

2009 ACP E-BLAST AD RATES

The American College of Physicians has multiple opportunities available for electronic advertising. Included among them are:

Annals E-TOC – bi-weekly circulation of over 112,526

Annals E-TOC provides subscribers with an early notification of the table of contents for the upcoming issue of *Annals of Internal Medicine*. This electronic notification is e-mailed twice monthly to subscribers and members who have requested to receive it.

Annals CME e-alert – bi-weekly circulation of 2,641

Annals CME e-alert provides subscribers with electronic notification of new *Annals of Internal Medicine* CME courses. Annals CME is a convenient way for physicians to fulfill their CME requirements. Up to three articles from each issue are designated for credit, and companion CME quizzes are provided online. This electronic notification is e-mailed twice monthly to subscribers and members who have requested to receive it.

ACP InternistWeekly – weekly circulation of over 92,587

ACP InternistWeekly keeps our membership up to date on Medicare news, FDA drug actions, clinical guidelines, and the latest research from top academic journals. The e-newsletter also alerts readers to special features in the print edition of *ACP Internist* and directs them to other online resources and Web exclusives, such as our highly acclaimed supplements on specific diseases.

ACP HospitalistWeekly – weekly circulation of over 15,934

ACP HospitalistWeekly delivers a summary of the week's most compelling news stories directly to readers' inboxes every Wednesday. Each issue contains the latest research and clinical news of interest to hospitalists, as well as regulatory alerts and practice-improvement tips. The service is invaluable to busy physicians who don't have time to scan the many scientific journals and other medical publications that come across their desk. *ACP HospitalistWeekly's* staff sifts through the news for you and provides easy-to-read summaries of the articles that are most essential to staying up-to-date and improving your practice.

Technical Specifications and Net Advertising Rates

- **InternistWeekly and HospitalistWeekly combo buy**
 - Skyscraper: 120 x 600 pixels.....**\$1000 weekly**

Note: Plain text is required (limited to 35 words plus URL) for recipients whose e-mail systems or preferences prevent display of images.

- **Annals E-TOC**
 - Plain text:
Maximum 35 words plus URL**\$4500 for 2 weeks**
- **Annals CME e-Alert**
 - Plain text:
Maximum 35 words plus URL**\$4500 for 2 weeks**

All ads should be:

- RGB color (red-green-blue)
- 72 DPI
- Maximum of 30k file size. We recommend around 20k for faster download
- GIF or JPG files
- Animated files must be GIFs
- Non-animated files work better as JPG if they contain graduations, color screens, or photographs

Check for availability as there are only two ads per e-blast.

Policies:

Please note that all e-blast ads must be provided 10 days in advance of requested e-mail date. All e-blast ads for the above positions are subject to the ACP Web Advertising Policy. Specifically, all ads may be removed temporarily or permanently if they compromise any editorial materials on the screens where they appear, as determined by ACP.

ACP CAREER CONNECTIONSM

Physicians Connecting with Positions

acponline.org/careers

**DON'T BE
BLINDED**

BY OTHER SITES

Career Opportunities

Comprehensive, up-to-date listing of career openings nationwide.

Profiles

Physicians can build, edit and store their profile.

CV

Physicians may upload and store their detailed CV.

Search Jobs

Physicians can search positions that suit their criteria.

Early Job Notifier

Physicians receive e-mails of posted jobs meeting their criteria.

Apply for Jobs

Physicians click on your ad and submit their profile and CV.

Career Resources: Career Counseling

Articles and information to assist physicians in their job search.

Residency Database

Information on residency programs.

Non ACP CME/Conferences/Meetings

Listing of meetings to attend for CME Credit.

CONTACT INFORMATION

Advertising Sales

For additional information or to place an ad contact:

Northeast, Southeast and Great Lakes Regional Sales:

MARGARET GARDNER

Advertising Account Executive

800-523-1546 ext. 2768

215-351-2768 (phone)

215-351-2685 (fax)

mgardner@acponline.org

Northwest, Southwest & Mountain Regional and International Sales:

MARIA FITZGERALD

Advertising Sales Representative

800-523-1546 ext. 2667

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mfitzgerald@acponline.org

North and South Central Regional Sales:

RYAN MAGEE

Advertising Sales Representative

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Advertising Support

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215-351-2728 (phone)

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vtu@acponline.org

Reprints

Reprints of ACP publications are available in print form and for online use by contacting:

Helen Canavan, *Reprint Coordinator*

215-351-2663 (phone)

215-351-2686 (fax)

hcanavan@acponline.org

Insertion Orders

Insertion orders must be received typed via mail, fax or e-mail.

Send Ads to

Advertising Department

American College of Physicians

190 N. Independence Mall West

Philadelphia, PA 19106-1572

ACP Job Placement Center

Vera Bensch

215-351-2630 (phone)

215-351-2686 (fax)

vbensch@acponline.org