4-way pallets.

For more details regarding shipping, packaging and delivery specifications for inserts, please contact NEJM Advertising Production at 781-434-7036 or -7027 or email displayads@nejm.org.



MARKET RESEARCH

NEJM conducts independent market research to track physicians' reading and prescribing habits and makes this information available to advertisers free of charge. These independent studies are now available for advertisers:

• ESSENTIAL JOURNAL STUDY

The 2011 Essential Journal Study is the latest in a unique series of studies conducted for the past 20 years among the universe of internists and internal medicine subspecialists. It's an indispensable tool for pharmaceutical marketers as it identifies the "must-read" journals which physicians consider essential to their practice.

• SUBSCRIBER STUDY

This independent study of the New England Journal of Medicine physician audience examines the way physicians find and access information, as well as how they make decisions about patient care. It also explores how NEJM media attract highly influential physicians with significant impact on the adoption of new products.

• BRAND FUNNEL STUDY

This independent study of the physician universe focuses on physician awareness, familiarity, and satisfaction with leading medical journals across important internal medicine subspecialties including cardiology, oncology, and infectious diseases.

• ESSENTIAL WEBSITE STUDY

The 2008 Essential Website Study is a survey of physicians in six key specialties. The study highlights ways in which physicians use the web to find medical information. It also identifies the websites physicians consider essential to their practice and those considered the top ten medical websites.

NEJM also subscribes to Kantar Media.

For your copy of any study, contact your Sales Director or visit nejmadsales.org/index.php/market-research.

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NEJM is the number one source for physician recruitment advertising, running more recruitment ads than any other medical journal. Line and display ads, typesetting services and confidential reply boxes are available. For details call 800-635-6991, email ads@nejmcareercenter.org, or visit NEJMcareercenter.org.

LIST RENTALS

You can rent the NEJM print subscriber list (minimum 5,000 names) for direct mail campaigns on a pre-approved basis. For details contact Mike Ravello at InfoGroup, 402-836-5639 or mike.rovello@infogroup.com. We do not offer rental of NEJM email subscriber lists.

BONUS CONFERENCE DISTRIBUTION

Bonus copies of NEJM are distributed at annual conferences of physician organizations. Click here for [conferences and closing dates](#) of issues distributed.

INTERNATIONAL EDITIONS

Expand your reach in our Canadian, Japanese and International print editions. The International edition is also available in a European demographic split. Please contact our International Business Department for more details:

Jed Clifton, 781-434-7322, jclifton@nejm.org

Hallie Kozlowski, 781-434-7838, hzozlowski@nejm.org



2012 CONFERENCE SCHEDULE

CONVENTION	DATE	LOCATION	BOOTH ISSUE DATE	BOOTH ISSUE CLOSING DATE
American College of Cardiology	3/24-26	Chicago, IL	3/22	2/22
Society of Hospital Medicine	4/2-3	San Diego, CA	3/29	2/29
American College of Physicians	4/19-21	New Orleans, LA	4/19	3/19
Association of Program Directors in IM	4/22-24	Atlanta, GA	4/19	3/19
American Society of Clinical Oncology	6/2-4	Chicago, IL	5/31	5/1
Association of American Medical Colleges	11/2-7	San Francisco, CA	11/1	10/12
American Heart Association	11/4-6	Los Angeles, CA	11/1	10/12
American Society of Hematology	12/8-10	Atlanta, GA	12/6	11/6

Schedule subject to change. Please contact your Sales Director for additional conference dates.

For most current information visit nejmadsales.org/index.php/nejm/additional-opportunities.

JOURNAL WATCH IN PRINT Journal Watch specialty-specific literature review newsletters help physicians and healthcare professionals keep up with the latest developments in their fields.

Sponsoring a Journal Watch newsletter offers you the chance to target the specialists of your choice in an uncluttered advertising environment...and in a vehicle physicians find valuable and timely.

These monthly newsletters come in convenient 8-, 12- or 16-page formats that feature between 12 and 45 research summaries from leading medical journals per issue. Every Journal Watch publication has an editorial board composed of leading specialists.

Journal Watch newsletters are available for sponsorship in 13 key specialties for 6 or 12 month consecutive periods.

Journal Watch quarterly reprints are topic-specific collections of research summaries reprinted from Journal Watch newsletters. They offer a similar opportunity to target the specialists of your choice.

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- [Respiratory Infections](#)
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JournalWATCH[®]
MEDICINE THAT MATTERS

CARDIOLOGY

Does Ezetimibe ENHANCE the Benefits of Statins?

Perhaps not, suggest these findings from a study of combination therapy's effect on carotid-artery intima-media thickness

Ezetimibe, a novel cholesterol absorption inhibitor marketed in the U.S. since October 2002, lowers LDL cholesterol levels. However, little is known about its effect on atherosclerosis progression. In the ENHANCE trial, 200 patients with familial hypercholesterolemia were randomized to daily regimens of simvastatin (80 mg) plus either ezetimibe (10 mg) or placebo. The primary endpoint was the mean change in carotid-artery intima-media thickness. The study was sponsored and administered by the manufacturers and completed in April 2006. On January 14, 2008, the sponsor released some information about the trial; the present analysis is of the complete data set.

The mean age of the patients was 46.80% had previously taken statins. At 24 months, as expected, the addition of ezetimibe to statin therapy was associated with significantly reduced mean LDL and median C-reactive protein levels but with no significant change in mean LDL-C, total cholesterol, or



JournalWATCH[®]
MEDICINE THAT MATTERS

HOSPITAL MEDICINE

Are Hospitalists Really Cost-Effective?

A retrospective cohort study suggests that hospitalist care leads to higher total expenditures and more medical interventions following hospital discharge.

The growth of hospital medicine has exploded during the past decade (JGIM [J Gen Intern Med] 2009; 24:1102), in part because hospitalist care is associated with shorter lengths of stay (LOS) and lower hospital costs. However, some experts have voiced concerns that the hospitalist framework can fragment patients' overall care and can lead to higher downstream costs. Discontinuity between hospitalist and primary care providers (PCPs) might cause miscommunication, more emergency department (ED) visits, and more hospital readmissions.



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MEDICINE THAT MATTERS

GENERAL MEDICINE

3 Fatty Acids, but Not Rosuvastatin, Lower 4-Year Mortality in Heart Failure Patients

During a 4-year study, death rates were lower among heart failure patients who received 4-3 fatty acids than among those who did not.

Randomized trials have shown that, among patients with established coronary artery disease, supplementation with ω-3 polyunsaturated fatty acids (PUFAs) or statins is associated with better outcomes than is no supplementation, but these trials were not designed to examine the effects of such interventions in heart failure patients. Because observational studies have suggested that these therapies might improve cardiovascular outcomes in heart failure patients, Italian researchers conducted a large trial (sponsored by the manufacturers of rosuvastatin [Crestor]), which 6971 adult pa-

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Some restrictions apply. Contact your [Sales Director](#) for more information.

JOURNAL WATCH GENERAL MEDICINE

Edited by Allan S. Brett, MD, University of South Carolina School of Medicine

- Surveys 75 medical journals
- 40 to 45 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
GENERAL MEDICINE	5,000–9,999	Supplied inserts	\$2.10	\$63,000	\$126,000
		Publisher-printed inserts	\$2.38	\$71,400	\$142,800
	10,000–14,999	Supplied inserts	\$2.06	\$123,600	\$247,200
		Publisher-printed inserts	\$2.26	\$135,600	\$271,200

JOURNAL WATCH AIDS CLINICAL CARE

Edited by Paul E. Sax, MD, Brigham & Women's Hospital, Boston

- Surveys 21 top HIV/AIDS and general medical journals
- 12 to 15 research summaries, meeting reports and case discussions/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
AIDS CLINICAL CARE	5,000–9,999	Supplied inserts	\$3.39	\$101,700	\$203,400
		Publisher-printed inserts	\$3.67	\$110,100	\$220,200
	10,000–14,999	Supplied inserts	\$3.03	\$181,800	\$363,600
		Publisher-printed inserts	\$3.23	\$193,800	\$387,600

JOURNAL WATCH CARDIOLOGY

Edited by Harlan M. Krumholz, MD, SM, Yale University School of Medicine

- Surveys 23 cardiology and general medical journals
- 20 to 22 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
CARDIOLOGY	5,000–9,999	Supplied inserts	\$2.29	\$68,700	\$137,400
		Publisher-printed inserts	\$2.57	\$77,100	\$154,200
	10,000–14,999	Supplied inserts	\$2.23	\$133,800	\$267,600
		Publisher-printed inserts	\$2.43	\$145,800	\$291,600

Continued on page 17

JOURNAL WATCH DERMATOLOGY

Edited by Hensin Tsao, MD, PhD, Harvard Medical School

- Surveys 47 dermatology and general medical journals
- 12 to 15 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
DERMATOLOGY	5,000–7,999	Supplied inserts	\$3.55	\$106,500	\$213,000
		Publisher-printed inserts	\$3.83	\$114,900	\$229,800
	8,000–11,999	Supplied inserts	\$3.36	\$161,280	\$322,560
		Publisher-printed inserts	\$3.57	\$171,360	\$342,720

JOURNAL WATCH EMERGENCY MEDICINE

Edited by Ron M. Walls, MD, FRCPC, FAAEM, Brigham and Women's Hospital, Boston

- Surveys 43 emergency medicine and general medical journals
- 20 to 25 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
EMERGENCY MEDICINE	5,000–9,999	Supplied inserts	\$2.29	\$68,700	\$137,400
		Publisher-printed inserts	\$2.57	\$77,100	\$154,200
	10,000–14,999	Supplied inserts	\$2.23	\$133,800	\$267,600
		Publisher-printed inserts	\$2.43	\$145,800	\$291,600

JOURNAL WATCH GASTROENTEROLOGY

Edited by M. Brian Fennerty, MD, Oregon Health & Science University

- Surveys 29 gastroenterology and general medical journals
- 15 to 20 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
GASTROENTEROLOGY	5,000–7,999	Supplied inserts	\$3.55	\$106,500	\$213,000
		Publisher-printed inserts	\$3.83	\$114,900	\$229,800
	8,000–11,999	Supplied inserts	\$3.36	\$161,280	\$322,560
		Publisher-printed inserts	\$3.57	\$171,360	\$342,720

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JOURNAL WATCH HOSPITAL MEDICINE

Edited by Neil H. Winawer, MD, SFHM, Emory University School of Medicine

- Surveys 65 medical journals
- 10 to 15 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
HOSPITAL MEDICINE	5,000–9,999	Supplied inserts	\$2.29	\$68,700	\$137,400
		Publisher-printed inserts	\$2.57	\$77,100	\$154,200
	10,000–14,999	Supplied inserts	\$2.23	\$133,800	\$267,600
		Publisher-printed inserts	\$2.43	\$145,800	\$291,600

JOURNAL WATCH INFECTIOUS DISEASES

Edited by Larry M. Baddour, MD, Mayo Clinic College of Medicine

- Surveys 51 infectious disease, general medical and other specialty journals
- 15 to 20 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
INFECTIOUS DISEASES	3,500–3,999	Supplied inserts	\$3.36	\$70,560	\$141,120
		Publisher-printed inserts	\$3.68	\$77,280	\$154,560
	4,000–6,999	Supplied inserts	\$3.03	\$72,720	\$145,440
		Publisher-printed inserts	\$3.35	\$80,400	\$160,800

JOURNAL WATCH NEUROLOGY

Edited by S. Claiborne Johnston, MD, PhD, and S. Andrew Josephson, MD, University of California, San Francisco

- Surveys 42 neurology, general medical and other specialty journals
- 18 to 20 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
NEUROLOGY	5,000–7,999	Supplied inserts	\$3.55	\$106,500	\$213,000
		Publisher-printed inserts	\$3.83	\$114,900	\$229,800
	8,000–11,999	Supplied inserts	\$3.36	\$161,280	\$322,560
		Publisher-printed inserts	\$3.57	\$171,360	\$342,720

Continued on page 19

JOURNAL WATCH ONCOLOGY & HEMATOLOGY

Edited by William J. Gradishar, MD, Northwestern University Feinberg School of Medicine

- Surveys 21 oncology, hematology and general medical journals
- 12 to 15 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
ONCOLOGY & HEMATOLOGY	5,000–9,999	Supplied inserts	\$2.29	\$68,700	\$137,400
		Publisher-printed inserts	\$2.57	\$77,100	\$154,200
	10,000–14,999	Supplied inserts	\$2.23	\$133,800	\$267,600
		Publisher-printed inserts	\$2.43	\$145,800	\$291,600

JOURNAL WATCH PEDIATRICS & ADOLESCENT MEDICINE

Edited by F. Bruder Stapleton, MD, University of Washington School of Medicine

- Surveys 30 general medical and pediatric and adolescent medicine journals
- 18 to 20 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
PEDIATRICS & ADOLESCENT MEDICINE	10,000–12,999	Supplied inserts	\$2.98	\$178,800	\$357,600
		Publisher-printed inserts	\$3.18	\$190,800	\$381,600
	13,000–14,999	Supplied inserts	\$2.73	\$212,940	\$425,880
		Publisher-printed inserts	\$2.91	\$226,980	\$453,960

JOURNAL WATCH PSYCHIATRY

Edited by Peter Roy-Byrne, MD, University of Washington

- Surveys 56 psychiatry and general medical journals
- 15 to 18 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/ RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
PSYCHIATRY	5,000–9,999	Supplied inserts	\$2.29	\$68,700	\$137,400
		Publisher-printed inserts	\$2.57	\$77,100	\$154,200
	10,000–14,999	Supplied inserts	\$2.23	\$133,800	\$267,600
		Publisher-printed inserts	\$2.43	\$145,800	\$291,600

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JOURNAL WATCH WOMEN'S HEALTH

Edited by Andrew M. Kaunitz, MD, University of Florida College of Medicine

- Surveys 35 obstetrics, gynecology and and general medical journals
- 20 to 22 research summaries/issue
- Monthly

	QUANTITY	INSERTS	COST/RECIPIENT	MINIMUM COST 6 MONTHS	MINIMUM COST 12 MONTHS
WOMEN'S HEALTH	5,000–9,999	Supplied inserts	\$2.29	\$68,700	\$137,400
		Publisher-printed inserts	\$2.57	\$77,100	\$154,200
	10,000–14,999	Supplied inserts	\$2.23	\$133,800	\$267,600
		Publisher-printed inserts	\$2.43	\$145,800	\$291,600



JOURNAL WATCH TARGETED REPRINTS

Journal Watch Reprints are topic-specific collections of summaries reprinted from Journal Watch newsletters. They're published quarterly and include:

- Journal Watch Reprints in **Arthritis and Rheumatology**
- Journal Watch Reprints in **Breast Cancer**
- Journal Watch Reprints in **Diabetes**
- Journal Watch Reprints in **Hypertension**
- Journal Watch Reprints in **Respiratory Infections**
- Journal Watch Reprints in **Stroke**

	QUANTITY	INSERTS	COST/RECIPIENT	MINIMUM COST/ YEAR (4 ISSUES)
ALL REPRINTS	5,000–6,999	Supplied inserts	\$2.70	\$54,000
		Publisher-printed inserts	\$2.98	\$59,600
	7,000–9,999	Supplied inserts	\$2.33	\$65,240
		Publisher-printed inserts	\$2.55	\$71,400

2-PAGE INSERT

- 9" X 10-31/32" (includes lip and face trim allowance).
Ad size: 8-3/8" X 10-31/32".
Live area: 1/2" clearance on head, foot, face, bind edges.
- .05" lip for stapling on left of insert.

4-PAGE INSERT

- 17" X 10-31/32" (includes face trim allowance).
Ad size: 16-3/4" X 10-31/32".
Live area: 1/2" clearance on head, foot, face, bind edges.

SUPPLIED INSERT REQUIREMENTS

- If three-hole punching is required, please allow 1/2" non-live area on either side of the center for holes.
- Newsletters are flat collated (no binding lap) and trimmed 1/8" off face only. No head or foot trim allowance necessary.
- Supply inserts flat at size specified. We do not accept folded inserts.
- We require a folding dummy for supplied inserts. Please mark page order for printing: Page 1, Page 2, etc., and deliver with the inserts.
- Maximum acceptable thickness of paper stock is .005"
- Overage is determined by sponsorship quantity. Contact Publisher for specifics.
- Special effects that change the specification or characteristics of the insert such as gatefolds, pop-ups, short-cut inserts, perimeter die-cuts, mechanical devices, etc., are not acceptable. All special or unusual inserts must be pre-approved by Publisher.
- Inserts submitted that do not comply with the above specifications may be rejected, or may be subject to bindery slowdown charges and/or special handling fees to be determined by the Publisher.
- **Delivery date:** Insertion order must be received **30 days** prior to print order date specified on the newsletter production schedule. Pre-printed inserts must be received **10 days** prior to the print order date specified on the newsletter production schedule.

SHIPPING INSTRUCTIONS

Ship inserts prepaid to:

Attn: Bob Hartman
c/o Bob Harless
NEJM/MMS Antico Industrial Park
108 Unit 6 Clematis Avenue
Waltham, MA 02453
781-434-7613

Note: Printer cannot accept collect shipments.

- Inserts are to be boxed and shipped flat (SECURED ON SKIDS).
- Inserts should be packed tightly enough to prevent shifting during transport.
- Mark all cartons properly with quantity, issue date, name of publication, and number of boxes.
- Send packing slip with each insert shipment.

DIGITAL REQUIREMENTS FOR PUBLISHER-PRINTED INSERTS

- We accept PDF/x-1a and TIFF-IT P1 files. For creation and verification of PDF/x-1a files, we recommend Enfocus Pitstop and Apago PDF/x Check Up.
- Provide single-page, head-up, full-bleed files. Marks should not encroach into bleed. File size must be 1" larger than final trim size on all four sides and include bleed, crop marks, and color bar. Image should be centered within file page area.
- Mac CD preferred for all size ads.
- **Media labeling requirements:**
Publication name
Advertiser
Product
Insertion date
Printout of disk contents
Contact person
Phone number
Vendor contact
File name/number
Agency name
- We require one digital halftone proof (contract proof) from the file(s) being sent. An example of a digital halftone contract proof is Kodak Approval. Contract proofs must include a quality control patch (color bars).

Continued on page 22

Continued from page 21

- We require a laser printout of all pages from the files(s) being sent, for use as a content proof.
- Proofs of both ad and prescribing information must be marked with page order for printing: page 1, page 2, etc.
- Please clearly specify if insert is new or repeat material.
- If three-hole punching is required, please allow 1/2" non-live area on either side of center for holes.
- Newsletters are flat collated (no binding lap) and trimmed 1/8" off face. No head or foot trim allowance necessary.
- Delivery date: Insertion order must be received **40 days prior** to print order date specified on the newsletter production schedule. Files must be received **30 days prior** to the print order date specified on the newsletter production schedule.

INTRODUCTION LETTER & ENVELOPE

- Introduction letter is produced by the Publisher for the sponsor at additional charge.
- The letter is signed by the sponsor, Publisher, or both.
- Standard letter text is available. Publisher must approve changes to letter content prior to printing.
- Standard teaser copy is available. Publisher must approve changes to teaser copy prior to printing.
- Production requirements for logo or signature: black-only .eps or .tiff file.
- Final letter and envelope text/artwork must be approved by sponsor **30 days prior** to the publication date. Please contact Anne Russ at 781-434-7784 or aruss@mms.org for more information.

PRODUCTION SPECIFICATIONS FOR BANNER MATERIALS

- Banner appears on top front page of newsletter.
- Banner is produced by Publisher for the sponsor.
- Banners are black with white type.
- Logo dimensions: maximum height is .375"; maximum width is 3.5".
- File formats for logo: black-only .eps or .tiff file.
- Final banner artwork must be approved by sponsor **30 days prior** to the publication date. Contact Publisher for specifics.
- A drug logo may be used on the banner only in conjunction with a pharmaceutical company logo.

CONTACT INFORMATION

For newsletter production requirements, please contact Bob Harless at 781-434-7613 or bharless@mms.org.



The NEW ENGLAND JOURNAL of MEDICINE

NEJM.ORG



JWatch.org

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NEJM.ORG

With options ranging from online display ads to targeted emails, NEJM.org makes it easy to add online to your media mix. And no one offers more online discounts to help you stretch your dollars.

NEJM.org is the best-read¹ and most useful medical journal website, delivering 829,000 unique US visitors and 5.9 million US page views and events per month.

JWATCH.ORG

JWatch.org is the popular physician-edited literature review website from Journal Watch, bringing you 142,000 unique visitors and 648,000 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.ORG²

JWATCH.ORG³

Unique global visitors/month ³	1.8 million
Global page views and events/month ³	15.2 million
Unique US visitors/month ³	829,000
US page views and events/month ³	5.9 million
US NEJM eTOC recipients ³	364,000

Unique global visitors/month ⁴	301,000
Global page views/month ⁴	1.4 million
Unique US visitors/month ⁴	142,000
US page views/month ⁴	648,000
US PFW recipients ⁴	76,000

¹ Manhattan Research ePharma Physician, v.11.0, 2011

² NEJM.org Netinsight Traffic Reports

³ JWatch.org Netinsight Traffic Reports



The NEW ENGLAND JOURNAL of MEDICINE

Physicians recently named **NEJM.org** one of their top 10 essential websites¹: a designation that includes all medical websites, not only journal sites.

Completely redesigned in 2010, this dynamic website brings you new opportunities to reach your most important audience:

- **Ad sizes** include half page and expandable medium rectangle
- **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** on browse, index, archive, trends, search and specialty pages
- **Multi-page sponsorships** that follow readers as they travel through the site
- **Enhanced Image Challenge sponsorship**
- **Email sponsorship options** include Online First and expanded eTOC emails with additional ad units available

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
Micro bar	88 X 31

Expandables accepted at 15% premium for ROS campaigns.

2012 RATES & DISCOUNTS

Net CPM	\$74.00
Half page ad	85.00
Homepage roadblock	92.00
CPM with expandable unit premium*	85.00
*Not available on half page ad units	
Geo targeting	\$85.00

300,000-499,999 IMPRESSIONS/MONTH	500,000+ IMPRESSIONS/MONTH
3% discount	5% discount

Prices are subject to change without notice.



ESSENTIAL ONLINE

SPECIALTY	READ ONLINE RANK ¹	SPECIALTY	READ ONLINE RANK ¹	SPECIALTY	READ ONLINE RANK ¹
Cardiology	1	Internal Medicine	1	Hematology Oncologists	2
Endocrinology	1	Nephrology	1	Psychiatry	1
Gastroenterology	1	Neurology	2	Pulmonology	1
Infectious Disease/HIV	1	Oncology	2	Rheumatology	1

¹ Manhattan Research ePharma Physician v.11.0, 2011



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.

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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*



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

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 26–27)

PRODUCTION INFORMATION

TARGETED SPECIALTY PACKS

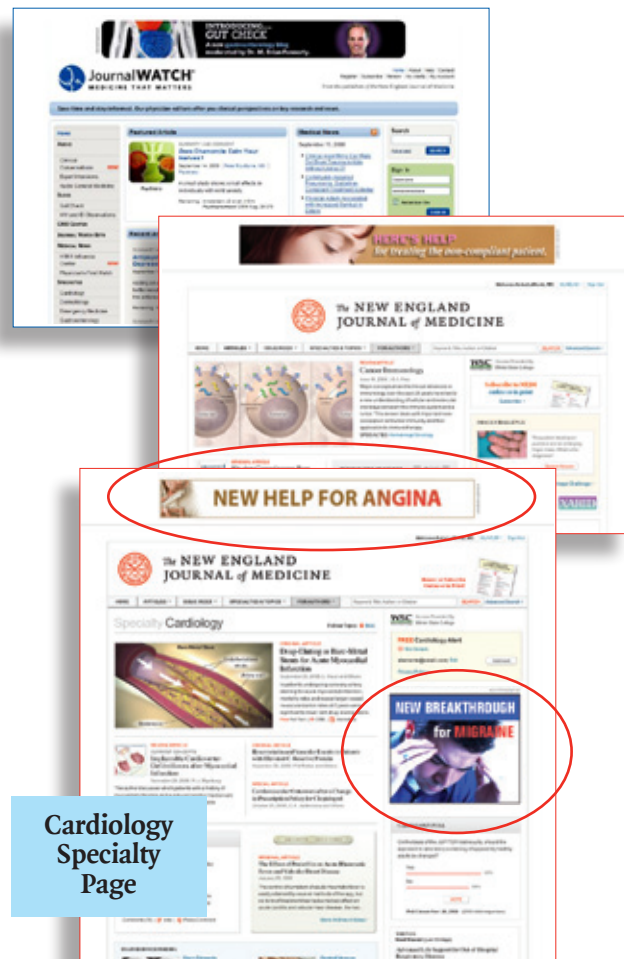
Targeted specialty packs on NEJM.org and JWatch.org make it easier to reach the specialties of your choice.

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 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, hypertension, and lipid management pages.
- **JWatch.org contextual targeting** Your ad appears on relevant JWatch.org content pages. For example: 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 Run of Site purchase across NEJM.org and JWatch.org. ROS includes exposure to non-registered users and clinicians from all academic and hospital site license domains.

See page 27 for [RATES & IMPRESSIONS](#).



SPECIALTY PACKS	
Cardiology	Neurology
Dermatology	PCP (IM/FP/GP)
Emergency Medicine	Pediatrics
Endocrinology	Psychiatry
Gastroenterology	PUD/Pulmonology
Hematology/Oncology	Rheumatology
Infectious Disease	Women's Health
Nephrology	

2012 FREQUENCY DISCOUNTS	
1 pack/3-6 months.....	3%
1 pack/7+ months.....	5%
3+ packs/month.....	5%
<i>Maximum 5% discount on any combination</i>	

PRODUCTION INFORMATION

ONLINE TARGETED SPECIALTY PACK RATES

2012 TARGETED SPECIALTY PACK IMPRESSIONS & RATES

SPECIALTY	NEJM.ORG IMPRESSIONS DEMO-BASED	NEJM.ORG IMPRESSIONS SEARCH TERM	NEJM.ORG IMPRESSIONS CONTEXTUAL	JWATCH.ORG IMPRESSIONS CONTEXTUAL	NEJM.ORG/ JWATCH.ORG IMPRESSIONS RUN OF SITE	TOTAL IMPRESSIONS PER MONTH	CY12 NET COST PER MONTH
CARDIOLOGY	9,100	3,800	3,800	3,800	90,000/10,000	120,500	\$10,800
DERMATOLOGY	400	300	300	3,800	65,000/10,000	79,800	\$7,600
EMERGENCY MEDICINE	4,700	100	300	8,400	65,000/10,000	88,500	\$7,100
ENDOCRINOLOGY	4,400	1,900	2,400	600	40,000/10,000	59,300	\$5,800
GASTROENTEROLOGY	5,200	2,600	2,000	4,200	90,000/10,000	114,000	\$10,500
HEMATOLOGY/ONCOLOGY	6,900	2,500	1,900	2,300	90,000/10,000	113,600	\$9,700
INFECTIOUS DISEASES	5,600	1,800	3,800	5,800	90,000/10,000	117,000	\$9,500
NEPHROLOGY	4,500	600	1,800	N/A	50,000/0	56,900	\$5,300
NEUROLOGY	2,200	2,000	2,100	4,800	65,000/10,000	86,100	\$7,600
PCP (IM/FM/GP)	60,600	11,100	300	17,400	140,000/10,000	239,400	\$20,700
PEDIATRICS	3,900	400	1,400	6,300	65,000/10,000	87,000	\$7,600
PSYCHIATRY	2,000	400	600	6,900	90,000/10,000	109,900	\$10,500
PUD/PULMONOLOGY	6,200	3,000	2,800	500	40,000/10,000	62,500	\$5,800
RHEUMATOLOGY	1,900	1,000	400	200	40,000/10,000	53,500	\$6,300
WOMEN'S HEALTH	2,200	900	1,300	4,200	65,000/10,000	83,600	\$7,600

* Rates are based on the month ad appears. Prices are subject to change without notice.

2012 FREQUENCY DISCOUNTS

1 pack/3-6 months.....	3%
1 pack/7+ months.....	5%
3+ packs/month.....	5%

Maximum 5% discount on any combination

PRODUCTION INFORMATION

NEJM AND JOURNAL WATCH CORPORATE DISCOUNT

Get a 3 to 12% discount for all of 2013 when you spend \$350,000 or more on online advertising in **NEJM.org** and/or **JWatch.org** web and email products in 2012.

Your discount will be extended at the beginning of 2013 and applied to all invoices throughout the year, based on your prior year spend. **US only.**

2012 FREQUENCY DISCOUNTS	
2012 NET SPEND	2013 DISCOUNT
\$350,000-549,999	3%
\$550,000-749,999	5%
\$750,000-949,999	8%
\$950,000-1,149,999	10%
\$1,150,000+	12%

NEJM.ORG MONTHLY IMPRESSIONS DISCOUNT

Get a 3 to 5% discount off net rates when you buy more than 300,000 impressions per product per month on **NEJM.org**.

To see if you qualify for a 2012 discount based on 2011 spend, contact your [Sales Director](#).

TARGETED SPECIALTY PACK DISCOUNT

Target the specialties of your choice at a 3% to 5% discount when you buy multiple [Specialty Packs](#) on **NEJM.org** and **JWatch.org**. Maximum 5% discount. ROS portions of packs not eligible for additional frequency discounts.

IMAGE CHALLENGE DISCOUNT

Get a 3 to 5% discount when you sponsor **NEJM.org**'s popular Image Challenge section for 3 or more months.

NEJM ETOC DISCOUNT

Get a 3 to 5% discount when you buy multiple sponsorships of **NEJM** electronic table of contents (eTOC).

JWATCH.ORG EMAIL DISCOUNT

Get a 3 to 5% discount when you buy multiple sponsorships of **JWatch.org** targeted emails.

JOURNAL WATCH PHYSICIAN'S FIRST WATCH EMAIL DISCOUNT

Get a 3 to 5% discount when you buy multiple sponsorships of **Journal Watch Physician's First Watch** daily emails.

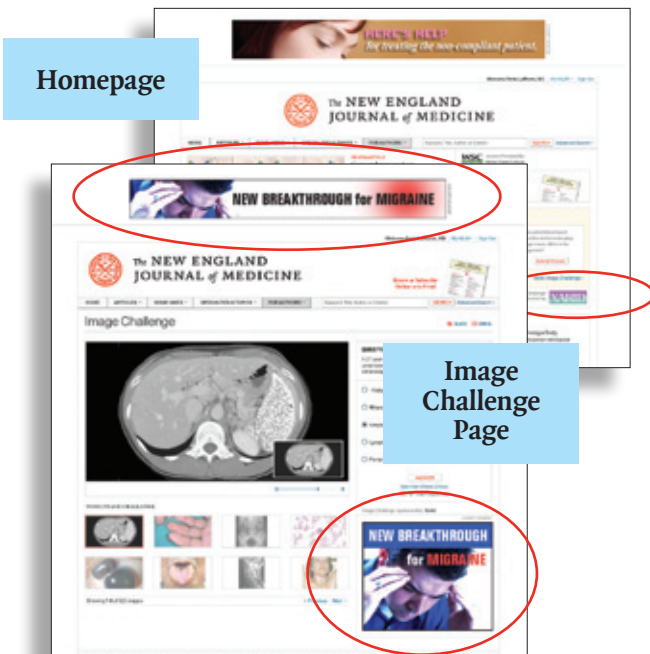
PRODUCTION INFORMATION

IMAGE CHALLENGE SPONSORSHIP

The NEJM.org Image Challenge hones physicians' diagnostic skills and is the third-most popular page on the site.

The enhanced Image Challenge sponsorship features a micro bar below the Image Challenge module in the right rail of the homepage plus advertising exclusivity on the Image Challenge page. When physicians click through to the Image Challenge page, they see your ad in the leaderboard and medium rectangle positions.

**Monthly impressions: 410,000 on homepage micro bar
240,000 on Image Challenge section**



2012 RATES & DISCOUNTS

SUPPORTED AD UNITS

Leaderboard (728x90), medium rectangle (300x250) and micro bar (88x31)

FREQUENCY	NET RATE/MONTH
Per month (including micro bar) . . .	\$19,600
Per month (without micro bar)	\$15,750
3-6 months	3% discount
7-12 months	5% discount

Prices are subject to change without notice.

AUDIO/PODCAST SPONSORSHIP

Your audio message plays in a 10 second pre-roll, followed by an audio summary of the week's NEJM content, embedded in:

- all plays on NEJM.org
- all MP3 downloads
- all iTunes/podcast downloads

Your sponsorship delivers 130,000 average monthly global downloads/plays, plus bonus leaderboard impressions on the NEJM.org Audio Summary player page as well as the podcast and audio interview archive pages.

2012 RATES

SUPPORTED AD UNIT Leaderboard (728x90)

FREQUENCY	NET RATE/MONTH
3 months*	\$8,750
4-6 months	3% discount
7-12 months	5% discount

**Minimum purchase. Prices subject to change without notice.*

IPHONE APP SPONSORSHIP

This sponsorship displays your exclusive 320x50 ad for 15 seconds when the user accesses a different feature on the NEJM.org app including articles, images, video, etc. The sponsorship will deliver an estimated 180,000 US impressions per month.



2012 RATES & DISCOUNTS

SUPPORTED AD UNIT (320x50)

FREQUENCY	NET RATE/MONTH
3 months*	\$13,200
4-6 months	3% discount
7-12 months	5% discount

**Minimum purchase. Prices subject to change without notice.*

PRODUCTION INFORMATION

TRENDS SPONSORSHIP

The **Trends Module** makes it easy for physicians to access most-viewed articles (eTOC).

The **multi-page Trends sponsorship** features a micro bar below the Trends module in the right rail of these high-traffic pages:

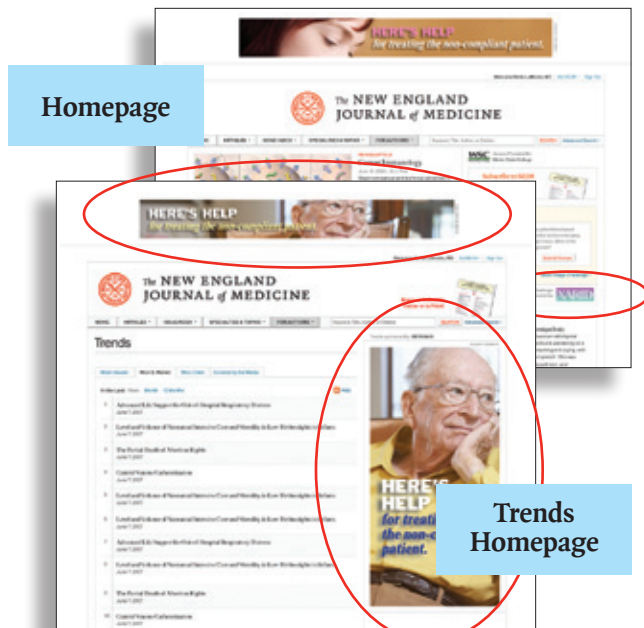
- Homepage
- All 19 specialty pages
- All browse and index pages
- All article pages, including NEJM Archive

You also get advertising exclusivity on the Trends homepage.

Weekly Trends feature box impressions: 530,000

Weekly ROS impressions: 70,000

Bonus impressions on Trends homepage



2012 RATES & DISCOUNTS	
FREQUENCY	NET RATE/WEEK
1-3 weeks	\$8,050
4-8 weeks	3% discount
9+ weeks	5% discount
One year	\$8,800

ARTICLE TOOLS SPONSORSHIP

The **Article Toolbox** makes it easy for physicians to manage content, create article alerts and PDFs, and send email.

The **multi-layer Article Tools sponsorship** features a micro bar below the Toolbox in the right rail of every article page. The micro bar follows physicians as they navigate within selected toolbox layers to save articles, send email, and create article alerts.

Monthly micro bar impressions: 1.1 million

Monthly ROS impressions: 100,000

Bonus impressions on Tool layers



2012 RATES & DISCOUNTS	
FREQUENCY	NET RATE/MONTH
1-2 months	\$14,700
3-6 months	3% discount
6+ months	5% discount

PRODUCTION INFORMATION

NEJM ETOC SPONSORSHIP

Two sponsorship positions are available on this popular opt-in email table of contents (eTOC).

Every Wednesday evening the NEJM eTOC email is delivered to over 364,000 US physicians and healthcare professionals.

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



2012 RATES & DISCOUNTS

AD UNITS SUPPORTED*

Leaderboard (728x90)
and medium rectangle (300x250)

*.gif only. Flash/rich media not supported
Please supply both of these ad units.

FREQUENCY	NET RATE/WEEK
1-2 weeks	\$15,000
3-6 weeks	3% discount
7+ weeks	5% discount

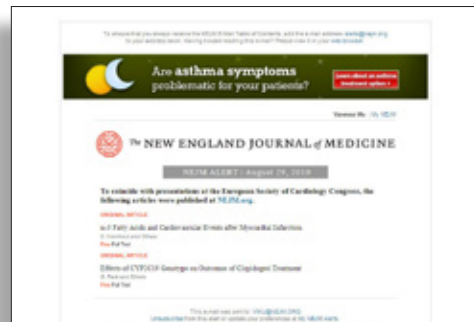
Prices are subject to change without notice.

NEJM ONLINE FIRST SPONSORSHIP

This exclusive sponsorship delivers your leaderboard ad (728x90) to over 318,000 US physicians and healthcare professionals whenever important NEJM articles are released online in advance of their publication in print due to an article's importance to public health or clinical practice, or to coincide with medical meetings.

Online First emails make sure recipients are the first to know about this early release. Each Online First alert contains between one and eight articles.

Your sponsorship guarantees 100% share of voice for your ad.



2012 RATES & DISCOUNTS

AD UNIT SUPPORTED*

Leaderboard (728x90)

*.gif only. Flash/Rich media not supported

FREQUENCY	NET RATE/MONTH
6 months (Jan-June or July-Dec)*.	\$80,000
12 month (5% discount)**	\$152,000

* Minimum 8 sends, maximum 11 sends.
** Minimum 16 sends, maximum 22 sends.

Prices are subject to change without notice.

PRODUCTION INFORMATION

JOURNAL WATCH PHYSICIAN'S FIRST WATCH SPONSORSHIP

Every weekday, this **opt-in email newsletter** from Journal Watch, edited by a 9-member physician board, alerts physicians and healthcare professionals to breaking clinical news from the past 24 hours.

- 76,000 US physicians and healthcare professionals/day
- 380,000 US sends/week



Physician's First Watch

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 Journal Watch topic alerts (alerts) in recipient's content area of choice.
- 15 opt-in email groups to choose from.
- 25,000 to 400,000 sends/month, depending on specialty content.



Journal Watch Cardiology Email

2012 RATES & DISCOUNTS

AD UNITS SUPPORTED*

Leaderboard (728x90)
and tower (120x600 OR 160x600)

*.gif only. Flash/rich media not supported
Please supply each of these ad units.

FREQUENCY	NET RATE/WEEK
1 week sponsorship	\$7,700
4-8 weekly sponsorships	3% discount
9+ weekly sponsorships	5% discount

Prices are subject to change without notice.



Click here for RATES

2012 FREQUENCY DISCOUNTS

3-6 months	3%
7-12 months	5%

PRODUCTION INFORMATION

JWATCH.ORG EMAIL GROUPS	EMAIL TYPE	FREQUENCY/MO	SENDS/MO	TOTAL NET COST/MO
CARDIOLOGY	eTOC	4	117,100	
Hypertension	alert	1	25,300	
Lipid Management	alert	1	23,100	
TOTAL		6	165,500	\$13,200
DERMATOLOGY	eTOC	4	55,100	
Skin Cancer	alert	1	10,400	
TOTAL		5	65,500	\$3,700
DIABETES	alert	1	25,800	\$3,200
EMERGENCY MEDICINE	eTOC	4	80,800	\$3,800
GASTROENTEROLOGY	eTOC	4	68,200	
GERD/Peptic Ulcers	alert	1	13,900	
Hepatitis	alert	1	12,300	
TOTAL		6	94,400	\$5,100
GENERAL MEDICINE	eTOC	8	357,300	
Aging/Geriatrics	alert	1	19,400	
Nutrition/Obesity	alert	1	23,700	
Arthritis/Rheumatic Disease	alert	1	7,400	
TOTAL		11	407,800	\$8,600
HIV/AIDS	eTOC	4	54,700	\$4,700
HOSPITAL MEDICINE	eTOC	4	70,900	\$6,000
INFECTIOUS DISEASES	eTOC	4	97,800	
STDs	alert	1	12,600	
TOTAL		5	110,400	\$9,900
NEUROLOGY	eTOC	4	95,400	
Stroke	alert	1	18,500	
TOTAL		5	113,900	\$7,400
ONCOLOGY & HEMATOLOGY	eTOC	4	68,900	
Breast Cancer	alert	1	13,400	
TOTAL		5	82,300	\$5,000
PEDIATRIC AND ADOLESCENT MEDICINE	eTOC	4	78,100	
Pediatric Infections	alert	1	13,300	
TOTAL		5	91,400	\$5,800
PSYCHIATRY	eTOC	4	86,800	
Depression/Anxiety	alert	1	20,300	
Substance Abuse	alert	1	13,700	
TOTAL		6	120,800	\$10,700
PUD/PULMONARY				
Allergy/Asthma	alert	1	16,500	
Respiratory Infections	alert	1	17,400	
TOTAL		2	33,900	\$1,900
WOMEN'S HEALTH	eTOC	4	97,500	
Gynecology	alert	1	11,800	
Pregnancy/Infertility	alert	1	10,200	
Osteoporosis/Bone Disease	alert	1	16,700	
TOTAL		7	136,200	\$6,000

Prices are subject to change without notice.

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
Micro bar	88 X 31

Expandables accepted, not available for half page ads.
Flash/Rich media not supported for emails.

TO SUBMIT AN INSERTION ORDER

Fax or email your insertion order (IO) to:

Tony Hubbard
Tel: 781-434-7550
Fax: 781-647-5785
E-mail: thubbard@nejm.org

Vanessa Wu
Tel: 781-434-7043
Fax: 781-647-5785
E-mail: vwu@nejm.org

TO SUBMIT AN AD

Email your creative, citing the IO name and reference number, to the contacts above.

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.

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.

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, Physician's 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 15 to 30 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.

For more specific online and email advertising information and complete NEJM advertising policies see page 35–36.

ONLINE AND EMAIL ADVERTISING SPECIFICATIONS

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



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

NEJM AND JOURNAL WATCH SALES DIRECTORS

Christine Miller:

617-834-4702

cmiller@nejm.org

Lew Wetzel:

610-357-0724 (cell)

610-566-6152

lwetzel@nejm.org

Corrie Bridgeman:

781-775-1287

cbridgeman@nejm.org

RECRUITMENT ADVERTISING

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

Fax: 781-895-1045

Email: ads@nejmcareercenter.org

NEJMCareerCenter.org

ADVERTISING SALES/PRINT & ONLINE

Executive Director, Advertising Sales

Art Wilschek: 781-434-7042

awilschek@nejm.org

Director, Recruitment and Online Advertising

Keith Yocum: 781-434-7029

kyocum@nejm.org

Director, Content Licensing and Reprints

Eileen Welch: 781-434-7040

ewelch@nejm.org

Manager, Advertising Client Services

Rebecca Forge: 781-434-7025

rforge@nejm.org

Advertising Client Services

Patty Taich: 781-434-7556

ptaich@nejm.org

Client Services & Online Billing Specialist

Amy Johnson: 781-434-7020

afjohnson@nejm.org

NEJM PRINT PRODUCTION

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

Fax: 781-893-5003

Email: displayads@nejm.org

Director, Advertising Production

Mary Kaye Balacco: 781-434-7027

mbalacco@nejm.org

Senior Advertising Production Specialist

Lynn McGahey: 781-434-7036

lmcgahey@nejm.org

NEJM & JOURNAL WATCH ONLINE PRODUCTION

Fax: 781-647-5785

Manager, Online Ad Operations

Eric Bayes: 781-434-7381

ebayes@nejm.org

Online Traffic Specialist

Tony Hubbard: 781-434-7550

thubbard@nejm.org

Online Sales Specialist

Vanessa Wu: 781-434-7043

vwu@nejm.org

JOURNAL WATCH PRINT PRODUCTION

Fax: 781-647-0078

Business Manager, Journal Watch

Anne Russ: 781-434-7784

aruss@mms.org

Production Coordinator

Bob Harless: 781-434-7613

bharless@mms.org

NEJM REPRINTS

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