



# JournalWATCH<sup>®</sup>

MEDICINE THAT MATTERS

Journal Watch is published by the Massachusetts Medical Society,  
publishers of the *New England Journal of Medicine*

## PROFESSIONAL PRINT NEWSLETTER SPONSORSHIP GUIDELINES

### ENCOMPASSING INFORMATION FOR

*Journal Watch AIDS Clinical Care*  
*Journal Watch Cardiology*  
*Journal Watch Dermatology*  
*Journal Watch Emergency Medicine*  
*Journal Watch Gastroenterology*  
*Journal Watch General Medicine*  
*Journal Watch Hospital Medicine*  
*Journal Watch Infectious Diseases*  
*Journal Watch Neurology*  
*Journal Watch Oncology and Hematology*  
*Journal Watch Pediatrics and Adolescent Medicine*  
*Journal Watch Psychiatry*  
*Journal Watch Women's Health*

To inquire about newsletter production requirements, please contact  
Bob Harless at (781) 434-7613 or [bharless@mms.org](mailto:bharless@mms.org).

## Sponsorship Components

1. There are minimum sponsorship quantities required. Some restrictions apply; contact your publishing representative for details.
2. *Journal Watch General Medicine* is published twice monthly but may also be sponsored on a monthly basis. *Journal Watch* specialty editions are published monthly.
3. Publications have editorial boards comprised of physician specialists from their corresponding markets.
4. Minimum sponsorship contract is 6 months, to be served consecutively.
5. Sponsorships may include a pharmaceutical endorsement (banner) on front cover. (See requirements on page 5.)
6. Sponsorships may include up to 4 pages of advertising inserts bound into the middle of the publication, subject to the approval of the Publisher.
7. Sponsorships may include an envelope with a cover letter for premier issue and/or subsequent issues. Contact the Publisher for additional costs.
8. All newsletters are 8 to 12 pages in length except for *Journal Watch General Medicine* monthly, which is 16 pages.

## Ad Policy Guidelines

1. All advertisements are subject to approval of the Massachusetts Medical Society (Publisher) and must be submitted at least 3 weeks prior to publication for approval. The Publisher reserves the right to reject or to cancel any advertisement at any time.
2. All advertisements are accepted and published by the Publisher on the warranty of the agency and the advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
3. The Publisher shall not be liable for any failure to print, publish, or circulate any advertisement accepted by the Publisher.
4. All must clearly and prominently identify the advertiser by trademark or signature.
5. Advertisements that, in the opinion of the Publisher, simulate the editorial format or are prepared in the editorial style of the Publisher or any of its products may not be acceptable. Layout, artwork, and format shall be such as to avoid confusion with the editorial content of the publication. The Publisher reserves the right to require the addition of the word “advertisement” to an ad to prevent such confusion.
6. The Publisher reserves the right to refuse any advertisement that is unprofessional in appearance, content, or intent or is otherwise inappropriate for publication.
7. Any reference to the Publisher or any of its products in advertisements, promotional materials, or merchandising by the advertiser or the agency is subject to prior written approval by the Publisher for each such use.
8. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic, or official name. The quantity of all active substances must be stated along with the recommended dosage. Copy should be factual, conservative, and in good taste. Documentation for new pharmaceutical products should be sent to the Publisher; please allow 3 additional weeks for clearance.
9. All advertising must be product- or company-image related.

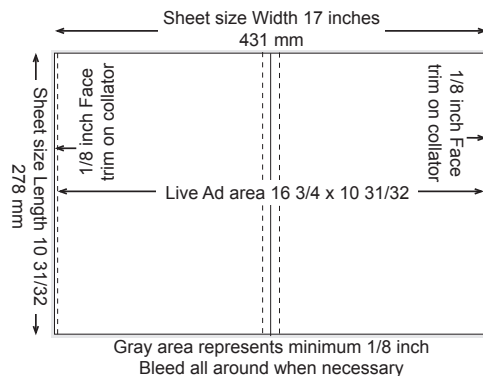
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**Supplied Insert Requirements**

- If three-hole punching is required, please allow 1/2" (.05 mm) non-live area on either side of center for holes.
- Newsletters are flat collated (no binding lap) and trimmed 1/8" or 3 mm off face only. No head or foot trim allowance necessary.
- Supply inserts flat at size specified below. We do not accept folded inserts.
- We require a folding dummy for supplied inserts. Please deliver with the inserts.
- Maximum acceptable thickness of paper stock is .005".
- Overage is determined by sponsorship quantity. Contact the Publisher for specifics.
- Special effects that change the specifications or characteristics of the insert such as gate folds, pop-ups, short-cut inserts, perimeter die-cuts, mechanical devices, etc., are not acceptable. All special or unusual inserts must be pre-approved by the Publisher.
- Inserts 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 the print order date specified on the newsletter production schedule. Preprinted inserts must be received 10 days prior to the print order date specified on the newsletter production schedule.

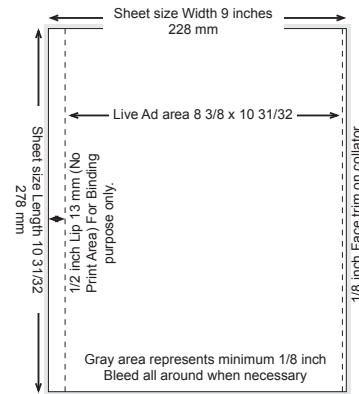
**4-PAGE INSERT**

- 431 mm x 278 mm, or 17" x 10 31/32" (includes face trim allowance)
- Deliver flat. DO NOT FOLD.



**2-PAGE INSERT**

- 228 mm x 278 mm, or 9" x 10 31/32" (includes lip and face trim allowance)
- 13 mm or .05" lip for stapling located on left side of insert
- Deliver flat. DO NOT FOLD.



**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  
 Phone: (781) 434-7960

*NOTE: Printer cannot accept collect shipments.*

- Inserts are to be boxed and shipped flat (SECURED).
- The 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.

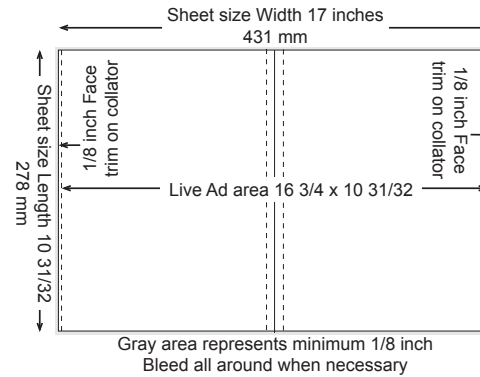
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## Digital Requirements for Inserts

- 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 needs to be 1" or 5 mm 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  
Agency name  
Contact person  
Phone number  
Vendor contact  
File name/number  
Printout of disk contents
- 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).
- We require a laser printout of all pages from the file(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" (.05 mm) non-live area on either side of center for holes.
- Newsletters are flat collated (no binding lap) and trimmed 1/8" or 3 mm off face only. No head or foot trim allowance necessary.
- Delivery date: Insertion order must be received **40 days prior** to the 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.

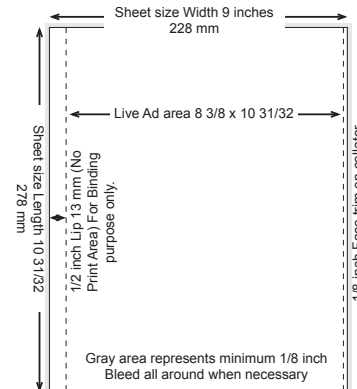
### 4-PAGE INSERT

- 431 mm x 278 mm, or 17" x 10 31/32" (includes face trim allowance)



### 2-PAGE INSERT

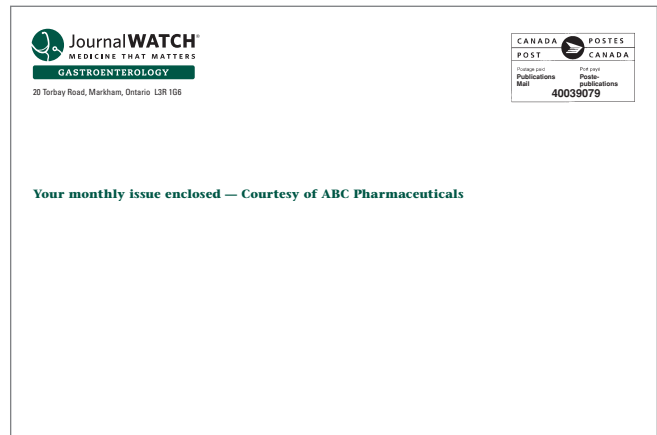
- 228 mm x 278 mm, or 9" x 10 31/32" (includes lip and face trim allowance)
- 13 mm or .05" lip for stapling located on left side of insert



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## Introduction Letter and Envelope Production Specifications

- Introduction letter is produced by the Publisher for the sponsor at extra charge. Contact the Publisher for rates.
- The letter is signed by sponsor, Publisher, or both.
- Standard letter text is available (see sample to right). The Publisher must approve changes to letter content prior to printing.
- If the introduction letter is signed by the sponsor only, it may be printed with the sponsor's logo providing supplied artwork is approved by the Publisher.
- Standard teaser copy for envelope is available (see sample to right). The Publisher must approve changes to teaser copy prior to printing.
- Production requirements for logo/signature: black-only .eps or .tiff file.
- Final letter and envelope text/artwork must be approved by the sponsor **30 days prior** to publication date. Contact the Publisher for specifics.



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### Production Specifications for Banner Materials

- Banner appears on top of front page of newsletter.
- Banner is produced by the Publisher for the sponsor.
- Banner wording should be chosen from examples below.
- Banners are black with white type.
- Text banner dimensions: 7.083" x 0.194" or approximately 18 cm x 0.5 cm
- Logo dimensions: maximum height is .375" or 0.95 cm; maximum width is 3.5" or 8.9 cm
- File formats for logo: black-only .eps or .tiff file
- Final banner artwork must be approved by the sponsor **30 days prior** to publication date. Contact the Publisher for specifics.
- A drug logo may be used on the banner only in conjunction with a pharmaceutical company logo.



### BANNER EXAMPLES



If a product is cosponsored, please use banner below:



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