The American College of Physicians Digital Network

The ACP Digital Network is comprised of four Websites, five e-mail offerings, and a mobile app. The network provides advertisers with an exceptional opportunity to reach their target audience in multiple locations along with the flexibility to optimize placements for the greatest performance possible. With ad positions above the fold, placement within the ACP network ensures that no impressions are wasted and that ads are delivered to trusted Web properties with professional audiences. Sites included in the network are:

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ACP Web Sites

Annals.org

Annals.org is the online presence of *Annals of Internal Medicine*, the most highly cited peer reviewed journal in internal medicine.

Annals.org publishes practice-defining studies, cutting edge commentary, and evidence based reviews. Annals.org offers opportunities for readers to interact with authors, editors, and each other. The site delivers a mix of material that addresses the science and art of medicine and helps physicians improve the health of their patients.

ACPOnline.org

ACPOnline.org is the gateway for the 141,000 members of the American College of Physicians. The site highlights the benefits afforded to members and provides links to all of the resources available to them, including clinical information, education and recertification materials, and practice management tools.
ACP Web Sites

ACPHospitalist.org
ACPHospitalist.org covers the latest trends in hospital medicine, including advances in health technology, clinical controversies, staffing and scheduling, salary trends, reimbursement trends affecting hospitalists, patient safety and quality of care, evidence-based medicine, new drug approvals, practice opportunities, CME opportunities, and physician products and services. The ACPHospitalist.org blog is updated regularly with news and commentary on hospital medicine.

ACPInternist.org
ACP Internist has a strong Web presence with ACPInternist.org, which provides news and information for internists about the practice of medicine and the policies, products, and activities of ACP. In addition to displaying the content of the month’s print issue, ACPInternist.org features a blog that is updated daily, an active Twitter stream, and other interactive features.
ACP Digital Sponsorship Opportunities

Annals.org Homepage Roadblocks
Own 100% of the digital advertising space on the Annals.org homepage through this exclusive advertising opportunity consisting of a top banner (728 x 90) and a side box (300 x 250). Each homepage roadblock lasts for two weeks to coincide with the release of each new issue of Annals of Internal Medicine.

Interstitial Advertising
A high performance, unique sponsorship opportunity that puts your ad front and center in an exclusive placement on ACP sites, interstitial sponsorships help advertisers command a user’s attention. Each Interstitial sponsorship lasts for a two-week period to coincide with the release of each print issue.

Annals iPad Edition
The latest addition to ACP’s digital opportunities is the Annals iPad app, which lets advertisers reach their target audience on the go. Featuring the latest content from Annals of Internal Medicine as well as other ACP publications, the Annals iPad edition is an ideal way to reach physicians utilizing the latest technology. More than 33,000 user downloads show that the Annals iPad edition is a regular destination for physicians who want to stay up to date with the latest Annals content—no matter where they are.
ACP Electronic Newsletter Opportunities

Reach a mass audience in their inbox with ACP e-mailed newsletter opportunities. ACP provides both ACP members and nonmembers with opt-in e-mail updates that keep subscribers up to date with the latest information available from ACP. With 100% share of voice and above-average open rates, ACP e-mails are a great way for advertisers to expand their reach.

- **Annals’ First Look (Electronic Table of Contents)**
  - 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.

- **ACP Internist Weekly**
  - 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 exclusive Web content, such as our highly acclaimed supplements on specific diseases.

- **ACP Hospitalist Weekly**
  - Delivers a summary of the week’s most compelling news stories for hospitalists, including the latest research and clinical news as well as regulatory alerts and practice-improvement tips. The service is invaluable to busy hospitalists who may not have time to scan the many scientific journals and other medical publications that come across their desks.

- **Internal Medicine Meeting 2015 News**
  - Provides on-site coverage of Internal Medicine 2015, April 30–May 2, 2015. This daily e-newsletter, sent to attendees as well as nonattendees, offers updates from the meeting, including breaking news, coverage of noteworthy sessions, and information on upcoming events.

- **ACP Diabetes Monthly**
  - ACP Diabetes Monthly delivers a monthly summary of the most compelling news stories about diabetes, including the latest research and clinical news, regulatory alerts, practice-improvement tips, clinical guidelines, and FDA drug actions. The e-newsletter is delivered on the second Friday of the month and is invaluable to busy clinicians.

- **ACP Advocate**
  - The ACP Advocate e-newsletter is edited by ACP’s Washington, DC, Governmental Affairs Division. ACP Advocate is a bi-weekly, e-newsletter that provides ACP members with news about public policy issues affecting internal medicine and patient care.

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For rates and specifications, pharmaceutical advertisers should contact:

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