ACP Custom Publishing

ACP offers a wide variety of specialty publishing opportunities to aid in brand building and product awareness. Please contact the Director of Advertising Sales for more information about advertising and sponsorship opportunities, such as:

Sponsored subscriptions
- We will deliver a subscription of *Annals of Internal Medicine* with your 4–8 page, 4-color cover wrapped around the journal to your targeted list of physicians.* Your creative will be transferred to the 4-color cover wrap, resulting in the look and feel of a premium cover position, as well as cover 2, cover 3, and cover 4 premium positions, so your message is always seen by the readers.

- Programs are available in 3- and 6-month subscriptions. Your target audience is recruited via phone, fax, or sales representative contact. Physicians are given a choice of journals to which they do not already subscribe, helping the vehicle cut through desk clutter.

- *Annals of Internal Medicine, ACP Hospitalist*, and *ACP Internist* are eligible for this program.

Belly band and cover tip programs
- Belly bands allow you to place your message on a 4”-wide strip across the front and back of our publication. The belly band must be removed by the reader to gain full access to the publication’s content. Belly bands can be secured on an issue-by-issue basis and placed on ACP member subscriptions or your targeted list.

- Cover tips offer an outstanding opportunity to appear on the cover of the magazine, increasing your products’ exposure and recognition.

- *ACP Hospitalist* and *ACP Internist* are eligible for this program.

Annals of Internal Medicine International and Canadian Edition
- Reach ACP members and *Annals of Internal Medicine* subscribers who reside in other countries by sponsoring the international edition of *Annals of Internal Medicine*.

*Members of the American College of Physicians and subscribers to *Annals of Internal Medicine* are excluded from this offering.

**All ride alongs are subject to the publisher’s approval.

Sponsorship of CME and promotional special advertising inserts
- You can enclose your promotional advertisement, educational monograph, or educational CD-ROM as a ride along with our printed journals.** Materials that are polybagged with our journals grab the attention of the recipient physician.

- *Annals of Internal Medicine, ACP Hospitalist*, and *ACP Internist* are eligible for this program.