PUBLISHER’S STATEMENT

Cleveland Clinic Journal of Medicine (CCJM), the flagship publication of Cleveland Clinic, is a peer-reviewed medical journal circulated monthly to 125K physicians — internists (including hospitalists), cardiologists, endocrinologists and pulmonologists.

 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.

EDITORS IN CHIEF

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 2020 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
Executive Publisher
TEL: 216-444-1155
CELL: 216-704-4583
E-MAIL: studerp@ccf.org

BILLING

LAURIE WEISS
Accountant
TEL: 216-444-4869 FAX: 216-444-9385
E-MAIL: weissl2@ccf.org

PRINT PRODUCTION

BRUCE MARICH
Production Manager
TEL: 216-444-1156 FAX: 216-444-9385
E-MAIL: marichb@ccf.org

KATHY DUNASKY
Production Manager, Custom Programs
E-MAIL: dunaskk@ccf.org

PUBLISHER

1950 Richmond Road, TR4-04
Lyndhurst, OH 44124
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-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
- 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.

When premium positions are not purchased, ads are placed within the journal (front, middle, and back) on an even rotation.
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>12/13/19</td>
<td>12/20/19</td>
<td>12/23/19</td>
</tr>
<tr>
<td>February</td>
<td>1/13/20</td>
<td>1/24/20</td>
<td>1/27/20</td>
</tr>
<tr>
<td>March</td>
<td>2/13/20</td>
<td>2/24/20</td>
<td>2/27/20</td>
</tr>
<tr>
<td>April</td>
<td>3/13/20</td>
<td>3/19/20</td>
<td>3/23/20</td>
</tr>
<tr>
<td>June</td>
<td>5/13/20</td>
<td>5/19/20</td>
<td>5/22/20</td>
</tr>
<tr>
<td>August</td>
<td>7/15/20</td>
<td>7/21/20</td>
<td>7/24/20</td>
</tr>
<tr>
<td>September</td>
<td>8/13/20</td>
<td>8/20/20</td>
<td>8/24/20</td>
</tr>
<tr>
<td>October</td>
<td>9/14/20</td>
<td>9/18/20</td>
<td>9/23/20</td>
</tr>
<tr>
<td>November</td>
<td>10/13/20</td>
<td>10/20/20</td>
<td>10/23/20</td>
</tr>
<tr>
<td>December</td>
<td>11/13/20</td>
<td>11/18/20</td>
<td>11/20/20</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

2020 BONUS DISTRIBUTION
MARCH ISSUE
ACC - Chicago, IL 3/28- 3/30

APRIL ISSUE
ACP - Los Angeles, 4/23 - 4/25

OCTOBER ISSUE
CHEST MEETING - Chicago, IL 10/17-10/21
ID WEEK - Philadelphia, PA 10/21-10/25

SPECIALTY SUPPLEMENTS
ANNUAL CARDIOLOGY SUPPLEMENT:
March 28-30 bonus distribution with CCJM at ACC
April 23-25 bonus distribution with CCJM at ACP
• CCJM Card Demo edition at ACP and ACC
• Polybagged and mailed with CCJM Card Demo Edition and IM

NEW INFECTIOUS DISEASE SUPPLEMENT:
October 21-25 bonus distribution at IDWeek
• Polybagged and mailed with CCJM ID Demo Edition and IM

NEW PULMONOLOGY SUPPLEMENT:
October 17-21 bonus distribution with CCJM at CHEST
• Polybagged and mailed with CCJM PUD Demo Edition and IM
DISTRIBUTION BY SPECIALTY

TOTAL CIRCULATION 124,574

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

CIRCULATION ANALYSIS

<table>
<thead>
<tr>
<th>COVERAGE OF TOP SPECIALTIES</th>
<th>Office-based</th>
<th>Hospital</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Medicine</td>
<td>76,819</td>
<td>15,317</td>
<td>92,136</td>
</tr>
<tr>
<td>Cardiology</td>
<td>15,330</td>
<td>4,248</td>
<td>19,578</td>
</tr>
<tr>
<td>Pulmonology</td>
<td>6,542</td>
<td>852</td>
<td>7,394</td>
</tr>
<tr>
<td>Endocrinology/Diabetes</td>
<td>4,938</td>
<td>528</td>
<td>5,466</td>
</tr>
<tr>
<td>Infectious Disease*</td>
<td>3,173</td>
<td>772</td>
<td>3,945</td>
</tr>
<tr>
<td>Full-Run Total</td>
<td>106,802</td>
<td>21,717</td>
<td>128,519</td>
</tr>
</tbody>
</table>

DATE AND SOURCE OF BREAKDOWN: June 2019 Circulation Report
* Effective January 1, 2020

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

DEMOGRAPHIC SELECTION CRITERIA
• CIRCULATION DISTRIBUTION: 100% Controlled
## FULL RUN: BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$9,724</td>
<td>$9,048</td>
<td>$8,695</td>
<td>$8,336</td>
<td>$7,998</td>
<td>$7,686</td>
<td>$7,395</td>
<td>$7,145</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$5,934</td>
<td>$5,533</td>
<td>$5,237</td>
<td>$5,008</td>
<td>$4,810</td>
<td>$4,602</td>
<td>$4,441</td>
<td>$4,280</td>
</tr>
</tbody>
</table>

## INTERNAL MEDICINE DEMO: BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,760</td>
<td>$6,651</td>
<td>$6,578</td>
<td>$6,376</td>
<td>$6,188</td>
<td>$5,824</td>
<td>$5,726</td>
<td>$5,507</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,389</td>
<td>$4,327</td>
<td>$4,280</td>
<td>$4,150</td>
<td>$4,020</td>
<td>$3,786</td>
<td>$3,724</td>
<td>$3,724</td>
</tr>
</tbody>
</table>

## CARDIOLOGY DEMO: BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,680</td>
<td>$4,602</td>
<td>$4,561</td>
<td>$4,420</td>
<td>$4,285</td>
<td>$4,036</td>
<td>$3,963</td>
<td>$3,812</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3,037</td>
<td>$2,990</td>
<td>$2,964</td>
<td>$2,871</td>
<td>$2,788</td>
<td>$2,621</td>
<td>$2,574</td>
<td>$2,574</td>
</tr>
</tbody>
</table>

## ENDOCRINOLOGY DEMO: BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,744</td>
<td>$3,682</td>
<td>$3,649</td>
<td>$3,536</td>
<td>$3,428</td>
<td>$3,229</td>
<td>$3,170</td>
<td>$3,050</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,430</td>
<td>$2,392</td>
<td>$2,371</td>
<td>$2,297</td>
<td>$2,230</td>
<td>$2,097</td>
<td>$2,059</td>
<td>$2,059</td>
</tr>
</tbody>
</table>

## PULMONOLOGY DEMO: BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,744</td>
<td>$3,682</td>
<td>$3,649</td>
<td>$3,536</td>
<td>$3,428</td>
<td>$3,229</td>
<td>$3,170</td>
<td>$3,050</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,430</td>
<td>$2,392</td>
<td>$2,371</td>
<td>$2,297</td>
<td>$2,230</td>
<td>$2,097</td>
<td>$2,059</td>
<td>$2,059</td>
</tr>
</tbody>
</table>

## COLOR RATES

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metallic</td>
<td>$2,494</td>
</tr>
<tr>
<td>Four Color</td>
<td>$3,020</td>
</tr>
<tr>
<td>Five Color (4C+PMS)</td>
<td>$4,550</td>
</tr>
</tbody>
</table>

Bleed: No Charge

## Covers

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

## Positions

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

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

**INSERT RATES ARE SAME AS ABOVE**
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 on 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, 2020

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 2020 based upon full-year 2019 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>2019 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 2020 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>
r&d

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 / LAUNCH PROGRAM
Established products that have not run in CCJM previously or new product launches, new indications, or new formulations can qualify for this 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 and Pulmonology (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%
- Please contact SMMG for premium position list match availability
- List match ad units are counted toward corporate earned frequency with corporate discounts applied, however 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 125K 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 and split-run also 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 non-subscribers of journal for high impact brand recognition
- List Match (non-CCJM subscribers only)
- 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.

Supplements are polybagged with an issue as outserts, and the 2020 editorial calendar includes the annual Cardiology supplement (March at ACC, April at ACP) as well as introduces the new Infectious Disease (October at IDWeek) and Pulmonology supplements (October at CHEST).

Distribution of a supplement may also be expanded beyond the Cleveland Clinic Journal of Medicine.

PRODUCT BULLETIN
Written as an informative article to highlight a brand’s key messages. Option to digitally distribute via a custom email.

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.

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. Option to distribute via custom email.

PRICING:
Please consult with SMMG on advertising rates for Special Topic Supplements, Product Bulletins, Conversations with Leaders or Minute Digs. Multi-sponsored Supplement rate card:
- $20,000 net per sponsor (limited availability)
- CV2 or CV4 - $25,000

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: Space may be cancelled prior to the space close date for each supplement.

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.

<table>
<thead>
<tr>
<th>PAPER STOCK</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”</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” × 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:** 101,349
  - (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)

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:

Publishers Press
Attn: Insert Warehouse
CCJM
13487 South Preston Highway
Lebanon Junction, KY 40150
Phone (800) 627-5801

Receiving hours are 24 hours Mon-Fri (no delivery past 6 AM EST on Saturday, no delivery Sunday).
# Run-of-Book Sizes and Specifications

## Journal Trim Size

7 7/8” × 10 1/2”

Hold all live matter 1/2” from trim on all sides.
Preferred live area 7” × 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)

- **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

We are pleased to announce the new journal branded site to come on January 1, 2020. Physician level data is available for all digital programs.

237,000 MONTHLY PAGE VIEWS
76,000 MONTHLY UNIQUE VISITORS
2:03 MINUTES SPENT ON SITE
231,000 TOTAL MONTHLY AD IMPRESSIONS
RUN OF SITE DISPLAY ADS
Run of site display ads are served across all pages of
Cleveland Clinic Journal of Medicine online (www.ccjm.org)

TOTAL MONTHLY IMPRESSIONS: 231,000
MONTHLY PAGE VIEWS: 237,000
MONTHLY UNIQUE VISITORS: 76,000
MINUTES SPENT ON SITE: 2:03

ROS CPM
$95 Net per thousand
$120 Net per Specialty

BANNER AD UNITS
Leaderboard (728X90)
Anchor (728X90)
Medium Rectangle (300X250)
Skyscraper (160X600)
Half Page (300X600)
Mobile (300X50, 300X250, 320X50)

HCP TARGETING
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.

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 #

MONTHLY ETOC/WEEKLY ENEWSLETTERS (EMAIL)/DISEASE
STATE ENEWSLETTERS
Delivered directly to their email address, 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.
List match availability for eTOCs and eNewsletters

SENDS: 50,000
AVERAGE OPEN RATE: 18%
AVERAGE CTR: 0.30%

COST MODEL: Flat Fee or CPS (Cost Per Send)
BANNER ASSET TYPE: 728x90 and/or 300x250
Banners (Static Only)
CREATIVE FILE TYPES: .gif, .jpg, .png & .bmp

CUSTOM MICROSBITES / RESOURCE CENTERS
ONLINE ARTICLE COLLECTIONS
CCJM will deliver custom microsites, resource centers or
online article collections 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.

Components:
• 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
• BANNER ASSET TYPE: 728x90 & 300x250
• Minimum 3 month commitment

VIDEOS & PODCASTS
CCJM to host client-produced videos or podcasts on the
official website
• Dedicated landing page or disperse videos contextually
• CCJM will create traffic drivers based upon topics or
target audiences.
CUSTOM EBLAST 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.
COST MODEL: Flat Fee or CPS (Cost Per Send)
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 info 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 triggerred email.
COST MODEL: Flat Fee or CPS (Cost Per Send)
ASSET FILE TYPE: HTML

HCP CONFERENCE COVERAGE
Email highlights of important conferences for your brand; optional Key Opinion Leader video interview included.
Banner ads on Conference Highlight eNewsletters
100% SOV exclusivity
5% 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: 50,000
HCP List Match
Target by Specialty
GUARANTEED OPEN RATE: 6%
No charge resend to non-openers
COST MODEL: Flat Fee or CPS (Cost Per Send)
BANNER ASSET TYPE: 728x90 and/or 300x250
Banners (Static Only)
CREATIVE FILE TYPES: .gif, .jpg, .png & .bmp

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).

Additional Options for Native Placement
- In-Line Video (Video Housing)
- “From Industry” Notification (Text Ad)
- Conference
COST MODEL: CPC (Cost Per Click) or Flat Fee
BANNER ASSET TYPE: Text (140 Characters)
Images, Video, PDFs, e-Details, Learning Modules, etc. (2 Destination URLs Max)
CREATIVE FILE TYPE: mp4, .mov, .gif, .jpg, .pdf, .html5 or .swf

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

MOBILE AD SPECS
AD SIZES: 300x250, 320x50, 300x50
STATIC IMAGE
MAX INITIAL FILE LOAD SIZE: 40 KB
NO RICH MEDIA ALLOWED