PUBLISHER’S STATEMENT

Cleveland Clinic Journal of Medicine (CCJM), the flagship publication of Cleveland Clinic, is a peer-reviewed medical journal circulated monthly to 128K 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 25 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.

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 2020 and beyond.”

Brian F. Mandell, MD, PhD
Editor in Chief
GENERAL EDITORIAL OVERVIEW

CCJM’s unique editorial content mixes clinical relevance with evidence and experience-based analysis that is immediately applicable to day-to-day 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 MEDLINE on PubMed.

AVERAGE ISSUE EDITORIAL PROFILE

- Peer-reviewed articles
- Editorials
- Popular departments:
  - Symptoms to Diagnosis
  - 1-Minute Consult
  - Smart Testing
  - The Clinical Picture
  - Medical Grand Rounds
  - COVID-19 Curbside Consults

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.
FREQUENCY: Monthly

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

MAILING DATES: 3rd of each month

<table>
<thead>
<tr>
<th>Issue</th>
<th>SPACE Reservation</th>
<th>SPACE Due</th>
<th>MATERIAL Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/13/21</td>
<td>12/20/21</td>
<td>12/21/21</td>
</tr>
<tr>
<td>February</td>
<td>1/13/22</td>
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<td>July</td>
<td>6/15/22</td>
<td>6/20/22</td>
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<td>September</td>
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<td>9/20/22</td>
<td>9/20/22</td>
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<td>November</td>
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</tr>
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<td>December</td>
<td>11/14/22</td>
<td>11/21/22</td>
<td>11/22/22</td>
</tr>
</tbody>
</table>

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
1950 Richmond Road, TR4-04
Lyndhurst, OH 44124
DISTRIBUTION BY SPECIALTY

TOTAL CIRCULATION 128,724

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

CIRCULATION ANALYSIS

<table>
<thead>
<tr>
<th>COVERAGE OF TOP SPECIALTIES</th>
<th>Office</th>
<th>Hospital</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Medicine</td>
<td>75,835</td>
<td>15,144</td>
<td>90,979</td>
</tr>
<tr>
<td>Cardiology</td>
<td>14,965</td>
<td>2,127</td>
<td>17,092</td>
</tr>
<tr>
<td>Pulmonology</td>
<td>6,476</td>
<td>759</td>
<td>7,235</td>
</tr>
<tr>
<td>Endocrinology/Diabetes</td>
<td>4,852</td>
<td>499</td>
<td>5,351</td>
</tr>
<tr>
<td>Infectious Disease</td>
<td>3,274</td>
<td>554</td>
<td>3,828</td>
</tr>
<tr>
<td>Full-Run Total</td>
<td>105,402</td>
<td>19,083</td>
<td>124,485</td>
</tr>
</tbody>
</table>

DATE AND SOURCE OF BREAKDOWN: December 2020 BPA
Internal Medicine Demo includes IM + one or more other audience of choice (except for Cardiology), totaling up to 104,996

<table>
<thead>
<tr>
<th>Internal Medicine Demo: Black-and-White Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Page Size</td>
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<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Cardiology Demo: Black-and-White Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
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<td>Page Size</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Endocrinology Demo: Black-and-White Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Pulmonology Demo: Black-and-White Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
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<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Infectious Disease Demo: Black-and-White Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Rates Per Page</th>
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</thead>
<tbody>
<tr>
<td>Metallic BW Rate + $2,494</td>
</tr>
<tr>
<td>Four Color BW Rate + $3,020</td>
</tr>
<tr>
<td>Five Color (4C+PMS) BW Rate + $4,550</td>
</tr>
<tr>
<td>Bleed: No Charge</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Covers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second cover* 35% premium</td>
</tr>
<tr>
<td>Fourth cover* 50% premium</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Positions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opposite TOC 15% space premium</td>
</tr>
<tr>
<td>Opposite editorial 10% space premium</td>
</tr>
<tr>
<td>Other preferred positions 5% space premium</td>
</tr>
</tbody>
</table>

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

| Insert Rate: BW rates above x Number of insert pages. |
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 30 days’ written notice will incur a fee equal to the cost of the premium.

RATES & DISCOUNTS

Effective Date: January 1, 2022

Agency Discount: 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 2022 based upon full-year 2021 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).

<table>
<thead>
<tr>
<th>2021 Net Spending</th>
<th>$150K</th>
<th>$250K</th>
<th>$500K</th>
<th>$750K</th>
<th>$1.0M</th>
<th>$1.5M</th>
<th>$2.0M</th>
<th>$3.0M+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned 2022 Discount</td>
<td>1.0%</td>
<td>1.5%</td>
<td>2.0%</td>
<td>2.5%</td>
<td>3.0%</td>
<td>3.5%</td>
<td>4.0%</td>
<td>4.5%</td>
</tr>
</tbody>
</table>
INCENTIVE PROGRAMS
MULTIPLE PLACEMENT 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 2022 through December 2022 (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 earned.
* 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 Internal Medicine, 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)

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

(8)
special opportunities

COVER TIPS
Reach 128,724 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
<table>
<thead>
<tr>
<th>Specifications</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Size: 7.5” (w) x 5.25” (h) Standard</td>
<td>Single Leaf</td>
</tr>
<tr>
<td>Non-Standard</td>
<td>Multi-page</td>
</tr>
</tbody>
</table>

- 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 PIs
  - 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 10% off the inside ad. This program supersedes the New Business discount.

OUTSERTS
Capture high visibility through distribution with Cleveland Clinic Journal of Medicine. Your preprinted outpost 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
1950 Richmond Road, TR4-04
Lyndhurst, OH 44124
special opportunities

PRODUCT BULLETIN
Informational feature about the product, including indication, new highlights, hosted within dedicated CCJM landing page. Written in conjunction with the brand and a medical writer, with option to repurpose existing branded content, with brand’s logo/sponsor callout. Includes 100% SOV within dedicated page(s) and custom email driver driving HCPs to content. Target List and/or Specialty Demo targeting available.

Print Option: 24–32-page print feature including sponsor logo; Polybagged with an issue of CCJM and/or direct mailed to list match.

MINUTE DIGEST
Custom article piece designed to inform HCPs about important medical information in a streamlined and digestible format hosted within dedicated CCJM landing page. Written in conjunction with the brand and a medical writer, sponsorship will include brand’s logo/sponsor call out. Includes 100% SOV within dedicated page(s) and custom email driver 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.

CONVERSATION 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 Special Topic Supplements, Product Bulletins, Conversations with Leaders or Minute Digests.

Print Issue Discount: Run an ad in the print issue during the same month as an ad in a supplement, and receive 10% off of the regular issue ad.

CANCELLATION POLICY: 50% cancellation fee applies upon writing draft completion.

CLOSING DATES, INSERTS, AND SPECIFICATIONS:
Ads must be approved for both print and digital placements.

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

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.

<table>
<thead>
<tr>
<th>PAPER STOCK</th>
<th>Maximum</th>
<th>Minimum</th>
<th>Max Micrometer reading</th>
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<tbody>
<tr>
<td>Coated</td>
<td>70#</td>
<td>60#</td>
<td>0.004”</td>
</tr>
<tr>
<td>Uncoated</td>
<td>60#</td>
<td>50#</td>
<td>0.004”</td>
</tr>
</tbody>
</table>

JOURNAL AND INSERT TRIM SIZES

• Trim size: 7 7/8” x 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: 8,000
  (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 showing the exact amount shipped and total number of cartons or skids. Multiple inserts must be packaged separately and identified. Do not mix inserts in cartons.

SHIP TO:

Fry Communications, Inc – Bldg #3
Attention: Julie Stevens
CCJM
15 Pleasant View Drive
Mechanicsburg, PA 17050
800-334-1429 x 3710
RUN-OF-BOOK SIZES AND SPECIFICATIONS

<table>
<thead>
<tr>
<th>Width/Depth</th>
<th>No-Bleed Sizes</th>
<th>Bleed Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>7’’ × 10’’</td>
<td>8 1/8’’ × 10 3/4’’</td>
</tr>
<tr>
<td>1/2 page (vertical)</td>
<td>3 1/4’’ × 10’’</td>
<td>4’’ × 10 3/4’’</td>
</tr>
<tr>
<td>1/2 page (horizontal)</td>
<td>7’’ × 4 7/8’’</td>
<td>8 1/8’’ × 5 1/4’’</td>
</tr>
</tbody>
</table>

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
Perfect bound; 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)
• 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 on all programs.

409,294 MONTHLY PAGE VIEWS
144,709 MONTHLY UNIQUE VISITORS
2.36 PAGES PER SESSION
360,000 TOTAL MONTHLY AD IMPRESSIONS
WEBSITE DISPLAY ADS
Display ads served across pages of Cleveland Clinic Journal of Medicine online (www.ccjm.org)

MONTHLY PAGE VIEWS: 409,294
MONTHLY UNIQUE VISITORS: 144,709
PAGES PER SESSION: 2.36
MONTHLY AD IMPRESSIONS: 306,000

CCJM.ORG RATES
ROS: $105 CPM Net
Specialty Audiences: $125 CPM Net
List Match: $150 CPM 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 and Custom eBlasts, text ads, sponsored microsites, landing pages, resource centers and webcasts.

REACHABLE AUDIENCES
Expanded Audiences reachable via CCJM digital programs are as follows: Neurology, Hematology, Oncology, Hem/Onc, Gastroenterology, Dermatology, Nephrology, Otolaryngology, Rheumatology, Allergy, Urology & Family Medicine.

MONTHLY ETOC/WEEEKLY ENEWSLETTERS (EMAIL)/ 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

HCP CONFERENCE COVERAGE
Email highlights of important conferences for your brand; optional Key Opinion Leader video interview included.

- 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, 2022 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: ID Week
- Neurology: American Academy of Neurology (AAN)
- Nephrology: American Society of Nephrology - Kidney Week

*able to cover conferences not listed upon request

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 with pro-grammatic capabilities across CCJM.org display and within eNewsletters. Target list, specialty, and geographic targeting available.
digital programs

VIDEOS, PODCASTS, & AUDIO
CCJM to host client-produced videos or audio on the official website. Choose to also host audio ad spots within Cleveland Clinic’s podcasts.
• Includes dedicated landing page for the brand
• CCJM will create traffic drivers based upon topics or target audiences.

SPECIALTY CENTERS
CCJM article collection focused on pertinent 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

CUSTOM MICROSITE/RESOURCE CENTER
CCJM will deliver custom microsites or resource centers for key disease state topics or targeted to key CCJM audience specialties.
We design, develop, and build your interactive, multimedia program to be hosted via your URL or one provided by CCJM.
COST MODEL: CPE

NATIVE ADVERTISEMENTS
Native Ads allow sponsors to embed brand or disease state assets via text or text and images within CCJM content (Website or eNewsletters).
Creative options include:
• “From Industry” Notification (Text Ad)
• Conference Promotions
COST MODEL: CPC (Cost Per Click)
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 impressions, clicks)
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, 160x600, 300x600
MAX INITIAL FILE LOAD SIZE: 40 KB
SUBSEQUENT MAX POLITE FILE LOAD SIZE: 100 KB
MAXANIMATION & LOOPING LIMITATION: 3 Loops Max
FRAME RATE LIMITATIONS: 24 FPS
VIDEO LENGTH: 15 sec

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 STATIC IMAGE
MAX INITIAL FILE LOAD SIZE: 40 KB 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