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, NP/PAs 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.

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.

When premium positions are not purchased, ads are placed within the journal (front, middle, and back) on an even rotation.

AVERAGE ISSUE EDITORIAL PROFILE

• Peer-reviewed articles
• Editorials
• Regularly appearing departments:
  Symptoms to Diagnosis
  1-Minute Consult
  Smart Testing
  The Clinical Picture
  Medical Grand Rounds
  COVID-19 Curbside Consults
FIRST ISSUE: June 1931
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>Reservation</th>
<th>Due</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/14/20</td>
<td>12/21/20</td>
<td>12/23/20</td>
</tr>
<tr>
<td>February</td>
<td>1/12/21</td>
<td>1/25/21</td>
<td>1/27/21</td>
</tr>
<tr>
<td>March</td>
<td>2/12/21</td>
<td>2/22/21</td>
<td>2/24/21</td>
</tr>
<tr>
<td>April</td>
<td>3/13/21</td>
<td>3/19/21</td>
<td>3/23/21</td>
</tr>
<tr>
<td>June</td>
<td>5/13/21</td>
<td>5/19/21</td>
<td>5/22/21</td>
</tr>
<tr>
<td>August</td>
<td>7/15/21</td>
<td>7/21/21</td>
<td>7/23/21</td>
</tr>
<tr>
<td>September</td>
<td>8/13/21</td>
<td>8/20/21</td>
<td>8/24/21</td>
</tr>
<tr>
<td>October</td>
<td>9/14/21</td>
<td>9/20/21</td>
<td>9/23/21</td>
</tr>
<tr>
<td>November</td>
<td>10/13/21</td>
<td>10/20/21</td>
<td>10/25/21</td>
</tr>
<tr>
<td>December</td>
<td>11/12/21</td>
<td>11/18/21</td>
<td>11/19/21</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

2021 BONUS DISTRIBUTION (PENDING)
APRIL ISSUE
ACP - Orlando, FL 4/29 - 5/1
MAY ISSUE
ACC - Atlanta, GA 5/15 - 5/17
JUNE ISSUE
CHEST Congress Italy, Bologna, Italy 6/24 - 6/26
OCTOBER ISSUE
ID WEEK - San Diego, CA, 9/29 - 10/3

CONFERENCE COVERAGE SPECIALTY SUPPLEMENTS
CARDIOLOGY SUPPLEMENT:
• Polybagged and mailed with CCJM Card Demo Edition
DIABETES SUPPLEMENT
• Polybagged and mailed with CCJM Endo/Diab Demo
PULMONOLOGY SUPPLEMENT:
• Polybagged and mailed with CCJM PUD Demo
INFECTIOUS DISEASE SUPPLEMENT:
• Polybagged and mailed with CCJM ID Demo

PRICING:
Supplement rate card:
• ROB $20,000 net per sponsor (limited availability)
• CV2, CV4, Cover Tip - $25,000 net
• Sole Sponsorship: $60,000 net
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></th>
<th>Office</th>
<th>Hospital</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Medicine</td>
<td>76,749</td>
<td>15,396</td>
<td>92,145</td>
</tr>
<tr>
<td>Cardiology</td>
<td>15,450</td>
<td>4,129</td>
<td>19,579</td>
</tr>
<tr>
<td>Pulmonology</td>
<td>6,533</td>
<td>847</td>
<td>7,380</td>
</tr>
<tr>
<td>Endocrinology/Diabetes</td>
<td>4,900</td>
<td>563</td>
<td>5,463</td>
</tr>
<tr>
<td>Infectious Disease</td>
<td>3,223</td>
<td>774</td>
<td>3,997</td>
</tr>
<tr>
<td>Full-Run Total</td>
<td>106,855</td>
<td>21,709</td>
<td>128,564</td>
</tr>
</tbody>
</table>

DATE AND SOURCE OF BREAKDOWN: January 2020 BPA

BPA CIRCULATION VERIFICATION
Semi-annual Audit
Current BPA Statements
- November 2018
- July 2019
- January 2020

DEMOGRAPHIC SELECTION CRITERIA
- CIRCULATION DISTRIBUTION: 100% Controlled
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><strong>Page Size</strong></td>
</tr>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>1/2 Page</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cardiology Demo: Black-and-White Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Size</strong></td>
</tr>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>1/2 Page</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Endocrinology Demo: Black-and-White Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Size</strong></td>
</tr>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>1/2 Page</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pulmonaryology Demo: Black-and-White Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Size</strong></td>
</tr>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>1/2 Page</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Infectious Disease Demo: Black-and-White Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Size</strong></td>
</tr>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>1/2 Page</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metallic</td>
</tr>
<tr>
<td>Four Color</td>
</tr>
<tr>
<td>Five Color (4C+PMS)</td>
</tr>
<tr>
<td>Bleed: No Charge</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Insert Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>BW rates above x Number of insert pages.</td>
</tr>
</tbody>
</table>

**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
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, 2021

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 2021 based upon full-year 2020 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>2020 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 2021 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
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 2020 through December 2020 (or 12-month fiscal year where applicable).
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.

LAUNCH PROGRAM
Advertise in 4 consecutive months and earn 50% off the 5th ad (same size or smaller).

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
- 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 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
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>
</tr>
</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.

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
1950 Richmond Road, TR4-04
Lyndhurst, OH 44124
SPECIAL TOPIC SUPPLEMENTS OR MULTI-SPONSORED SUPPLEMENTS
CCJM regularly compiles articles on a specific topic or disease state as a single or multiple-sponsored supplement. Supplements are polybagged with regular issues, and are posted online. Focus can include diagnosis and treatment information or content targeting a subsegment of CCJM’s primary audience.
Distribution of a supplement may also be expanded beyond the Cleveland Clinic Journal of Medicine audiences.

PRODUCT BULLETIN
24-32-Page informational print feature about the product, including indication and new highlights. Written in conjunction with the advertiser and medical writer, sponsorship will include brand’s logo and print ad, Bulletin will be polybagged with an issue of CCJM and/or direct mailed to target or specialty list. Digital option available: includes feature articles hosted within CCJM landing page, 100% SOV surrounding articles, and custom email deployed to target list or specialty HCPs.

MINUTE DIGEST
Choose the topic for this custom piece, designed to inform HCPs about important medical information in a stream-lined and digestible format. Written in conjunction with the advertiser and medical writer, sponsorship will include the brand’s logo on the article, and receive an adjacent print ad opposite TOC where the article feature is listed, or following the Digest. Digital option available: includes Digest article hosted within CCJM landing page, 100% SOV surrounding content, and custom email deployed to target list or specialty HCPs.

CONVERSATION WITH LEADERS
This 2-4 page interview with a Key Opinion Leader in your field is developed in conjunction with the advertiser and medical writer, written in the voice of the HCP. Includes sponsorship callout on the polybagged outsert. Digital option available: includes Conversation article(s) hosted within CCJM landing page, 100% SOV surrounding content, and custom email deployed to target list or specialty HCPs.

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.

### PAPER STOCK

<table>
<thead>
<tr>
<th>Paper Coating</th>
<th>Maximum</th>
<th>Minimum</th>
<th>Max Micrometer reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coated</td>
<td>70#</td>
<td>60#</td>
<td>0.004&quot;</td>
</tr>
<tr>
<td>Uncoted</td>
<td>60#</td>
<td>50#</td>
<td>0.004&quot;</td>
</tr>
</tbody>
</table>

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” × 10 3/4”
  - Will trim to 7 7/8” × 10 1/2”
  - 1/8” trim from head, foot, face, and spine
- Trimming of oversized inserts will be charged at cost

INSERT 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 PUMONOLGY DEMO**: 8,133
  - (includes 10% for spoilage)
- **NEW INFECTIOUS DISEASE DEMO**: 4,500
  - (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&quot; × 10&quot;</td>
<td>8 1/8&quot; × 10 3/4&quot;</td>
</tr>
<tr>
<td>1/2 page (vertical)</td>
<td>3 1/4&quot; × 10&quot;</td>
<td>4&quot; × 10 3/4&quot;</td>
</tr>
<tr>
<td>1/2 page (horizontal)</td>
<td>7&quot; × 4 7/8&quot;</td>
<td>8 1/8&quot; × 5 1/4&quot;</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

Effective March 2020, CCJM.org is a closed access site. Physician level data available on all programs.

261,460 MONTHLY PAGE VIEWS
173,109 MONTHLY UNIQUE VISITORS
2:13 MINUTES SPENT ON SITE
247,000 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: 261,242
MONTHLY UNIQUE VISITORS: 173,109
MINUTES SPENT ON SITE: 2:13

CCJM.ORG RATES
ROS: $95 CPM Net
Specialty Audiences: $120 CPM Net List Match: $130 CPM Net Roadblock: $150 CPM Net
Affinity Targeting: $150 CPM Net

BANNER AD UNITS
Leaderboard (728X90)
Medium Rectangle (300X250) Skyscraper (160X600)
Half Page (300X600)
Mobile (300x250, 320x50, 300x50)

PROGRAMMATIC CCJM.ORG
Reach targeted HCPs efficiently and effectively with programmable capabilities across CCJM.org display and within eNewsletters. Target list, specialty, and geographic targeting available.

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.

MONTHLY ETOC/WEEKLY 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: 155K+
AVERAGE OPEN RATE: 14%

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
• 10% discount for 2 or more conferences
• Option to summarize news in a print supplement which would be polybagged with a future issue of CCJM

Distribution Options:
FULL CIRCULATION: 155K+ HCP List Match
Target by Specialty GUARANTEED OPEN RATE: 13% No charge resend to non-openers
COST MODEL: Flat Fee
BANNER ASSET TYPE: 728x90 and/or 300x250 (Static Only)
CREATIVE FILE TYPES: .gif, .jpg, .png & .bmp
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.

MONTHLY ETOC/WEEKLY 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:
155K+
AVERAGE OPEN RATE:
14%
COST MODEL: Flat Fee

BANNER
ASSET TYPE: 728x90 and/or 300x250 (Static Only)
CREATIVE FILE TYPES: .gif, .jpg, .png & .bmp

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 • 10% discount for 2 or more conferences • Option to summarize news in a print supplement which would be polybagged with a future issue of CCJM

Distribution Options:
FULL CIRCULATION: 155K+ HCP List Match
Target by Specialty GUARANTEED OPEN RATE: 13% No charge resend to non-openers
COST MODEL: Flat Fee
BANNER ASSET TYPE: 728x90 and/or 300x250 (Static Only)
CREATIVE FILE TYPES: .gif, .jpg, .png & .bmp

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.

ONLINE ARTICLE COLLECTIONS
CCJM to compile an article collection of previously published journal content (up to 10 articles)
• “Open access” option
• Sponsorship of 100% SOV banner ads adjacent to relevant content
• Minimum 3 month commitment
COST MODEL: Flat Fee
BANNER ASSET TYPE: 728x90 & 300x250 MOBILE ASSET TYPE: 300x250, 320x50, 300x50

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.

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)
BANNER ASSET TYPE: Text (140 Characters), Images, PDFs, e-Details, Learning Modules, etc. (2 Destination URLs Max)
CREATIVE FILE TYPE: .gif, .jpg, .pdf, .html5 or .swf

CUSTOM EMAIL
CCJM has the ability to deploy commercial messaging on behalf of our sponsors.
Customize a target list of our well-established and highly-engaged HCP audience. A minimum of three drops annually is available per audience.

Buy 3, get 4th 50% off
COST MODEL: Flat Fee or CPS (Cost Per Send. minimum cost applies)
ASSET FILE TYPE: HTML

TRIGGER-BASED CUSTOM EMAIL
Custom email sent to HCPs within 24 hours of consuming specified content on www.ccjm.org.
• CCJM is known for having clinical information that is immediately relevant to HCPs’ day-to-day practice. Reach the HCP at a time when they are researching treatment options and information.
• Can be utilized with Microsite, Resource Center, or Article Collection programs, providing a reminder and expanded message via the triggered email.

COST MODEL: Flat Fee
ASSET FILE TYPE: HTML

HTML REQUIREMENTS
Email Creative - Must be sent as an attachment in FLAT HTML* or TXT. *Do not use Cascading Style Sheets (CSS), JavaScript or EMBED tags.

CLEVELAND CLINIC JOURNAL OF MEDICINE 2021 ADVERTISING RATE CARD • VISIT US ON www.ccjm.org
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 MAX VIDEO AND ANIMATION FRAME RATE: 24 FPS MAX VIDEO LENGTH: 15 SEC
AUDIO INITIATION: Must be user initiated (on click: mute/unmute); default state is muted
HOT SPOT: Not to exceed 1/4 size of ad. Only initiated when user clicks

ENNEWSLETTER 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