



2017 MEDIA KIT

U.S. EDITION

Effective January 1, 2017
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The New England Journal of Medicine
NEJM Journal Watch
Updates in Clinical Medicine Special Issue

NEJM

GROUP

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In print and digital, NEJM Group brings you a wide variety of advertising and sponsorship options for reaching influential specialists, from targeted demographic splits and covertip advertising programs to digital behavioral targeting and image challenge opportunities.

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NEJM.ORG & JWATCH.ORG

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MANY

WAYS TO REACH PHYSICIANS



Reaching physicians today requires a multi-channel presence. In print and digital, no one brings you more options at a more cost-effective price than the publications of the **NEJM Group**, publisher of the *New England Journal of Medicine*, *NEJM Journal Watch*, and *Updates in Clinical Medicine Special Issues*. They're your best assurance that your message will be seen, read... and acted on.

The *New England Journal of Medicine's* editorial independence, clinical relevance, and user-friendly features make it an essential vehicle for medical professionals and the cornerstone of advertising for medical marketers.

NEJM Journal Watch offers concise, easy-to-read summaries and expert physician commentary on important research from leading medical journals.

Updates in Clinical Medicine Special Issues are unique publications by topic area that pull together content highlighting recent clinical advances from the *New England Journal of Medicine* and *NEJM Journal Watch*.



NEJM PRINT

AT A GLANCE

From Afib to Zika, the **New England Journal of Medicine** publishes the most important research in medicine. It's an indispensable resource for physicians in multiple specialties and for marketers who want to reach these specialists.

NEJM has the highest ISI Impact Factor of any general medical journal.* And physicians in **13** key specialties call it one of their top three essential journals. ††



NEJM AT A GLANCE

Founded	1812
Print Frequency	WEEKLY
Editorial	INDEPENDENT
Impact Factor*	59.558
U.S. Print Circulation†	98,329
Canada Circulation†	3,687
Japan Circulation†	4,000
International Circulation†	17,000

* Thomson Reuters Journal Citation Reports, 2015.
Ranked #1 among general medical journals.

† BPA, 1/16

NEJM ESSENTIAL IN PRINT††

SPECIALTY	ESSENTIAL RANK
Internal Medicine	1
Cardiology	2
Endocrinology	2
Gastroenterology	5
Hematology	3
Hematology/Oncology	2
Hospital Medicine	1
Infectious Diseases	1
Nephrology	1
Neurology	2
Oncology	2
Pulmonology	2
Rheumatology	2

†† The Matalia Group Essential Journal Study, 2015

NEJM PRINT

2017 ROB FULL RUN RATES

ROB FULL RUN RATES / BLACK AND WHITE								
FREQUENCY	1x	6x	12x	24x	52x	104x	156x	208x
FULL PAGE	\$11,540	\$11,500	\$11,450	\$11,240	\$11,020	\$10,880	\$10,670	\$10,220
HALF	6,810	6,760	6,740	6,620	6,510	6,420	6,290	
QUARTER	4,000	3,950	3,940	3,900	3,820			
EIGHTH	2,310	2,290	2,260	2,230	2,190			

FREQUENCY	286x	364x	468x
FULL PAGE	\$9,770	\$9,350	\$9,210

[CLICK FOR PRODUCTION INFO](#)

COLOR

Matched color/metallic sheen	\$1,260
Three or four color	\$2,900
Five color	\$4,070
Bleed	No charge

PREFERRED POSITION RATES*

Second cover	50%
Fourth cover	100%
Facing second cover	35%
Facing first text	30%
Facing CME	25%

* Premiums on black and white rates only.

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 your earned rate as one page. Free pages **do not** count toward your 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. All paid pages count towards earned frequency rate, whether demo or full run.

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 non-commissionable.

INSERTION ORDERS

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

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 cancellations or changes must be sent in writing to displayads@nejm.org.

SEE PAGE 10 FOR SPECIAL DISCOUNTS

TARGETED

NEJM TARGETED SPECIALTY DEMOS

2017 DEMOGRAPHIC RATES (FULL PAGE) B&W

	1x	6x	12x	24x	52x	104x	156x	208x	286x	364x	468x*
A: up to 2,000	\$3,110	\$3,070	\$2,980	\$2,860	\$2,820	\$2,720	\$2,670	\$2,630	\$2,580	\$2,530	\$2,490
B: 2,001 - 4,000	3,170	3,110	3,030	2,980	2,920	2,820	2,780	2,760	2,730	2,670	2,640
C: 4,001 - 6,000	3,220	3,160	3,080	3,000	2,940	2,830	2,790	2,770	2,740	2,690	2,660
D: 6,001 - 9,000	3,990	3,900	3,800	3,740	3,610	3,490	3,420	3,390	3,320	3,260	3,220
E: 9,001 - 11,000	4,900	4,850	4,720	4,620	4,530	4,360	4,210	4,120	4,050	3,990	3,940
F: 11,001 - 19,000	5,900	5,790	5,640	5,500	5,390	5,180	5,050	4,970	4,870	4,800	4,730

Minimum ad size is full-page. Half-page ads must run in conjunction with full-page or larger and are 50% full page rate.

*Higher frequency rates are available. Contact NEJM Ad Sales at (781)434-7556, -7757, or -7025. [CLICK FOR PRODUCTION INFO](#)

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

SPECIALTY DEMO INSERT RATES

Demographic insert rates are calculated by multiplying the number of pages in the insert by the applicable page rate.

COLOR RATES

Matched color or metallic sheen	\$790
Three or four color	\$1,590
Five color	\$2,300
Bleed	No charge

CLOSING DATES & INSERT PREPARATION

Same as full run.

SPECIAL LIST MATCHES FOR INSERTS

NEJM accepts special list matches for both ROB and inserts, inserts are preferred. Special list matches may be subject to additional processing fees. Please call NEJM Advertising Sales at (781) 434-7556, -7757, or -7025 for pricing or questions.

APPROXIMATE CIRCULATION COUNTS

The specialty counts below are approximations only and should not be used to determine insert quantities. Counts are based on an annual average of circulation. For exact counts and additional specialties, please contact NEJM Advertising Production at 781-434-7036 or -7027 or displayads@nejm.org. Specialties or combinations of specialties exceeding 20,000 are considered full-run and will be charged **full-run rates**.

SPECIALTY DEMO	APPROX. COUNTS	RATE
Cardiology†	9,400	E
Dermatology	700	A
Emergency Medicine	1,400	A
Endocrinology	1,400	A
Gastroenterology	2,000	A
Infectious Diseases†	5,000	C
Nephrology	2,000	A
Neurology	1,600	A
Obstetrics and Gynecology	1,500	A
Hematology/Oncology, Oncs and Hems†	8,700	D
Pediatrics	2,300	B
Psychiatry	1,400	A
PUD/Allergy	3,500	B
Rheumatology	1,000	A

† Includes bonus circulation

SEE PAGE 10 FOR SPECIAL DISCOUNTS

SEE PAGE 7 FOR CANCER & HIV DEMO

TARGETED

NEJM SPECIALTY DEMOS

CANCER & HIV/AIDS DEMO RATES FULL-PAGE BLACK AND WHITE

	1x	6x	12x	24x	52x	104x	156x	208x	286x	364x	468x
CANCER	\$5,160	\$5,090	\$4,970	\$4,840	\$4,730	\$4,540	\$4,420	\$4,360	\$4,270	\$4,170	\$4,100
HIV/AIDS	3,980	3,880	3,810	3,730	3,600	3,480	3,400	3,380	3,280	3,230	3,200

Minimum ad size is full-page. Half-page ads must run in conjunction with full-page or larger. Half-page ads for demos are 50% of full-page rates. Rate categories are determined by the total circulation quantity for your specialty or combination of specialties. [Click for quantities.](#)

Minimum demo circulation buy 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, -7757, or -7025.

CANCER DEMO CIRCULATION

APPROXIMATE INSERT COUNTS 13,000
QUANTITY 15,000

This demo extends your reach to physicians who regularly prescribe cancer products. This custom NEJM subscriber list — assembled with the help of a list house — includes 8,700 hem/oncs, oncs, and hems plus an additional 4,000 IMs, FPs, and other specialists who routinely write prescriptions for common cancer products.

- 8,700 Hematology, Hem/Onc, Oncology
- 2,400 Internal Medicine
- 300 Rheumatology
- 300 Dermatology
- 300 Family Medicine
- 200 Gastroenterology
- 800 Other specialties

13,000 Total Cancer Demo

*Insert quantity: 15,000
Quantities subject to change.*

HIV/AIDS DEMO CIRCULATION

APPROXIMATE INSERT COUNTS 8,400
QUANTITY 10,000

Run your HIV/AIDS product ad to a custom list of NEJM physicians who prescribe HIV/AIDS drugs. This special demo includes all NEJM infectious diseases, key internal medicine, and other prescribers of HIV/AIDS drugs.

- 5,000 Infectious Disease
- 1,700 Internal Medicine
- 400 Gastroenterology
- 300 Hematology/Oncology, Onc and Hems
- 200 Family Medicine
- 800 Other specialties

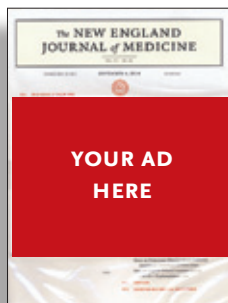
8,400 Total HIV/AIDS specialties

*Insert quantity: 10,000
Quantities subject to change.*

SEE PAGE 10 FOR SPECIAL DISCOUNTS

VALUE PLUS

HIGH-VISIBILITY TARGETED AD PROGRAMS



COVER TIP PROGRAM

A covertip carrying your ad attached to NEJM subscriber copies is the first message your prospects see. By targeting the specialists of your choice, you get premium visibility for your product.

SPECIFICATIONS — 2-PAGE COVERTIP

Max size 7.5" w x 5.5" h
 Stock 80 lb. text
 Max weight single sheet (2p)

For additional sizes, weights, formats, and quotes, contact your Sales Director or displayads@nejm.org.

2017 COVERTIP CIRCULATION & RATES

DEMOS	CIRCULATION	NET PRICE PER ISSUE*
Cardiology	9,400	\$49,500
Emergency Medicine	1,400	\$21,500
Endocrinology	1,400	\$21,500
Gastroenterology	2,000	\$21,500
Hematology/Oncology, Onc, Hems	8,700	\$39,000
Infectious Diseases	5,000	\$24,000
Nephrology	2,000	\$21,500
Neurology	1,600	\$21,500
OB/GYN	1,500	\$21,500
Pediatrics	2,300	\$21,500
Psychiatry	1,400	\$21,500
Pulmonary & Allergy	3,500	\$29,500
Rheumatology	1,000	\$21,500

* Price based on single sheet (2 pages) and includes polybag and postage for the size and weight noted in specs above.

For other specialties and sizes, contact your Sales Director.

OUTSERT PROGRAM

When your message appears on a four-page loose outsert in a clear polybag, you capture your prospects' attention even before they open their issues.

SPECIFICATIONS — 4-PAGE OUTSERT

Max size flat 15.25" w x 10.25" h
 Max size folded 7.625" w x 10.25" h
 Stock 80 lb. text
 Max weight two 2-sided outserts (4pp)

Please note: 4-page and larger outserts must be delivered folded.

2017 OUTSERT CIRCULATION & RATES

DEMOS	CIRCULATION	NET PRICE PER ISSUE*
Cardiology	9,400	\$44,500
Emergency Medicine	1,400	\$18,500
Endocrinology	1,400	\$18,500
Gastroenterology	2,000	\$18,500
Hematology/Oncology, Onc, Hems	8,700	\$35,000
Infectious Diseases	5,000	\$20,000
Nephrology	2,000	\$18,500
Neurology	1,600	\$18,500
OB/GYN	1,500	\$18,500
Pediatrics	2,300	\$18,500
Psychiatry	1,400	\$18,500
Pulmonary & Allergy	3,500	\$25,500
Rheumatology	1,000	\$18,500

* Price based on a 4-page sheet and includes polybag and postage for the size and weight noted in specifications.

For other specialties and sizes, contact your Sales Director.

Covertips and Outserts should not be delivered shrink-wrapped.

ELIGIBILITY & PRODUCTION REQUIREMENTS

To be eligible for either program you must run at least **six** print insertions or six special programs (or a combination of ads and special programs) in NEJM during a 12-month period.

Prices are based on sizes, weights, and formats noted in specifications. **Variations in size, format, or paper stock must be**

reviewed in advance and are subject to additional charges. Creative with pita pockets must be wafer-sealed. Your creative and two mockups of the piece to be printed must be **pre-approved** for content, weight, and size before printing. Your required space reservation and mockups are due **six weeks before** the Thursday issue date. Your materials are due **21 days before** the Thursday issue date.

VALUE PLUS

HIGH-VISIBILITY TARGETED AD PROGRAMS

COVERWRAP PROGRAM

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

Each 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.

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

You simply supply medical education numbers, specialties, names, and addresses, and we calculate the number of non-subscriber physicians available for you to target.

Contact your Sales Director for more information.



2017 COVERWRAP RATES

Duration 6 months (26 weekly issues)

QUANTITY	COST PER SUBSCRIPTION	
	6-8 PAGES	10 PAGES
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

United States only. All pricing is net and for six-month (26-week) programs. Nine- and 12-month programs are also available. For pricing on longer programs and quantities above 15,000, contact your Sales Director.

- Optional opt-out BRC card available
- Optional polybag with up to a four-page outsert in back of wrap available. Subject to approval and increased cost.

Ask about complimentary market research (minimum six-month programs).

[CLICK FOR PRODUCTION INFO](#)

DISCOUNTS

NEJM SPECIAL DISCOUNT PROGRAMS

There are many ways to stretch your media spend using **NEJM discounts**. You can combine two or three of the discount programs and save over **35%** on your total print spend. Contact your NEJM Sales Director for suggestions on how to maximize your savings.

BUY 3... GET 1 FREE

Save 25%. Run three paid insertions for the same product in the same month and receive a fourth insertion in the same month **free**. *All ads (including your free ad) must be one or more pages. The least expensive unit qualifies as the free ad.*

BAKER'S DOZEN

Run **12** paid insertions in the full-run or demo edition for the same product in one calendar year and get a **13th** 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, -7757, or -7025. Exceptions may be made for launches at the end of calendar year.*

30% SAVINGS COMBO

Save up to 30% Combine Buy 3...Get 1 Free and Baker's Dozen and receive the equivalent of **17** insertions for the price of **12** every four months.

TWO BY THREE

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

20% SAVINGS COMBO

Save up to 20% Combine Two x Three and Baker's Dozen and receive the equivalent of **15** insertions for the price of **12** every six months.

50% PI PAGE DISCOUNT

Save up to 50% Run three or more prescribing information (PI) pages and receive a **50% discount** on B&W page rate, beginning with the third PI page.

CONFERENCE DISCOUNT PROGRAM: BUY 2... GET 2 FREE

Conference discount programs are available. See Page 11 for more information and program requirements.

FREQUENCY PLUS ONE

High-volume print advertisers can earn a higher frequency rate based on calendar-year gross spending and total earned paid pages. Spend a minimum of **\$750,000** in the U.S. print edition and lock in your earned frequency at the next highest frequency rate for the following year.

Free ads from discount programs do not count toward your earned frequency rate.

BONUS REACH

2017 U.S. NEJM CONFERENCE SCHEDULE

2017 CONVENTION SCHEDULE						
CONVENTION	DATE	LOCATION	BOOTH ISSUE DATE	BOOTH ISSUE CLOSING DATE	DEMO	
American College of Cardiology*	3/17-19	Washington, DC	3/16	2/16	Card	
ACP Internal Medicine	3/30-4/1	San Diego, CA	3/30	3/1	Full run	
Society of Hospital Medicine	5/1-4	Las Vegas, NV	4/27	3/27	Full run	
American Society of Clinical Oncology*	6/3-5	Chicago, IL	6/1	5/1	Hem/Onc	
ID Week*	10/5-7	San Diego, CA	10/5	9/5	ID	
ASN (Kidney Week)	10/31-11/5	New Orleans, LA	11/2	10/2	Neph	
American Heart Association*	11/11-15	Anaheim, CA	11/9	10/9	Card	
American Society of Hematology*	12/9-11	Atlanta, GA	12/7	11/7	Hem/Onc	

* **NEJM Conference Discount Program available for this conference.**

Schedule subject to change. Please visit nejmadsales.org or contact your Sales Director for additional conference dates.

BONUS CONFERENCE DISTRIBUTION

Bonus print copies of NEJM are distributed at annual conferences of physician organizations including demo editions when available (see above).

CONFERENCE DISCOUNT PROGRAM

Receive two free ads with the purchase of two paid ads for select 2017 conference and surrounding issues.

Program requirements:

- All four insertions must be in **consecutive** full-run or specialty-specific demos relating to conference.
- One insertion must run in the booth issue.
- Remaining three insertions must run **adjacent** to the booth issue, either before or after the conference.

- Ad must be for a specialty specific product related to the conference.
- Unit size minimum is one full page.
- If there are multiple, varying ad unit sizes, free ads are the smallest unit ads.
- May not be used in conjunction with the Buy 3... Get 1 Free program.
- The two paid insertions can count towards the Baker's Dozen program.
- Two x Three program will be considered on a case-by-case basis.
- Free ads from discount programs **do not count** toward your earned frequency rate.

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

VALUE PLUS

ADDITIONAL NEJM GROUP OFFERINGS

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:

- **ESSENTIAL JOURNAL STUDY**

The Essential Journal Study is a unique series of studies conducted for the past 24 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.

- **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.

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

NEJM also subscribes to Media Radar and Kantar Media.

PRINT & DIGITAL ARTICLE REPRINTS

Order reprints of articles to distribute via sales calls, direct mail, or medical conventions. Reprints are available in any language and quantity. **Order e-reprints** for email blasts and web postings. *For details, call NEJM Reprints at (877) 241-7159 or email reprints@nejm.org.*

RECRUITMENT ADVERTISING

NEJM is one of the most effective sources for physician recruitment advertising. Both print and a wide array of digital offerings are available. Contact us today to learn how we target both active and passive jobseekers. *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 (402) 836-5639 or mike.rovello@infogroup.com. We do not offer rental of NEJM email subscriber lists.*

INTERNATIONAL PRINT EDITIONS

Expand your reach in our Canadian, Japanese, and International print editions. The International edition is also available in a European demographic split. *For details contact Jed Clifton of Global Sales at (781) 434-7322 or jclifton@nejm.org.*

NEJM PRINT

2017 ISSUE & CLOSING DATES

Effective January 1, 2017

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

The *New England Journal of Medicine* is published every Thursday by NEJM Group, a division of 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*

PRODUCTION

PRINT INFORMATION

ROB PRODUCTION INFORMATION

MEDIA

Mac CD preferred.

MEDIA LABELING REQUIREMENTS

- Issue date clearly marked on label
- Advertiser
- Agency name and contact person
- Phone number
- Vendor contact
- File name/number
- Return address
- Printout of disk contents

DIGITAL PROOFING

We require one digital halftone proof (contract proof) from the file being sent. Preferred 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

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

PRODUCTION RATES

Press stop	\$420
Plate change (per color)	200
Pre-trim charge (per thousand)	5

TYPESETTING

Full page	\$230
1/2 page	165
1/4 page	115
1/8 page	90
Key code change	N/C
Corrections: <10 words	N/C
>10 words	30

TRIM SIZE

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

Full page	7" x 10"
Half page: horizontal	7" x 4 7/8"
vertical	3 1/4" x 10"
Quarter page	3 1/4" x 4 7/8"
Eighth page	3 1/4" x 2 1/4"

BLEED SIZES

Full page	8 1/8" x 10 3/4"
Fractional page	8 1/8" x 5 1/8" or 4 1/8" x 10 3/4"
Gutter bleed	8 1/8" x 10 3/4"
Trim size of publication	7 7/8" x 10 1/2"
Spread	16 1/4" x 10 3/4"
Trim size of spread	15 3/4" x 10 1/2"

Supply double page spread as a single file without any allowance for gutter bleed. Keep live matter 1/4" from trim on all 4 sides. Maximum live area: 7 1/8" x 10".

SPECIFICATIONS

NEJM is perfect bound, using 34# coated text and 80# coated cover. Preferred halftone screen is 150 line. Maximum screen tone value is 85%. Minimum is 10%.

Four-color process: 150 line screen preferred for all colors. Sum of percentages of tone values should not exceed 260%. No more than one solid color. Maximum screen tone value for every color is 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.

WHERE TO SEND MATERIALS

Contracts, insertion orders, and publication-set copy:

NEJM Advertising Production Department
860 Winter Street, Waltham, MA 02451-1413
displayads@nejm.org

Digital files and inserts prepaid:

The New England Journal of Medicine
c/o Quad Graphics
2300 Brown Avenue, P.O. Box 1549
Waseca, MN 56093-0517
507-835-2410

For all shipping questions, call NEJM Advertising Production at (781)434-7036 or -7027 or email displayads@nejm.org. Printer cannot accept collect shipments.

Electronic delivery: Email ad to displayads@nejm.org with information regarding advertiser, issue date and size of ad.

FTP information (NEJM ads only): Email displayads@nejm.org when ad has been posted, as well as information regarding advertiser, issue date, and size of ad.

Address: [ftps.qg.com](ftp://ftps.qg.com)
Username: IN_NEJM
Password: WEmx8209

After login, use the following subfolders: INCOMING, IMAGING, WESTALLIS (drop off files here).

PRODUCTION

INSERT INFORMATION

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". Keep live matter 1/4" from trim on all 4 sides. Maximum live area: 7-1/8" x 10. Inserts jog to the head. Oversized inserts subject to pre-trimming charge.

INSERT GUIDELINES

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

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

INSERT QUANTITIES

Full-run insert quantities are approximately 120,000. Please email displayads@nejm.org or call 781-434-7036 or -7027 to confirm. 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
Quad Graphics
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 fewer 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 6 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.

PRODUCTION

PRINT INFORMATION

SPECIFICATIONS FOR COVERWRAPS

6-, 8-, or 10-page coverwraps consist of one 4-page coverwrap and 2-, 4-, or 6-single-leaf inserts, depending on size of program.

Four-page coverwrap wraps around front and back cover.

Bleed/trim size 8" x 10 3/4"; trim 7 7/8" x 10 1/2"

Head, foot, and outside trim 1/8"

Inside ad units consist of 2-, 4-, or 6-page inserts usually opposite page before NEJM cover (table of contents). We 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"

Margin for live matter is 1/2" on all sides.

SPECIFICATIONS

NEJM is perfect bound. Coverwrap pages are 80 lb. 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 is 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.

REPRODUCTION REQUIREMENTS

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

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.

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. Preferred logo file formats are eps. or high resolution pdf.

LOGOS FORMAT

Front cover logos (company and/or product) must be provided as EPS or high-res PDF.

LIST FORMATS

Please contact Rebecca Forge at (781) 434-7025 or Patty Taich at (781) 434-7556 for accurate list formatting prior to sending your targeted list or FTP link. Send ME numbers in an Excel file or FTP site link, along with name and address in separate fields.

Deadline: List and creative deadlines are six weeks prior to issue start date. Issue dates same as NEJM. **See page 13.**

WHERE TO SEND AD & LOGO FILES

Advertising Production: displayads@nejm.org

The New England Journal of Medicine
Attention: Advertising Production Dept.
860 Winter Street, Waltham, MA 02451

FTP information: email displayads@nejm.org.

WHERE TO SEND LIST MATCH FILES

Please send your file or FTP link of "live" ME numbers at least 30 days prior to issue date to:

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

Be sure to include a file layout with all formats.

PRINT

NEJM JOURNAL WATCH

Advertising in an NEJM Journal Watch publication in print offers you the chance to list-target the specialists of your choice in an uncluttered advertising environment and in a vehicle physicians find valuable and timely.

Monthly publications come in 8- or 16-page formats that feature research summaries from leading medical journals.

Advertising opportunities for NEJM Journal Watch titles are available in 11 key specialties for 6- or 12- month consecutive periods.



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

YOUR ADVERTISING PROGRAM INCLUDES

- Optional front-page corporate identification banner
- Two- or four-page advertising insert
- Distribution to 5,000–15,000+ recipients of your choice (minimum quantity: 5,000)
- Optional list rental
- Optional welcome letter and envelope (first issue only)

Some restrictions apply. Contact your **Sales Director** for more information or a quote for additional quantities.

PRINT PUBLICATIONS

Cardiology, Emergency Medicine, Gastroenterology, General Medicine, Hospital Medicine, Infectious Diseases, Neurology, Oncology & Hematology, Pediatrics & Adolescent Medicine, Psychiatry, Women's Health.

TARGETED REPRINTS

Arthritis & Rheumatology, Breast Cancer, Diabetes, Hepatitis & Hepatology, Hypertension, Lipid Management & Heart Disease Prevention, Respiratory Infections, Stroke.

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

2017 NEJM JOURNAL WATCH GENERAL MEDICINE PRINT RATES

SPECIALTY TITLES	QUANTITY	INSERTS	COST/RECIPIENT	MIN. COST 6 MONTHS	MIN. COST 12 MONTHS
GENERAL MEDICINE	5,000–9,999	Supplied inserts	\$3.16	\$94,800	\$189,600
		Publisher-printed inserts	3.45	103,500	207,000
	10,000–14,999	Supplied inserts	3.12	187,200	374,400
		Publisher-printed inserts	3.33	199,800	399,600
	15,000–19,999	Supplied inserts	3.10	279,000	558,000
		Publisher-printed inserts	3.26	293,400	586,800
	20,000+	Supplied inserts	3.06	367,200	734,400
		Publisher-printed inserts	3.21	385,200	770,400

For quantities not shown, or outsert and polybag mailing options, please contact your Sales Director for a quote.

[CLICK FOR PRODUCTION INFO](#)

PRINT

NEJM JOURNAL WATCH SPECIALTY TITLES

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

EMERGENCY MEDICINE

Edited by Richard D. Zane, MD, FAAEM, University of Colorado School of Medicine

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

GASTROENTEROLOGY

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

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

HOSPITAL MEDICINE

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

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

INFECTIOUS DISEASES

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

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

The image shows three covers of NEJM Journal Watch specialty titles. The top cover is for Pediatrics & Adolescent Medicine, Vol. 15 No. 9. The middle cover is for Oncology & Hematology, Vol. 11 No. 9. The bottom cover is a placeholder for 'YOUR LOGO HERE'.

2017 NEJM JOURNAL WATCH SPECIALTY TITLES PRINT RATES

SPECIALTY TITLES	QUANTITY	INSERTS	COST/RECIPIENT	MIN. COST 6 MONTHS	MIN. COST 12 MONTHS
	5,000–9,999	Supplied inserts	\$3.28	\$98,400	\$196,800
		Publisher-printed inserts	3.57	107,100	214,200
	10,000–14,999	Supplied inserts	3.23	193,800	387,600
		Publisher-printed inserts	3.44	206,400	412,800
	15,000–19,999	Supplied inserts	3.08	277,200	554,400
		Publisher-printed inserts	3.24	291,600	583,200
	20,000+	Supplied inserts	2.98	357,600	715,200
		Publisher-printed inserts	3.13	375,600	751,200

For quantities not shown or outsert and polybag mailing options, please contact your Sales Director for a quote.

CLICK FOR PRODUCTION INFO

PRINT

NEJM JOURNAL WATCH SPECIALTY TITLES & REPRINTS

NEUROLOGY

Edited by S. Andrew Josephson, MD, University of California, San Francisco

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

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

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

PSYCHIATRY

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

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

WOMEN'S HEALTH

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

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



TOPIC SPECIFIC REPRINTS & COLLECTIONS: INFO & PRINT RATES

NEJM Journal Watch Targeted Reprints are topic-specific collections of summaries reprinted from the NEJM Journal Watch series. They're published quarterly and include **Arthritis & Rheumatology, Breast Cancer, Diabetes, Hepatitis & Hepatology, Hypertension, Lipid Management & Heart Disease Prevention, Respiratory Infections,** and **Stroke.**

REPRINTS & COLLECTIONS	QUANTITY	INSERTS	COST/RECIPIENT	MINIMUM COST 12 MONTHS/4 ISSUES
	5,000–9,999	Supplied inserts Publisher-printed inserts	\$3.43 3.72	\$68,600 74,400
	10,000–14,999	Supplied inserts Publisher-printed inserts	3.04 3.25	121,600 130,000
	15,000–19,999	Supplied inserts Publisher-printed inserts	2.91 3.07	174,600 184,200
	20,000+	Supplied inserts Publisher-printed inserts	2.59 2.74	207,200 219,200

For quantities not shown or outsert and polybag mailing options, please contact your Sales Director for a quote.

[CLICK FOR PRODUCTION INFO](#)

PRODUCTION

NEJM JOURNAL WATCH PRODUCTION INFORMATION

SUPPLIED AD CREATIVE

Trim size of publication	7-7/8" x 10-1/2"
Ad page size	
Full page (content area)	7" x 10"
Bleed full page	8-1/8" x 10-3/4"
Bleed spread	16-1/4" x 10-3/4"
Trim size of spread	15-3/4" x 10-1/2"

Double page spread should be supplied as a single file without any allowance for gutter bleed. Margin for live matter is 1/2" on all sides.

ACCEPTABLE PAGE LAYOUT FILE FORMATS

Send high resolution PDF/x 1a files (include the .125" bleed where necessary, and crop marks). Files should be Acrobat 8 compatible or no lower than Acrobat 4 compatible. If supplying application files for backup, they should be OS X and InDesign CS6, or save as IDML files; include fonts and images. Preferred halftone screen is 150 line. Maximum screen tone value is 85%. Minimum is 10%. Four-color process: 150 line screen preferred for all colors.

MEDIA AND LABELING REQUIREMENTS

Mac CD preferred or FTP transfer (provide access information). Issue date should be clearly marked on label.

Please include advertiser, agency name and contact person, phone number, sponsor contact, file name/number, return address, and printout of disk contents.

SUPPLIED INSERTS

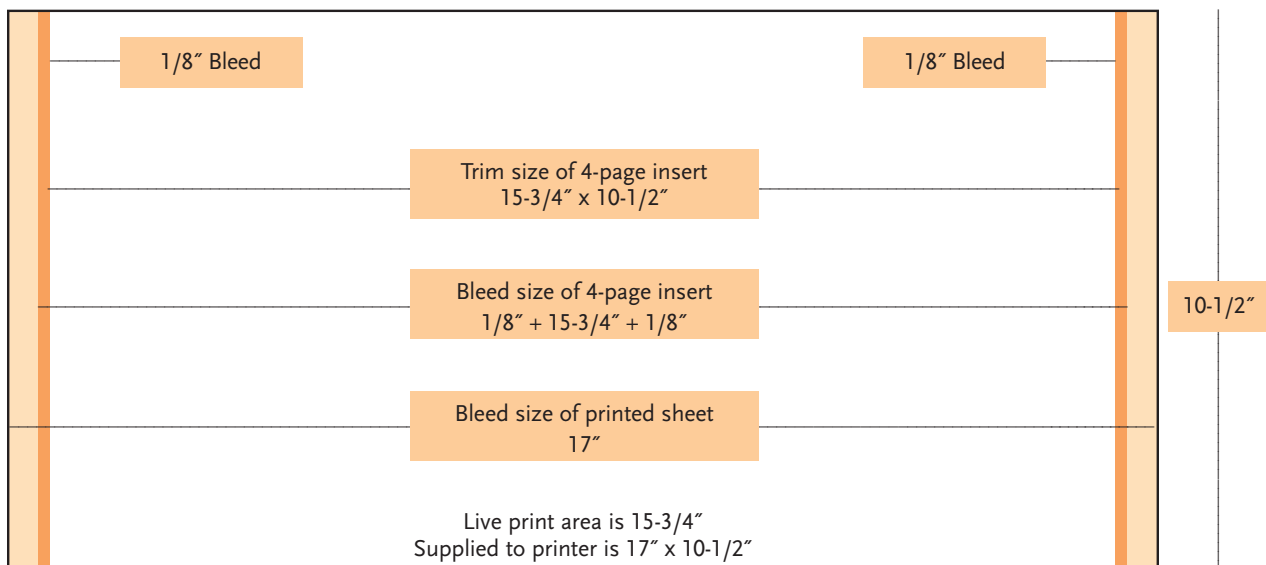
- Newsletter inserts are flat collated at 17" x 10-1/2," saddlestitched, folded, and face-trimmed to 7-7/8" finished size. No head or foot trim allowance is necessary.
- Supply inserts flat at size specified below. We cannot accept folded inserts.
- A folding dummy is required along with packing slips of contents.
- Maximum acceptable thickness of paper stock is .007."
- Overage is determined by sponsorship quantity. Contact the Publisher for specifics.

PRINT VENDOR INSTRUCTIONS FOR SUPPLIED INSERTS

IMPORTANT NOTE: Due to the need of an additional face trim, supplied inserts need to be printed on a larger sheet than the actual size of the ad. Due to a 5/8" face trim, 4-page ad inserts need to be supplied oversized at 17" x 10-1/2."

4-PAGE INSERT

- Ad size will remain as noted on the previous page.
- Supply 4-page ad insert on 17" x 10-1/2" sheet size.
- For 4-page insert spreads, the supplied printed sheet will include 1/2" white space for face trim. Bleed encroachment in face trim area is acceptable.



To inquire about newsletter production requirements, please contact Bob Harless at (781) 434-7613 or bharless@nejm.org.

PRODUCTION

NEJM JOURNAL WATCH PRODUCTION INFORMATION

2-PAGE INSERT

- 2-page ad size is 7" x 10" and bleed size is 8-1/8" x 10-3/4"
- Supply 2-page ad insert on 9" x 10-1/2" sheet size.
- For a 2-page ad insert, the final supplied printed sheet will include 5/8" face trim and a 1/2" binding lip.

CONTACT INFORMATION

Massachusetts Medical Society
860 Winter Street, Waltham, MA 02451

Business Manager

Anne Russ aruss@mms.org; (781) 434-7784

Premedia Project Manager

Bob Harless bharless@nejm.org; (781) 434-7615

Business Manager

Peter Merchant . . . pmerchant@mms.org; (781) 434-7745

SHIPPING INSTRUCTIONS

Ship inserts prepaid to:

Attn: Bob Harless

NEJM/MMS

Antico Industrial Park

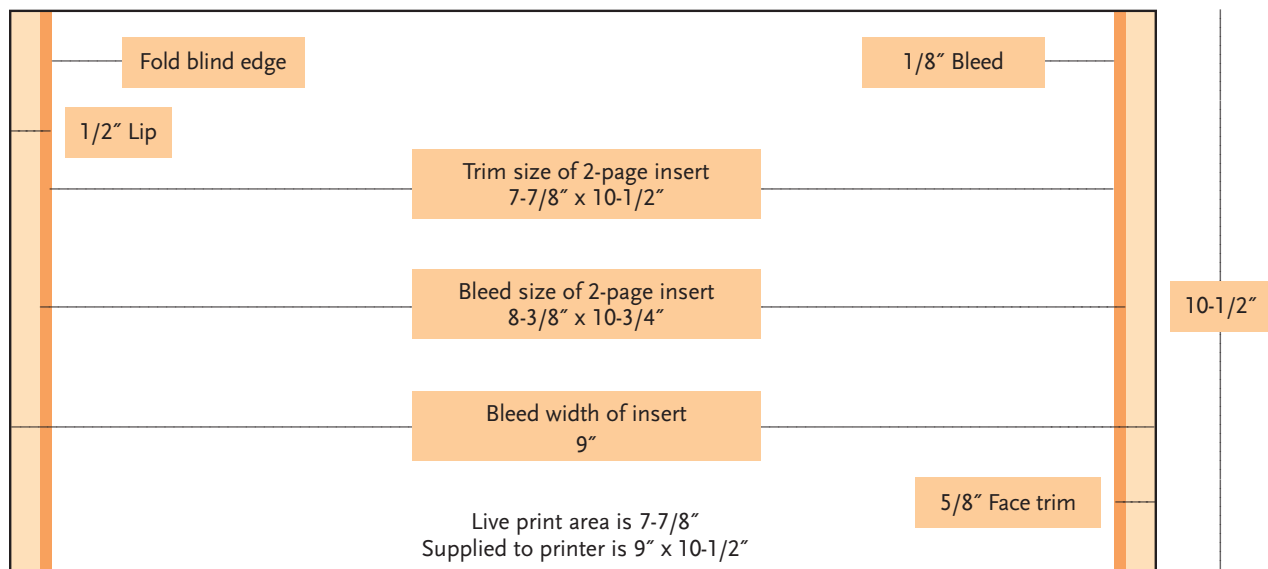
108 Clematis Avenue Unit 6

Waltham, MA 02453

781-434-7960

Printer cannot accept collect shipments.

- Inserts are to be boxed and shipped flat (**SECURED**).
- Cartons cannot exceed 25 lb.
- More than 6 cartons must be on a skid.
- Pack inserts tightly to prevent shifting during transport. Do not stuff cartons with material.
- Mark all cartons with quantity, issue date, name of publication, and number of cartons
- Packing slip and olding dummy is required with each shipment
- Appropriate-size cartons must be used; double-wall cartons recommended.



To inquire about newsletter production requirements, please contact Bob Harless at (781) 434-7613 or bharless@nejm.org.

UNIQUE

UPDATES IN CLINICAL MEDICINE SPECIAL ISSUES

Updates in Clinical Medicine Special Issues provide clinicians with the latest advances and treatment strategies by specialty or medical condition.

These one-time, list-targeted print publications combine advances reported in the *New England Journal of Medicine* with research summaries and expert commentary recently published in **NEJM Journal Watch**. Each issue is tailored to the information needs of your target audience.

As the sponsor, you provide the targeted list. Cover ads are also included in your sponsorship.



2017 UCM SPECIAL ISSUE RATES

QUANTITY	5,000			7,500			10,000*		
	4	8	12	4	8	12	4	8	12
AD PAGES	4	8	12	4	8	12	4	8	12
UNIT COST	\$7.00	\$7.25	\$7.50	\$6.00	\$6.25	\$6.50	\$5.00	\$5.25	\$5.50
TOTAL COST	\$35,000	\$36,250	\$37,500	\$45,000	\$46,875	\$48,750	\$50,000	\$52,500	\$55,000

For pricing on quantities not shown above or for pricing for additional ad pages, please contact your Sales Director. These prices do not include postage.

Production info available upon request.



DIGITAL

NEJM.ORG & JWATCH.ORG



NEJM.org and JWatch.org make it easy to add digital to your media mix. Together these popular websites bring you a wide range of specialty-specific messaging options.

You can target specialists with tools like run-of-site display ads as well as demographic, behavioral, search term, and contextual targeting or through opt-in emails that feature up to **60%** open rates. Also, apps for iPad, iPhone, and other mobile devices and advertising programs for web pages bring you up to **100%** share of voice.

NEJM.ORG

Unique global visitors/month	2.4 mil
Global page views/month	9 mil
Unique U.S. visitors/month	1 mil
U.S. page views/month	3.4 mil
U.S. registered users	1.1 mil

NEJM.org Adobe Analytics Traffic Reports, 2016

JWATCH.ORG

Unique global visitors/month	297,000
Global page views/month	734,000
Unique U.S. visitors/month	173,000
U.S. page views/month	444,000

JWatch.org Adobe Analytics Traffic Reports, 2016

DIGITAL

ADVERTISING OVERVIEW

TARGETED SOLUTIONS

	DESCRIPTION	BENEFITS
NEJM/ NEJM Journal Watch Specialty Packs	<ul style="list-style-type: none"> • Combines ROS with demographic, behavioral, search term, and contextual targeting • Ads served across NEJM.org and JWatch.org • 15 key specialty areas available 	<ul style="list-style-type: none"> • You target influential prescribers in key therapeutic areas
NEJM/eTOC NEJM/NEJM Journal Watch eTOCs and Alerts	<ul style="list-style-type: none"> • High frequency email packages • Includes eTOCs and topic alerts • Many specialty areas available 	<ul style="list-style-type: none"> • Your message reaches 100% opt-in audience • Open rates up to 60% help ensure your message is seen

RUN-OF-SITE DISPLAY ADS

NEJM Run-of-Site Display Ads	<ul style="list-style-type: none"> • Display ads served across NEJM.org • Includes subscribers, registered users, non-registered users, and clinicians at site-licensed institutions • Geo-targeted options available 	<ul style="list-style-type: none"> • Broad digital brand exposure on “best-in-class” sites • Home page roadblocks and expandable ad units maximize your impact
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HIGH IMPACT ADVERTISING PROGRAMS

NEJM Mobile	<ul style="list-style-type: none"> • 25% SOV on NEJM iPhone app & Mobile Site • 50% SOV on NEJM iPad Reader app 	<ul style="list-style-type: none"> • Your message gets high visibility on top-ranking apps • You reach physicians on devices they use everywhere
NEJM Image Challenge	<ul style="list-style-type: none"> • 50% SOV on interactive Image Challenge web page 	<ul style="list-style-type: none"> • Advertise on one of the most popular features on NEJM.org • Interactivity optimizes user engagement
Physician’s First Watch	<ul style="list-style-type: none"> • Daily opt-in e-newsletter • Alerts users to breaking clinical news from past 24 hours • Weekly or monthly packages available 	<ul style="list-style-type: none"> • Your message appears next to breaking medical news and information • Frequency of messaging helps message remain top of mind

DIGITAL

ADVERTISING ON NEJM.ORG

Physicians call **NEJM.org** one of their top 10 essential websites, a designation that includes all medical websites, not just journal sites.

NEJM Group digital properties bring you opportunities to reach your most important audience with:

- **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 placements** on browse, index, archive, trends, search, specialty, and article pages.
- **Multi-page advertising programs** that follow readers as they travel through the site.
- **Image Challenge advertising program.**
- **Email advertising options** that include specialty targeted eTOC emails.

SUPPORTED AD UNITS	PIXELS
Leaderboard	728 x 90
Anchor	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 a premium for ROS campaigns.
Expandables not accepted for half-page or anchor.*

Accepted 3rd Party Servers: Pointroll, Atlas, Doubleclick, Eyblaster. Please contact onlineadoperations@nejm.org if you are interested in using a different third-party server.



2017 RATES & DISCOUNTS

Net ROS	\$88.00
Half-page	98.00
Homepage takeover	104.00
Expandable unit premium*	98.00
Geo targeting	98.00

* Not available on half-page or anchor ad units

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

Some restrictions apply.

Prices are subject to change without notice.

[CLICK FOR PRODUCTION INFO](#)

RANK AMONG ONLINE MEDICAL JOURNALS

SPECIALTY	RANK*	SPECIALTY	RANK*	SPECIALTY	RANK*
Cardiology	1	Hematology/Oncology	1	Neurology	1
Endocrinology	1	Infectious Disease	1	Rheumatology	1
Gastroenterology	1	Internal Medicine	1		
Hospital Medicine	1	Nephrology	1		

*Does not include association websites or online only publications. Source: "Top websites accessed for professional purposes in the past three months." Manhattan Research, Taking the Pulse, U.S. 2016: Digital HCP Sources.

TARGETED

DIGITAL SPECIALTY PACKS

Targeted specialty packs across 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 ad appears whenever a cardiologist navigates to non-article ad-bearing pages.
- **NEJM.org behavioral targeting:** Your ad is displayed to site users who exhibit behaviors similar to identified physicians. For example, when you buy a cardiology specialty pack, your ad appears whenever a user who looks like a cardiologist navigates to non-article ad-bearing pages.
- **NEJM.org search term targeting:** Your ad appears on all relevant search results pages. For example, when you buy a cardiology specialty pack, your ad appears on the search results page when a visitor searches for terms like “angina” or “cardiomyopathy.”
- **NEJM.org contextual targeting:** Your ad appears on the relevant specialty page that brings together all current articles in a given specialty. For example, when you buy a cardiology specialty pack, your ad appears on 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 ad appears when a visitor navigates to the JWatch.org cardiology page.

Specialty packs include ROS impressions across NEJM.org and JWatch.org, including exposure to non-registered users and clinicians from all academic and hospital site license domains.

IMPRESSIONS & RATES

Click for [impressions and rates](#).

SUPPORTED AD UNITS

	PIXELS
Leaderboard (required)	728 x 90
Anchor	728 x 90
Medium rectangle (required)	300 x 250
Wide skyscraper	160 x 600
Thin skyscraper	120 x 600
Half page	300 x 600

TARGETED SPECIALTY PACKS

- | | |
|---------------------|-----------------|
| Cardiology | PCP |
| Dermatology | Pediatrics |
| Emergency Medicine | Psychiatry |
| Endocrinology | PUD/Pulmonology |
| Gastroenterology | Rheumatology |
| Hematology/Oncology | Nephrology |
| Infectious Diseases | Women’s Health |
| Neurology | |



2017 FREQUENCY DISCOUNTS

1 pack/3-5 mo	3%
1 pack/6+ mo	5%
3+ packs/mo	5%

Maximum 5% discount on any combination

[CLICK FOR PRODUCTION INFO](#)

TARGETED

DIGITAL ADVERTISING RATES

2017 TARGETED SPECIALTY PACK IMPRESSIONS & RATES

	ROS IMPRESSIONS NEJM / NEJM JOURNAL WATCH	TARGETED IMPRESSIONS*	TOTAL IMPRESSIONS	NET PRICE PER MONTH	SOV PER MONTH
CARDIOLOGY	85,000/20,000	18,910	123,910	\$11,670	20%
DERMATOLOGY	55,000/20,000	8,960	83,960	\$5,190	100%
EMERGENCY MEDICINE	50,000/20,000	22,000	92,000	\$5,190	100%
ENDOCRINOLOGY	35,000/20,000	8,290	63,290	\$7,400	33%
GASTROENTEROLOGY	70,000/20,000	5,460	95,460	\$12,640	50%
HEM/ONC	70,000/20,000	17,070	107,070	\$11,000	20%
INFECTIOUS DISEASES	90,000/20,000	13,680	123,680	\$12,020	33%
NEPHROLOGY	32,000/20,000	9,740	61,740	\$6,400	50%
NEUROLOGY	55,000/20,000	11,340	86,340	\$9,210	50%
PCP	145,000/20,000	63,010	228,010	\$21,390	25%
PEDIATRICS	55,000/20,000	10,830	85,830	\$9,210	50%
PSYCHIATRY	55,000/20,000	7,680	82,680	\$9,500	50%
PUD/PULMONOLOGY	35,000/20,000	10,810	65,810	\$7,340	25%
RHEUMATOLOGY	35,000/20,000	6,360	61,360	\$7,620	50%
WOMEN'S HEALTH	65,000/20,000	13,140	98,140	\$5,190	100%

* Demo, Behavioral, Search, Contextual

[CLICK FOR PRODUCTION INFO](#)

TERMS & CONDITIONS

- Impressions are not guaranteed. Packs are purchased on a flat rate basis based on SOV.
- Campaign shortfalls due to creative delays and/or special requests for page or keyword suppressions are subject to full rate.

- Product-sharing of a single specialty pack:
 - 2 products: 15% premium on net monthly pack price
 - 3 products: 20% premium on net monthly pack price
 Sharing limited to 3 products.

INTERACTIVE

NEJM.ORG ADVERTISING PROGRAMS

IMAGE CHALLENGE ADVERTISING PROGRAM

The Image Challenge at NEJM.org hones physicians' diagnostic skills and is one of the most popular pages on the site.

The advertising program features an optional micro bar ad unit below the Image Challenge module on the home page plus advertising with 50% SOV on the Image Challenge page in the leaderboard position.

**U.S. impressions/mo 180,000/home page micro bar
175,000/Image Challenge page**

REQUIRED AD UNITS

	PIXELS
Leaderboard	728 x 90
Micro bar	88 x 31



2017 RATES & DISCOUNTS

FREQUENCY	NET RATE/MONTH
Per mo (with micro bar)	\$12,000
Per mo (without micro bar)	6,500
3-5 mo	3% discount
6-12 mo	5% discount

Prices are subject to change without notice.

[CLICK FOR PRODUCTION INFO](#)

MOBILE

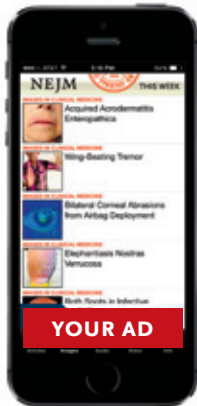
MOBILE ADVERTISING PROGRAMS

IPHONE APP/MOBILE SITE ADVERTISING PROGRAM

Your ad displays for 10 seconds when the user accesses NEJM features and sections on both the NEJM iPhone app and mobile-optimized site (25% SOV).

U.S. impressions **iPhone app: 19,000**
per month per advertiser **Mobile site: 28,500**

MOBILE SITE



NEJM THIS WEEK APP



2017 RATE & DISCOUNTS

REQUIRED AD UNIT	PIXELS
Mobile Banner	320 x 50

.gif only; flash/rich media not supported.

TERM	NET RATE/MONTH
1 mo	\$5,000
4-5 mo	3% discount
6+ mo	5% discount

Prices are subject to change without notice.

[CLICK FOR PRODUCTION INFO](#)

NEJM IPAD APP ADVERTISING PROGRAM

This app delivers all NEJM print content, Online First articles, and multimedia content from NEJM.org.

The app offers two display banner ad positions (50% SOV) with an estimated 9,000 impressions per advertiser per month.



2017 RATE & DISCOUNTS

REQUIRED AD UNIT	PIXELS
Banner	728 x 90

.gif only; flash/rich media not supported.

HTML5 files only

TERM	NET RATE/MONTH
1 mo (minimum 3 months)	\$2,760
4-5 mo	3% discount
6+ mo	5% discount

Prices are subject to change without notice.

[CLICK FOR PRODUCTION INFO](#)

TARGETED

NEJM EMAIL ADVERTISING PROGRAMS

NEJM ETOC ADVERTISING PROGRAM

This opt-in email table of contents (etoc) is delivered to over **386,000** U.S. physicians and health care professionals every Wednesday evening.

Seventeen targeted specialty demos are available each month. The Primary Care demo includes IM/FP/GP/other HCP and is available as a monthly or weekly buy.

Each specialty demo is sold as **50%** share of voice. **100%** SOV can be purchased if available. Contact your Sales Director for availability.

REQUIRED AD UNITS

Leaderboard	728 x 90
Medium rectangle	300 x 250

.gif only; flash/rich media not supported



NEJM ETOC SPECIALTY TARGETING

	APPROX U.S. PHYSICIAN & RESIDENT OPT-INS	APPROX SENDS/ MO**	RATE/ MO
Cardiology	10,000	40,000	\$8,600
Dermatology	1,700	6,800	4,200
Emergency Medicine	5,500	22,000	4,500
Endocrinology	2,900	11,600	7,500
Gastroenterology	3,500	14,000	6,400
Hospital Medicine	2,250	9,000	3,700
Infectious Disease	4,200	16,800	8,700
Nephrology	3,500	14,000	3,650
Neurology	4,250	17,000	5,400
Oncology/Hematology	9,100	36,400	15,350
Pediatrics	9,625	38,500	6,000
PAs/NPs	7,125	28,500	5,000
Psychiatry	4,050	16,200	5,200
Pulmonology	8,100	32,400	5,500
Rheumatology	1,600	6,400	4,200
Women's Health	6,250	25,000	4,100

NEJM
eTOC

2017 FREQUENCY DISCOUNTS

TERM	NET RATE/MONTH
3-5 mo	3% discount
6-12 mo	5% discount

Prices are subject to change without notice.

CLICK FOR PRODUCTION INFO

For more information contact your **Sales Director**.

	APPROX US PHYSICIAN & RESIDENT OPT-INS	APPROX SENDS/ MO	RATE/ WK	RATE/ MO
Primary Care	303,175	1,212,700	\$10,000	\$36,400

* In 2017, March, May, August, and November are months with five sends. All other months have four sends.

Prices are subject to change without notice.

TARGETED

EMAIL ADVERTISING PROGRAMS

TARGETED EMAILS

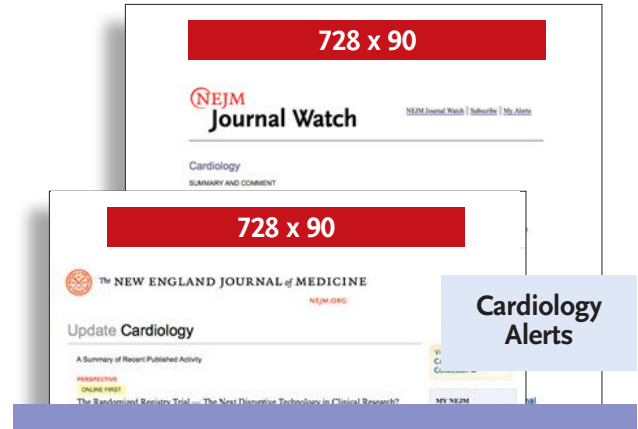
These **specialty-oriented emails** deliver your 100% share of voice ad to the opt-in email groups of your choice:

- Weekly JWatch.org eTOC emails in recipient's content area of choice.
- One or more monthly NEJM Journal Watch topic alerts in recipient's content area of choice.
- One or more monthly NEJM topic alerts in recipient's content area of choice.
- 16 opt-in email groups ranging from 27,500 to 457,500 sends / month, depending on specialty.
- 100% SOV.

REQUIRED AD UNIT

Leaderboard 728 x 90

.gif only; flash/rich media not supported



2017 FREQUENCY DISCOUNTS

3-5 mo. 3% discount
6-12 mo. 5% discount

[CLICK FOR PRODUCTION INFO](#)

2017 NEJM / NEJM JOURNAL WATCH EMAIL GROUP RATES

GROUP		EMAIL TYPE	FREQ/ MO	DROP SCHEDULE	MOS W/ 5 SENDS	APPROX SENDS/MO	NET COST/ MO
CARDIOLOGY	NEJM Journal Watch Cardiology	eTOC	4	Wed	Mar, May,	143,000	
	NEJM Journal Watch Hypertension	alert	1	15th	Aug, Nov	30,000	
	NEJM Journal Watch Lipid Management	alert	1	23rd		27,000	
	NEJM Cardiology	alert	1	1st Mon		47,000	
	TOTAL			7		247,000	\$14,420
DIABETES	NEJM Journal Watch Diabetes	alert	1	16th		31,000	
	NEJM Endocrinology	alert	1	1st Mon		24,500	
	TOTAL			2		55,500	\$3,610
EMERGENCY MEDICINE	NEJM Journal Watch Emergency Medicine	eTOC	4	Friday	Mar, Jun,	107,000	
	NEJM Emergency Medicine	alert	1	1st Mon	Sept, Dec	28,000	
	TOTAL			5		135,000	\$4,120
GASTROENTEROLOGY	NEJM Journal Watch Gastroenterology	eTOC	4	Friday	Mar, Jun,	84,000	
	NEJM Journal Watch GERD/Peptic Ulcers	alert	1	19th	Sept, Dec	16,250	
	NEJM Journal Watch Hepatitis	alert	1	5th		15,000	
	NEJM Gastroenterology	alert	1	1st Mon		23,500	
	TOTAL			7		138,750	\$5,770
GENERAL MEDICINE	NEJM Journal Watch General Medicine	eTOC	8	Tues/Thurs	Aug	390,000	
	NEJM Journal Watch Aging/Geriatrics	alert	1	1st		20,500	
	NEJM Allergy/Immunology	alert	1	2nd		19,000	
	NEJM Clinical Practice Center	alert	1	1st Mon		36,000	
	NEJM Geriatrics/Aging	alert	1	1st Mon		21,500	
	TOTAL			12		487,000	\$10,610

TARGETED

EMAIL ADVERTISING PROGRAMS

2017 NEJM / NEJM JOURNAL WATCH EMAIL GROUP RATES

GROUP		EMAIL TYPE	FREQ/MO	DROP SCHEDULE	MOS W/ 5 SENDS	APPROX SENDS/MO	NET COST/MO
HIV/AIDS	NEJM Journal Watch HIV/AIDS	eTOC	4	Mon	Jan, May, Jul, Oct	56,000	\$5,150
HOSPITAL MEDICINE	NEJM Journal Watch Hospital Medicine	eTOC	4	Mon	Jan, May, Jul, Oct	79,500	\$6,700
INFECTIOUS DISEASES	NEJM Journal Watch Infectious Diseases	eTOC	4	Wed	Mar, May, Aug, Nov	123,000	
	NEJM Journal Watch STDs	alert	1	18th		14,000	
	NEJM Infectious Disease	alert	1	1st Mon		36,000	
	TOTAL		6			173,000	\$10,720
NEUROLOGY	NEJM Journal Watch Neurology	eTOC	4	Tues	Jan, May, Aug, Oct	93,000	
	NEJM Journal Watch Stroke	alert	1	8th		22,000	
	NEJM Neurology/Neurosurgery	alert	1	1st Mon		25,500	
	TOTAL		6			140,500	\$7,990
NUTRITION/OBESITY		alert	1	27th		26,000	\$2,270
ONCOLOGY & HEMATOLOGY	NEJM Journal Watch Onc & Hem	eTOC	4	Tues	Jan, May, Aug, Oct	73,500	
	NEJM Journal Watch Breast Cancer	alert	1	3rd		14,500	
	NEJM Hematology/Oncology	alert	1	1st Mon		31,000	
	TOTAL		6			119,000	\$7,420
PEDIATRIC & ADOLESCENT MEDICINE	NEJM Journal Watch Peds & Adolescent Med	eTOC	4	Wed	Mar, May, Aug, Nov	88,000	
	NEJM Journal Watch Pediatric Infections	alert	1	11th		16,000	
	NEJM Pediatrics	alert	1	1st Mon		23,000	
	TOTAL		6			127,000	\$6,290
PSYCHIATRY	NEJM Journal Watch Psychiatry	eTOC	4	Mon	Jan, May, Jul, Oct	73,000	
	NEJM Journal Watch Depression/Anxiety	alert	1	4th		20,000	
	NEJM Journal Watch Substance Abuse	alert	1	18th		15,000	
	NEJM Psychiatry	alert	1	1st Mon		19,500	
	TOTAL		7			127,500	\$10,000
PULMONARY DISEASE/ PULMONARY	NEJM Journal Watch Allergy/Asthma	alert	1	2nd		18,500	
	NEJM Journal Watch Respiratory Infections	alert	1	17th		20,000	
	NEJM Pulmonary/Critical Care	alert	1	1st Mon		30,000	
	TOTAL		3			68,500	\$2,170
RHEUMATOLOGY	NEJM JW Arthritis/Rheumatic Disease	alert	1	28th		12,000	
	NEJM Rheumatology	alert	1	1st Mon		17,000	
	TOTAL		2			29,000	\$1,450
WOMEN'S HEALTH	NEJM Journal Watch Women's Health	eTOC	4	Thurs	Mar, Jun, Aug, Nov	92,000	
	NEJM Journal Watch Gynecology	alert	1	12th		12,500	
	NEJM Journal Watch Pregnancy/Infertility	alert	1	26th		12,000	
	NEJM JW Osteoporosis/Bone Disease	alert	1	9th		18,500	
	NEJM Obstetrics/Gynecology	alert	1	1st Mon		16,500	
	TOTAL		8			151,500	\$6,490

[CLICK FOR PRODUCTION INFO](#)

DAILY

EMAIL ADVERTISING PROGRAMS

PHYSICIAN'S FIRST WATCH ADVERTISING PROGRAM

Every Monday through Saturday, this daily **opt-in e-newsletter** from NEJM Journal Watch alerts physicians and health care professionals to clinical news from the past **24 hours**.

- 81,000 U.S. physicians and health care professionals/day
- 486,000 U.S. sends/week (Monday–Saturday)
- Edited by a seven-member physician board

Your advertising program guarantees **100%** share of voice.

REQUIRED AD UNITS

	PIXELS
Leaderboard	728 x 90
Medium rectangle	300 x 250

.gif only; flash/rich media not supported



Physician's
First Watch

2017 RATE & DISCOUNTS

TERM	NET RATE/WEEK
1 week	\$5,000
4-8 weeks	3% discount
9+ weeks	5% discount

Monday–Saturday

Prices are subject to change without notice.

CLICK FOR PRODUCTION INFO

PRODUCTION

DIGITAL INFORMATION

NEJM AND NEJM JOURNAL WATCH

SUPPORTED AD UNITS	PIXELS
Leaderboard	728 x 90
Anchor	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
Mobile banner	320 x 50

Expandables accepted. Expandables not accepted for half-page or anchor.

Flash/Rich media not supported for emails. For emails please provide .gifs only.

Ad units vary depending on NEJM/NEJM Journal Watch product. See individual pages for required units.

TO SUBMIT AN INSERTION ORDER

Email your insertion order (IO) to onlineadoperations@nejm.org, or fax or email your insertion order to:

Tony Hubbard

Tel: 781-434-7550

Fax: 781-647-5785

Email: thubbard@nejm.org

Vanessa Wu

Tel: 781-434-7043

Fax: 781-647-5785

Email: vwu@nejm.org

TO SUBMIT AN AD

Email your creative, citing the IO name and reference number, to both contacts above or to onlineadoperations@nejm.org

APPROVALS

All ads 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.

Other ad types are accepted. Those 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 Advertising Programs, 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.

Click for more [advertising information](#) and complete [NEJM advertising policies](#).

PRODUCTION

DIGITAL & EMAIL ADVERTISING SPECS

NEJM.ORG

JWATCH.ORG

GIF/FLASH/HTML5 SPECS

TEST TIME REQUIRED	5 business days	5 business days
FLASH VERSION	Version 9	Version 9
MAX BANNER SIZE	728 x 90 120 x 600, 160 x 600 300 x 250, 300 x 600	728 x 90 120 x 600, 160 x 600 300 x 250, 300 x 600
MAX LOOPING/ANIMATION	3 loops	3 loops
1. MAX GIF WEIGHT	200 KB	200 KB
2. MAX FLASH WEIGHT	200 KB	200 KB
3. MAX HTML5 WEIGHT	200 KB	200 KB

RICH MEDIA/EXPANDABLE SPECS

TEST TIME REQUIRED	5 business days	5 business days
FORMAT	Expandable units must come from a third-party server (Eyeblander, Pointroll, etc.)	User-initiated/click or mouse over
PANEL EXPANSION	User-initiated/click or mouse over	User-initiated/click or mouse over
PANEL CONTRACTION	Ads must contain a clearly marked Close "X" button and should contract when cursor leaves the ad.	
MAX PANEL EXPANSION SIZE	728 x 90 TO 728 x 360* 300 x 250 TO 600 x 250 120 x 600 & 160 x 600 TO 600 x 600	728 x 90 TO 728 x 360* 300 x 250 TO 600 x 250 120 x 600 & 160 x 600 TO 600 x 600
MAX WEIGHT TOTAL (INITIAL)	100 KB	100 KB
MAX WEIGHT TOTAL (POLITE)	200 KB	200 KB
PANEL EXPANSION DIRECTION	728 x 90 expand down.* 300 x 250 expand left. 120 x 600 & 160 x 600 expand left.	728 x 90 expand down.* 300 x 250 expand left. 120 x 600 & 160 x 600 expand left.
OTHER	Auto-play ads not accepted. User instructions must be clearly marked.	
Z INDEX	0–1,000	0–1,000

*Leaderboard only

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.	
Z INDEX	0–1,000	

PRODUCTION

DIGITAL & EMAIL ADVERTISING SPECS

		NEJM	NEJM JOURNAL WATCH	
EMAIL ADVERTISING .GIF SPECS		NEJM ETOC	NEJM JOURNAL WATCH	PHYSICIAN'S FIRST WATCH
TEST TIME REQUIRED		5 business days	5 business days	5 business days
MAX BANNER SIZE		728 x 90, 300 x 250	728 x 90	728 x 90, 300 x 250
MAX LOOPING/ANIMATION		3 loops	3 loops	3 loops
MAX GIF WEIGHT		40 KB, .gif only	40 KB, .gif only	40 KB, .gif only
<ul style="list-style-type: none"> • Animated GIFs accepted. Note, though, that for email recipients using certain versions of Outlook (2007, 2010, 2013) only a static representation of the GIF image will show on the first frame. Advertisers may wish to include branding and other important information on the first frame. • Third party no script tags accepted if the tags render the actual GIF image and the URL landing page. Tags that render a 1x1 pixel are not accepted. • Flash/Rich Media not supported. 				
IPAD APP ADVERTISING SPECS		BANNER ADS		
TEST TIME REQUIRED		14 days prior to issue date		
MAX WEIGHT		40 KB		
FORMAT		.gif only, no Flash, no expandables		
SIZE		728 x 90		

Note: Any changes to creative or ad tags must be submitted for advance approval before going live, even if within campaign duration.

NEJM GROUP

ADVERTISING POLICIES

1. All advertisements are subject to approval of the *New England Journal of Medicine* and NEJM 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. 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 U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
15. 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.
16. 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.

DIGITAL 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 Advertising Programs, 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.

NEJM GROUP

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

NEJM & NEJM JOURNAL WATCH SALES DIRECTORS

Meg Ainley
773-327-5917
mainley@nejm.org

Corrie Bridgeman
781-775-1287
cbridgeman@nejm.org

Andrew McGuire
973-771-8926
amcguire@nejm.org

Christine Miller
617-834-4702
cmiller@nejm.org

NEJM & NEJM JOURNAL WATCH ADVERTISING SALES

Executive Director, Advertising Sales
Art Wilschek: 781-434-7042
awilschek@nejm.org

Director, Advertising Solutions & Client Services
Jennifer Badua: 781-434-7023
jbadua@nejm.org

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

Senior Advertising Sales Specialist
Patty Taich: 781-434-7556
ptaich@nejm.org

Senior Online Billing Specialist
Amy Angelo: 781-434-7020
aangelo@nejm.org

Sales Support Specialist
Phil Howard: 781-434-7757
phoward@nejm.org; salessupport@nejm.org

RECRUITMENT ADVERTISING

Tel: 800-635-6991 or 781-893-3800
Fax: 781-895-1045
Email: ads@nejmcareercenter.org
NEJMCareerCenter.org

Director, Recruitment Advertising
Keith Yocum: 781-434-7029
kyocum@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 Ferguson: 781-434-7036
lfurgeson@nejm.org
Fax: 781-893-5003

Business Manager, NEJM Journal Watch & UCM
Anne Russ: 781-434-7784
aruss@mms.org

Production Coordinator, NEJM Journal Watch & UCM
Bob Harless: 781-434-7613
bharless@mms.org

NEJM & NEJM JOURNAL WATCH DIGITAL PRODUCTION

Fax: 781-647-5785
Email: onlineadoperations@nejm.org

Manager, Digital Advertising & Operations
Hallie Kozlowski: 781-434-7838
hkozlowski@nejm.org

Online Traffic Specialist
Tony Hubbard: 781-434-7550
thubbard@nejm.org

Online Traffic Coordinator
Vanessa Wu: 781-434-7043
vwu@nejm.org

NEJM REPRINTS & CORPORATE SITE LICENSES

Tel: 877-241-7159
Fax: 781-647-5785
Email: reprints@nejm.org

Regional Sales Director
Patrice Skelley: 781-434-7380
pskelley@nejm.org

Account Manager
Jennifer Moran: 781-434-7382
jmoran@mms.org

