

CLEVELAND
CLINIC
JOURNAL OF
MEDICINE

2020 MEDIA KIT



about CCJM

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.



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."

CLEVELAND CLINIC JOURNAL OF MEDICINE

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

TEL: 216-445-3605 FAX: 216-444-9385

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



AMM

editorial

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.

closing dates

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

	SPACE	MATERIAL	INSERTS
Issue	Reservation	Due	Due
January	12/13/19	12/20/19	12/23/19
February	1/13/20	1/24/20	1/27/20
March	2/13/20	2/24/20	2/27/20
April	3/13/20	3/19/20	3/23/20
May	4/13/20	4/23/20	4/27/20
June	5/13/20	5/19/20	5/22/20
July	6/15/20	6/23/20	6/26/20
August	7/15/20	7/21/20	7/24/20
September	8/13/20	8/20/20	8/24/20
October	9/14/20	9/18/20	9/23/20
November	10/13/20	10/20/20	10/23/20
December	11/13/20	11/18/20	11/20/20

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



circulation

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

BPA CIRCULATION VERIFICATION

Semi-annual Audit

Current BPA Statements

- November 2018
- July 2019

DEMOGRAPHIC SELECTION CRITERIA

- **CIRCULATION DISTRIBUTION:** 100% Controlled

CIRCULATION ANALYSIS

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

DATE AND SOURCE OF BREAKDOWN: June 2019 Circulation Report

* Effective January 1, 2020

rates

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

INTERNAL MEDICINE DEMO: BLACK-AND-WHITE RATES								
Page Size	1x	6x	12x	24x	48x	72x	96x	144x
Full Page	\$ 6,760	\$6,651	\$6,578	\$6,376	\$6,188	\$5,824	\$5,726	\$5,507
1/2 Page	4,389	4,327	4,280	4,150	4,020	3,786	3,724	3,724

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

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

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

COLOR RATES	
Metallic	\$2,494
Four Color	\$3,020
Five Color (4C+PMS)	\$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	

INSERT RATES ARE SAME AS ABOVE



general 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 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).

2019 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2020 Discount	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 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

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 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 Continuity and New Business discounts.

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 opportunities

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 Digests.

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.



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" × 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 PUMONOLOGY 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).

printing specifications

RUN-OF-BOOK SIZES AND SPECIFICATIONS

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

JOURNAL TRIM SIZE

7 7/8" x 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)

- 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



digital programs

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 MICROSITES / 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.

digital advertising

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 triggered 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

