

2010 ACP Electronic Newsletters

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

Annals E-TOC—biweekly circulation

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 asked to receive it.

Annals CME e-alert—biweekly circulation

Annals CME e-alert provides subscribers with electronic notification of new *Annals of Internal Medicine* CME offerings. *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

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

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.

Internal Medicine 2010 News—Daily E-News Blast

Daily E-News Blast includes daily updates, breaking news, and events live each day from *Internal Medicine 2010*.

Net Advertising Rates

Annals E-TOC

- Plain text: Maximum 35 words plus URL \$4500

Annals CME e-Alert

- Plain text: Maximum 35 words plus URL \$1000

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

ACP InternistWeekly

\$1000 weekly

ACP HospitalistWeekly

\$1000 weekly

Daily E-News Blast

\$6000/3 days

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

Technical Specifications

Weekly Banner

Vertical Skyscraper	120 x 600 pixels
Horizontal Banner	600 x 100 pixels

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
- Nonanimated files work better as JPG if they contain graduations, color screens, or photographs
- **No Flash**

Policies:

Please note that all e-blast ads must be provided 10 days in advance of requested e-mail date. All e-blast ads 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.