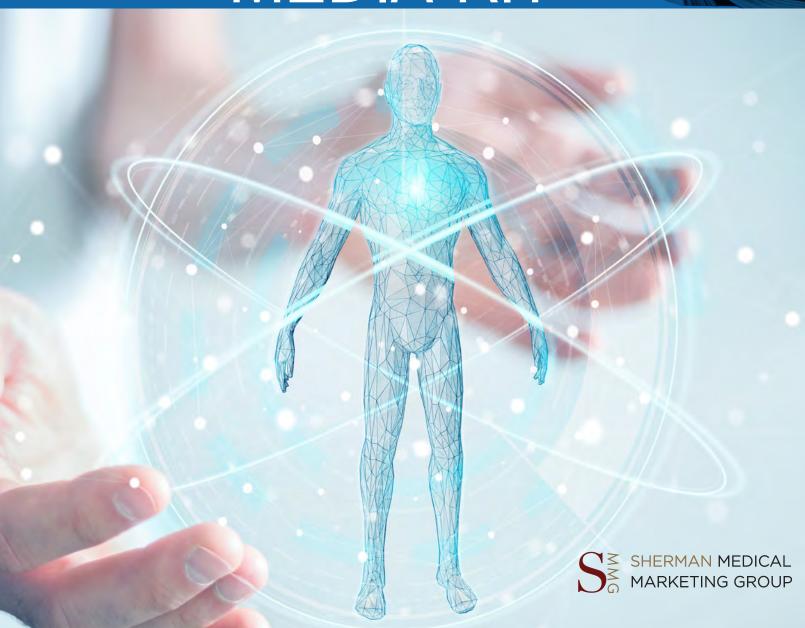


CLEVELAND CLINIC JOURNALOF MEDICINE

MEDIA KIT







PUBLISHER'S STATEMENT

Cleveland Clinic Journal of Medicine (CCJM), the flagship publication of Cleveland Clinic, is a peer-reviewed medical journal circulated monthly to over 129K physicians — internists (including hospitalists), cardiologists, endocrinologists, pulmonologists, and infectious disease.

Ranked as a top hospital by *U.S. News & World Report*, the Cleveland Clinic is also ranked #1 for Cardiology and Heart Surgery (for the past 29 years), as well as in the Top 5 for five other specialties.

CCJM is where physicians and scientists from Cleveland Clinic and other institutions share their experience of caring for patients, teaching physicians, and researching clinical questions, providing a valuable tool for today's HCP.



Brian F. Mandell, MD, PhD Editor in Chief

EDITOR IN CHIEF POINT OF VIEW

"Our goal is to continue publishing papers written with the needs of our readers in mind. Our mission is to provide clinically sound and, we hope, enjoyable learning experiences. And we try to present these articles in a readable format so that readers can remember the important educational messages in 2023 and beyond."



ADVERTISING

SHERMAN MEDICAL MARKETING GROUP

SIMA SHERMAN

TEL: 610-529-0322

E-MAIL: sima@shermanmmg.com

Custom Programs, Contracts & Insertion Orders

1628 John F Kennedy Blvd #2200

Philadelphia, PA 19103

PETER STUDER

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PRINT PRODUCTION

BRUCE MARICH

Production Manager

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E-MAIL: marichb@ccf.org

PUBLISHER

Cleveland Clinic 9500 Euclid Avenue, JJ44 Cleveland, OH 44195

Tel: 216-444-2661 Fax: 216-444-9385

www.ccjm.org







GENERAL EDITORIAL OVERVIEW

CCJM's unique editorial content mixes clinical relevance with evidence and experience-based analysis that is immediately applicable to day-today practice.

Review articles are curated to share what is being learned in examining rooms, surgical suites, lecture halls, and laboratories of Cleveland Clinic and other leading medical institutions.

The editors identify new findings that are changing the practice of medicine and make them applicable for clinical practice.

CCJM is the 2nd largest CME provider in the country, and provides free AMA PRA Category 1 Credit[™]—certified continuing medical education (CME) of compelling practical interest. Contents are indexed for Index Medicus and MED-

AVERAGE ISSUE EDITORIAL PROFILE

• Peer-reviewed articles

LINE on PubMed.

- Editorials
- Regularly appearing departments:

Symptoms to Diagnosis 1-Minute Consult **Smart Testing** The Clinical Picture Medical Grand Rounds

ORIGIN OF EDITORIAL

- · SOLICITED: 80% of editorial Fewer than 10% of solicited submissions are rejected
- UNSOLICITED: 20% of editorial More than 60% of unsolicited article submissions are rejected
- REVIEW PROCESS: Contents are 100% peer-reviewed. A list of reviewers is published annually
- WEBSITE: Articles, including supplements, are available on the journal's website (www.ccjm.org) on the first business day of the month

AD/EDIT RATIO: 25/75

AD FORMAT AND PLACEMENT POLICY

Advertising is interspersed between and within articles.



closing dates

FREQUENCY: Monthly

ISSUE DATES: January, February, March, April, May, June, July, August, September,

October, November, December

MAILING DATES: 3rd of each month

	SPACE	MATERIAL	INSERTS, OUTSERTS, COVERTIPS
Issue	Reservation	Due	Due
January	12/11/23	12/12/23	12/12/23
February	1/10/24	1/12/24	1/12/24
March	2/12/24	2/13/24	2/13/24
April	3/11/24	3/13/24	3/13/24
May	4/10/24	4/12/24	4/12/24
June	5/10/24	5/13/24	5/13/24
July	6/10/24	6/12/24	6/12/24
August	7/10/24	7/12/24	7/12/24
September	8/12/24	8/13/24	8/13/24
October	9/10/24	9/13/24	9/13/24
November	10/10/24	10/13/24	10/13/24
December	11/11/24	11/13/24	11/13/24

CONTRACTS AND INSERTION ORDERS TO:

SIMA SHERMAN

SHERMAN MEDICAL MARKETING GROUP

TEL: 610-529-0322

E-MAIL: sima@shermanmmg.com 1628 John F Kennedy Blvd #2200

Philadelphia, PA 19103

DIGITAL FILES TO:

BRUCE MARICH

Production Manager

Cleveland Clinic Journal of Medicine

TEL: 216-444-1156 FAX: 216-444-9385

E-MAIL: marichb@ccf.org 9500 Euclid Avenue, JJ44 Cleveland, OH 44195





DISTRIBUTION BY SPECIALTY TOTAL CIRCULATION 128,725

DESCRIPTION BY SPECIALTY

- INTERNISTS: Office-based; hospital-based staff physicians; third-year residents
- CARDIOLOGISTS: Office-based; hospital-based staff cardiologists; cardiology residents
- PULMONOLOGISTS & CRITICAL CARE: Office-based; hospital-based staff physicians
- ENDOCRINOLOGISTS: Office-based; hospital-based staff physicians
- INFECTIOUS DISEASE: Office-based; hospital-based staff physicians

BPA CIRCULATION VERIFICATION Semi-annual Audit

Current BPA Statements

• December 2022

DEMOGRAPHIC SELECTION CRITERIA

· CIRCULATION DISTRIBUTION: 100% Controlled

CIRCULATION ANALYSIS

COVER	COVERAGE OF TOP SPECIALTIES						
	Office	Hospital	Total				
Internal Medicine	73,148	15,992	89,140				
Cardiology	16,220	3,358	19,578				
Pulmonology	6,346	1,154	7,500				
Endocrinology/Diabetes	4,870	630	5,500				
Infectious Disease	5,528	1,472	7,000				
Full-Run Total	106,116	22,606	128,722				

DATE AND SOURCE OF BREAKDOWN: December 2022 BPA





rates

	FULL RUN: BLACK-AND-WHITE RATES							128,725	
Fre	equency	1x	6x	12x	24x	48x	72x	96x	144x
Page	Full Page	\$9,724	\$9,048	\$8,695	\$8,336	\$7,998	\$7,686	\$7,395	\$7,145
Size	1/2 Page	\$5,934	\$5,533	\$5,237	\$5,008	\$4,810	\$4,602	\$4,441	\$4,280

	CARDIOLOGY DEMO: BLACK-AND-WHITE RATES							20,000	
Fre	equency	1x	6x	12x	24x	48x	72x	96x	144x
Page	Full Page	\$4,680	\$4,602	\$4,561	\$ 4,420	\$4,285	\$4,036	\$3,963	\$3,812
Size	1/2 Page	\$3,037	\$2,990	\$2,964	\$2,871	\$2,788	\$2,621	\$2,574	\$2,574

	ENDOCRINOLOGY DEMO: BLACK-AND-WHITE RATES						5,500		
Fre	equency	1x	6x	12x	24x	48x	72x	96x	144x
Page	Full Page	\$3,744	\$3,682	\$3,649	\$3,536	\$3,428	\$3,229	\$3,170	\$3,050
Size	1/2 Page	\$2,430	\$2,392	\$2,371	\$2,297	\$2,230	\$2,097	\$2,059	\$2,059

	PULMONOLOGY DEMO: BLACK-AND-WHITE RATES						7,000		
Fre	equency	1x	6x	12x	24x	48x	72x	96x	144x
Page	Full Page	\$3,744	\$3,682	\$3,649	\$3,536	\$3,428	\$3,229	\$3,170	\$3,050
Size	1/2 Page	\$2,430	\$2,392	\$2,371	\$2,297	\$2,230	\$2,097	\$2,059	\$2,059

INFECTIOUS DISEASE DEMO: BLACK-AND-WHITE RATES						7,500			
Fr	equency	1x	6x	12x	24x	48x	72x	96x	144x
Page	Full Page	\$3,744	\$3,682	\$3,649	\$3,536	\$3,428	\$3,229	\$3,170	\$3,050
Size	1/2 Page	\$2,430	\$2,392	\$2,371	\$2,297	\$2,230	\$2,097	\$2,059	\$2,059

COLOR RATES					
Metallic	BW Rate + \$2,494				
Four Color	BW Rate + \$3,020				
Five Color (4C+PMS)	BW Rate + \$4,550				
Bleed: No Charge					

Covers Second cover* 35% premium Fourth cover* 50% premium Positions Opposite TOC 15% space premium Opposite editorial 10% space premium Other preferred positions 5% space premium

*Premium applies to black-and-white rate of one page only







gene ral advertising rates & discounts

GENERAL ADVERTISING INFORMATION

REQUIREMENTS FOR ADVERTISING ACCEPTANCE

- · Professional and nonprofessional products or services are subject to Editor-in-Chief and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. (Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date to obtain approval.)
- Advertisements are subject to the AAAA's Standard Terms and Conditions for Indemnification by Media Company, Agency and Advertiser.
- Advertisements that resemble editorial or the publication's editorial format ("Advertorials") will carry the word "Advertisement" in at least 10-point type at the top of the ad unit.
- Run-of-book cancellations are accepted up to the official material deadline for space without penalty.

COVERS, POSITIONS

- · Sold annually on a contractual basis. Space premiums are charged against the B&W earned rate.
- Premium position advertisers cannot be guaranteed more than 2 pages of separation from a competitor.
- · Cancellations of less than 45 days' written notice will incur a fee equal to the cost of the premium.

RATES & DISCOUNTS

Effective Date: January 1, 2024

Agency commission and terms: Fifteen percent of gross billings on space, color, and premium position charges to recognized agencies.

A finance charge of 1.5% per month will be applied to all past-due invoices beyond 60 days.

CORPORATE EARNED FREQUENCY

The earned frequency rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page.

- A spread counts as 2 units.
- Each page of an insert counts as one unit (i.e., a single leaf insert counts as 2 units).
- Each demographic/regional/split-run page counts as a unit.

Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

CORPORATE FREQUENCY DISCOUNT PROGRAM

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from CCJM in 2024 based upon full-year 2023 Net Spend.

All promotional spending will apply to establish the corporate level of discount, including print and digital advertising, reprints, and non-CME programs.

Discounts will be applied to print advertising purchased in regular issues of CCJM. The Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts).

2021 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2022Dis- count	1.0%	1.5%	2.0%	2.5%	3.0%	3.5%	4.0%	4.5%



rates & discounts

INCENTIVE PROGRAMS CONTINUITY DISCOUNT PROGRAM

Buy 5 ads, get the 6th at half price; OR buy 11 ads, get the 12th ad FREE* . This program applies to the 12-month period of January 2024 through December 2024 (or 12-month fiscal year where applicable).

Discount only applicable for Full Circulation and Demo buys.

Advertisers will be short-rated if discount is not

* Clients must supply materials for free insertions. Free pages count toward earned frequency. Free pages do not count toward corporate discount.

NEW BUSINESS

Established products that have not run in CCJM previously, new product launches, new indications, or new formulations qualify for a 5% discount.

Discount only applicable for Full Circulation and Demo buys.

CONTINUITY DISCOUNT

Products that have run in CCJM previously will qualify for a 3% continued business discount. Discount only applicable for Full Circulation and Demo buys.

PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS

Advertisers with more than 2 PI B&W pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.

DEMOGRAPHIC EDITIONS

Take advantage of CCJM's Specialty Demographic editions for Cardiology, Endocrinology,

Pulmonology, and Infectious Disease (please see rates on page 6).

PREPAYMENT PLAN

• An optional prepayment program is available. Contact SMMG for additional details.

LIST MATCHES

- List matching is available, minimum circulation for list match is 50% Full Run Circulation (up to 64.343)
- Please contact SMMG for premium position list match availability
- List match ad units are counted toward corporate earned frequency with corporate discounts applied. Continuity, New Business/Launch discounts are not available for partial circulation
- Cost is determined as:
- Percent of circulation x full-run space cost plus
- Plus \$1.000 non-commissionable mechanical charge
- Charges from list match service for record tags (mandatory for all list-match projects) are incremental to net cost
- · Geographic split-runs are available and considered a list match, please use above parameters for pricing

ORDER OF PRINT AD DISCOUNTS (AS APPLICABLE)

- Corporate Earned Frequency (1)
- (2)Journal List Match
- (3)**New Business**
- (4)Journal Continuity Discount
- (5)Corporate Discount
- (6) Agency Discount
- (7)Multiple Placement Discount





special opportunities

COVER TIPS

Reach over 129,000 physicians with this compelling, highly visible advertising opportunity. Count on prime exposure when you use a cover tip for:

- · A new product launch
- · A coming-soon ad
- An upcoming event

List match, split-runs, and demo buys available



COVER TIP SPECS

Specifications	Description
Size: 7.5" (w) x 5.25" (h) Standard	Single Leaf
Non-Standard	Multi-page

- · An accurate sample mock-up must be submitted 3 weeks prior to issue materials due date.
- Please contact SMMG for more information regarding cost for:
 - Printing
 - · Affixing Pls
 - Custom elements
 - · Demographic or list match audience (50% minimum circulation)
 - Split-run availability
- · Any cover tip that includes a PI must run as a multi-pager with PI glued on inside and wafer sealed.
- Cancellations of less than 60 days' written notice will incur a fee equal to 25% of the cost.

INSIDE OUT DUO DISCOUNT

Run a cover tip in the same month with a ROB advertisement and earn 5% off the inside ad.

OUTSERTS

Capture high visibility through distribution with Cleveland Clinic Journal of Medicine. Your preprinted outsert is placed over a current issue and polybagged for outstanding exposure. This is an impactful way to get your message to an engaged audience with a brand they trust.

Samples must be submitted for review and approval.

CUSTOM COVER WRAP

- Mailed to target list and specialty HCPs
- 6-month subscription program
- · Custom design that wraps around journal, including new cover and 3+ pages of creative

REPRINTS / EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave-behinds, new product launches, formulary kits, and more. Reprints/ePrints are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers, speaking to clinicians with knowledge and relevance. CCJM can also provide related articles to create a comprehensive review package on any given topic; please contact SMMG for more information.

FOR USA & ALL OTHER CONTACT:

SIMA SHERMAN

SHERMAN MEDICAL MARKETING GROUP

TEL: 610-529-0322

E-MAIL: sima@shermanmmg.com 1628 John F Kennedy Blvd #2200

Philadelphia, PA 19103

FOR CANADA CONTACT:

CLEVELAND CLINIC JOURNAL OF MEDICINE IRIS TRIVILINO

TEL: 216-444-2661 FAX: 216-444-9385

E-MAIL: trivili@ccf.org 9500 Euclid Avenue, JJ44 Cleveland, OH 44195



insert information

AVAILABILITY AND ACCEPTANCE

- AVAILABILITY: All inserts are subject to issue availability. Maximum five inserts per issue; please check with SMMG for issue approval.
- ACCEPTANCE: All inserts are subject to publisher's approval. Full-size stock samples must be submitted for approval prior to publication.
- SPECIAL INSERT FEATURES: Gatefolds, shortcuts, and other non-standard features (e.g., paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur a premium charge.

	PAPER STOCK						
Paper Coating	Maximum	Minimum	Max Micrometer reading				
Coated	70#	60#	0.004"				
Uncoated	60#	50#	0.004"				

STANDARD SIZES AND SPECIFICATIONS

Furnished inserts must correspond to above specifications. All inserts are to be full size, supplied untrimmed (see trimming specifications), printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the publisher's discretion.

BRCS

Accepted if they accompany a full-page ad and must meet postal regulations.

JOURNAL AND INSERT TRIM SIZES

- Trim size: 7 7/8" × 10 1/2" (Keep all live matter 1/4" from trim. Book is jogged to head, perfect bound.)
- 2 Page / 4 Page / 8 Page Furnished size: 8 1/8" x 10 3/4" Will trim to 7 7/8" x 10 1/2" 1/8" trim from head, foot, face, and spine
- · Trimming of oversized inserts will be charged at cost

CLIENT SUPPLIED MATERIAL QUANTITY:

Quantities are subject to normal fluctuations in counts. Please contact SMMG to confirm current insert quantity.

- FULL RUN: 137,031 (includes 10% for spoilage)
- INTERNAL MEDICINE DEMO: 115,496 (includes 10% for spoilage)
- CARDIOLOGY DEMO: 21,536 (includes 10% for spoilage)
- NEW ENDOCRINOLOGY DEMO: 6,012

(includes 10% for spoilage)

- NEW PUMONOLOGY DEMO: 8,133 (includes 10% for spoilage)
- NEW INFECTIOUS DISEASE DEMO: 8,250

(includes 10% for spoilage)

SHIPPING

Inserts should be carton packed or stacked in E-containers (Gaylord). Skids must be marked on all four sides with the title of the publication and the issue. A packing list should be included show-ing the exact amount shipped and total number of cartons or skids. Multiple inserts must be pack-aged separately and identified. Do not mix inserts in cartons.

SHIP TO:

Schumann Printers, Inc. Attn Receiving **CCJM** Please note issue 200 Swarthout Rd Fall River, WI 53932



printing specifications

RUN-OF-BOOK SIZES AND SPECIFICATIONS

	Width/Depth				
	No-Bleed Sizes	Bleed Sizes			
1 page	7" × 10"	8 1/8" × 10 3/4"			
1/2 page (vertical)	3 1/4" × 10"	4" × 10 3/4"			
1/2 page (horizontal)	7" × 4 7/8"	8 1/8" × 5 1/4"			

JOURNAL TRIM SIZE

7 7/8" × 10 1/2"

Hold all live matter 1/2" from trim on all sides. Preferred live area 7" X 10"

PAPER STOCK

COVERS: 80# PUBGLOSS 88

• INSIDE PAGES: 50# PUBGLOSS 82

TYPE OF BINDING

Saddle stitch; 1/8" is trimmed off all sides.

HALF-TONE SCREEN RECOMMENDED

· COVERS: 133 line

• RUN OF BOOK: 133 line

REPRODUCTION REQUIREMENTS

Follow Specifications for Web Offset Publication (SWOP)

- FILE TYPES ACCEPTED: PDF/X1a:2001, PDF/X1a:2003.
- PRINTING: Offset Full Run, Cover

COLORS AVAILABLE: 4-color process, matched,

GAA/SWOP, 5th cylinder COVERS: 4-color process

COLOR ROTATION: Black, cyan, magenta, yellow

MATERIALS POLICY

Materials, including inserts, discs, and electronic files, will be held one year from date of last insertion and then destroyed.



DIGITAL OPPORTUNITIES

Physician level data available.

268,800 MONTHLY PAGE VIEWS 179,400 MONTHLY UNIQUE VISITORS 1.27
PAGES PER
SESSION

400,000 TOTAL MONTHLY AD IMPRESSIONS





digi tal reach

Core Audience

Expanded Specialties

Specialty	Digital	NP/PA - Digital
Internal Medicine	131,201	12,193
Cardiology	32,824	5,864
Pulmonology	18,191	1,055
Endocrinology/Diabetes	8,634	921
Infectious Disease	9,873	675
Neurology	18,191	1,475
HemOnc, MedOnc	16,225	4,090
Dermatology	12,967	2,619
Gastroenterology	16,623	1,582
Nephrology	11,779	851
Rheumatology	6,563	634
Allergy/Immunology	4,709	493
Family Medicine	58,553	32,228
Urology	10,383	1,088
OB/GYNs	24,684	7,745
Total	381,400	73,513

BPA CIRCULATION VERIFICATION

Semi-annual Audit

Current BPA Statements

• December 2022

Channel	Page Views	Sessions	Users	Avg Session Duration
www.ccjm.org Average	392,903	305,844	269,517	1:18

August 2022 - January 2023 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

Channel	eNewsletters	eTOC
CCJM eNewsletters Average Distribution	268,831	330,073

August 2022 - January 2023 data. Weekly eNewsletter (16 issued in the period) Monthly eTOC (6 issued in the period).

DATE AND SOURCE OF BREAKDOWN: December 2022



WEBSITE DISPLAY ADS

Display ads served across pages of Cleveland Clinic Journal of Medicine online (www.ccjm.org)

MONTHLY PAGE VIEWS: 268,800 MONTHLY UNIQUE VISITORS: 179,400

PAGES PER SESSION: 1.27

MONTHLY AD IMPRESSIONS: 400,000

CCJM.ORG RATES

ROS: \$105 CPM Net

Net Homepage Takeover: \$175 CPM

HCP LEVEL DATA

CCJM has the capability to target, track, and evaluate engagement of physicians and other healthcare professionals through display banners, eNewsletters, native ads, custom landing pages, and resource centers.

REACHABLE AUDIENCES

Expanded Audiences reachable via CCJM digital programs are as follows: MedOnc, Hem/Onc, Gastroenterology, Dermatology, Nephrology, Rheumatology, Allergy/ Immunology, Urology & Family Medicine.

MONTHLY ETOC/WEEKLY ENEWSLETTERS/ DISEASE STATE **ENEWSLETTERS**

100% SOV eNLs delivered directly to HCP email addresses, your promotional message is seen within a timely window and editorial environment that helps drive traffic to your brand. Purchase multiple eNewsletters for greater efficiencies and exposure. Contact your sales representative for multi-deployment discounts.

List match availability for eTOCs and eNewsletters. SENDS: 255K+

AVERAGE OPEN RATE: 15% COST MODEL: Flat Fee



Highlights of important conferences for your brand; optional Key Opinion Leader video interview available.

- Banner ads on Conference Highlight eNewsletters as well as banners on the Conference Coverage landing page
- 100% SOV exclusivity
- Option to summarize news in a print supplement which would be polybagged with a future issue of CCJM Engaging with our audiences, 2024 Conferences available for sponsorship:
- · Cardiology: American College of Cardiology (ACC), American Heart Association (AHA)
- Dermatology: American Academy of Dermatology (AAD)
- Diabetes/Endocrinology: American Diabetes Association (ADA), Endocrine Society (ENDO)
- Internal Medicine/Family Medicine: American College of Physicians (ACP), AAFP Family Medicine Experience (FMX)
- Gastroenterology: American College of Gastroenterology (ACG)
- Hematology, Oncology, Hem/Onc: American Society of Clinical Oncology (ASCO), American Society of Hematology (ASH)
- Infectious Disease: IDWeek
- Neurology: American Academy of Neurology (AAN)
- Nephrology: American Society of Nephrology Kidney Week

Distribution Options:

FULL CIRCULATION: 255K+ HCP List Match Target by Specialty GUARANTEED OPEN RATE: 10% No charge resend to non-openers

COST MODEL: Flat Fee

PROGRAMMATIC CCJM.ORG

Reach targeted HCPs efficiently and effectively programmatically within CCJM eNewsletters. Target list, specialty, and geographic targeting available.

^{*}able to cover conferences not listed upon request





digital advertising

SPECIALTY CENTERS

CCJM article collection focused on topics related to specialty and interested HCPs

• Sponsorship includes 100% SOV with banner ads adjacent to relevant content on CCJM site and within monthly Specialty Center eNLs

COST MODEL: Flat Fee

NATIVE ADVERTISEMENTS

Native Ads allow sponsors to embed brand or disease state assets via text or text and images within CCJM content (Website and eNewsletters).

Creative options include:

- "From Industry" Notification (Text Ad)
- Conference Promotions

COST MODEL: CPC (Cost Per Click)



cust om special opportunities

PRODUCT BULLETIN

Informational feature about the product, including indication, new highlights, hosted within dedi-cated CCJM landing page. Written in conjunction with the brand and a medical writer, with option to repurpose existing branded content. Includes 24-32-page print feature including sponsor logo; polybagged with an issue of CCJM and/or direct mailed to list match. Target List and/or Spe-cialty Demo targeting available.

DISEASE UPDATE

Custom article piece designed to inform HCPs about important medical information in a stream-lined and digestible format. Unbranded content written by Cleveland Clinic physicians, sponsorship includes 100% SOV within dedicated page(s) and custom email driving HCPs to content. Target List and/or Specialty Demo targeting available.

Print Option: Article appears within the monthly journal as ROB or polybagged as an outsert.

CONVERSATIONS WITH LEADERS

Interview with an opinion leader (KOL) on topic of choice hosted within dedicated CCJM landing page. KOL can be client suggested or provided by the Cleveland Clinic. Client to suggest discussion topics and questions, CCJM develops content. Includes 100% SOV within dedicated page(s) and custom email driver driving HCPs to content. KOL Video option available. Target List and/or Specialty Demo targeting available.

Print Option: 2-4 Page interview printed and sent to desired audience or polybagged as an outsert with issue of CCJM.

PRICING:

Please consult with SMMG on advertising rates for Product Bulletins, Conversations with Leaders or Disease Update.

CANCELLATION POLICY: 50% cancellation fee applies upon creation of content.

CLOSING DATES AND

SPECIFICATIONS: Ads must be approved for both print and digital options.

Please consult SMMG to confirm closing dates and print/digital advertising specs.





digital advertising

HCP LEVEL DATA

HCP level reporting will be provided on the desired deliverable timeline: monthly, quarterly or annually. Data feeds for client CRMs available.

Engagement data provided:

Web usage (visits, page views, time spent, banner impres-

Email usage (delivered, opened, clicks)

User data provided:

- · First and last name
- · City, State, Zip Code
- Specialty
- Title
- Type of Practice
- NPI #

DIGITAL AD SPECS

AD SIZES: 728X90, 300X250

MAX INITIAL FILE LOAD SIZE: 40 KB

SUBSEQUENT MAX POLITE FILE LOAD SIZE: 100 KB MAX ANIMATION & LOOPING LIMITATION: 3 LOOPS MAX FRAME RATE LIMITATIONS: 24 FPS VIDEO LENGTH: 15

SEC

VIDEO AD SPECS

FILE FORMAT: MP4, M4V, MOV, Embedded link

FILE SIZE MAX: Up to 100GBs

FRAME RATE MAX: 15-60 Frames per second VIDEO LENGTH: No minimum/max length

AUDIO INITIATION: Must be user initiated (on click: mute/

unmute); default state is muted

ENEWSLETTER DIGITAL AD SPECS

AD SIZES: 728x90, 300x250

MAX INITIAL FILE LOAD SIZE: 40 KB STATIC IMAGE

NO RICH MEDIA ALLOWED

MOBILE AD SPECS

AD SIZES: 300X250, 320X50, 300X50

MAX INITIAL FILE LOAD SIZE: 40 KB STATIC IMAGE

NO RICH MEDIA ALLOWED

NATIVE SPECS

ON SITE:

MAX IMAGE SIZE: 115 X 115 pixels

HEADER CHARACTER MAX: 46 character **BODY CHARACTER MAX: 100 characters** CTA CHARACTER MAX: 10 characters

ENEWSLETTERS:

MAX IMAGE SIZE: 372 X 372 pixels HEADER CHARACTER MAX: 60 character **BODY CHARACTER MAX: 140 characters** CTA CHARACTER MAX: 15 characters