PUBLISHER’S STATEMENT

_Cleveland Clinic Journal of Medicine (CCJM)_ is the flagship publication of Cleveland Clinic, a peer-reviewed medical journal circulated monthly to over 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 27 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 2023 and beyond.”

Brian F. Mandell, MD, PhD
Editor in Chief

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

PUBLISHER

Cleveland Clinic
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
  - 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</th>
<th>MATERIAL</th>
<th>INSERTS, OUTSERTS, COVERTIPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/12/22</td>
<td>12/14/22</td>
<td>12/16/22</td>
</tr>
<tr>
<td>February</td>
<td>1/12/23</td>
<td>1/18/23</td>
<td>1/20/23</td>
</tr>
<tr>
<td>March</td>
<td>2/13/23</td>
<td>2/15/23</td>
<td>2/17/23</td>
</tr>
<tr>
<td>April</td>
<td>3/14/23</td>
<td>3/15/23</td>
<td>3/17/23</td>
</tr>
<tr>
<td>May</td>
<td>4/13/23</td>
<td>4/19/23</td>
<td>4/22/23</td>
</tr>
<tr>
<td>June</td>
<td>5/12/23</td>
<td>5/18/23</td>
<td>5/29/23</td>
</tr>
<tr>
<td>July</td>
<td>6/13/23</td>
<td>6/15/23</td>
<td>6/16/23</td>
</tr>
<tr>
<td>August</td>
<td>7/13/23</td>
<td>7/19/23</td>
<td>7/21/23</td>
</tr>
<tr>
<td>September</td>
<td>8/11/23</td>
<td>8/17/23</td>
<td>8/18/23</td>
</tr>
<tr>
<td>October</td>
<td>9/12/23</td>
<td>9/14/23</td>
<td>9/19/23</td>
</tr>
<tr>
<td>November</td>
<td>10/12/23</td>
<td>10/19/23</td>
<td>10/20/23</td>
</tr>
<tr>
<td>December</td>
<td>11/13/23</td>
<td>11/15/23</td>
<td>11/17/23</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 128,725

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

BPA CIRCULATION VERIFICATION
Semi-annual Audit
Current BPA Statements
- June 2022
- December 2022

DEMOGRAPHIC SELECTION CRITERIA
- **CIRCULATION DISTRIBUTION**: 100% Controlled

CIRCULATION ANALYSIS

<table>
<thead>
<tr>
<th>SPECIALTY</th>
<th>Office</th>
<th>Hospital</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Medicine</td>
<td>72,949</td>
<td>16,197</td>
<td>89,146</td>
</tr>
<tr>
<td>Cardiology</td>
<td>15,570</td>
<td>4,009</td>
<td>19,579</td>
</tr>
<tr>
<td>Pulmonology</td>
<td>6,254</td>
<td>1,246</td>
<td>7,500</td>
</tr>
<tr>
<td>Endocrinology/Diabetes</td>
<td>4,841</td>
<td>659</td>
<td>5,500</td>
</tr>
<tr>
<td>Infectious Disease</td>
<td>5,304</td>
<td>1,696</td>
<td>7,000</td>
</tr>
<tr>
<td><strong>Full-Run Total</strong></td>
<td>104,918</td>
<td>23,807</td>
<td>128,725</td>
</tr>
</tbody>
</table>

DATE AND SOURCE OF BREAKDOWN: July 2022 BPA
### FULL RUN: BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Frequency</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>Page Size</td>
<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>
</tr>
<tr>
<td></td>
<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>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Frequency</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>Page Size</td>
<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>
</tr>
<tr>
<td></td>
<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>
</tr>
</tbody>
</table>

### CARDIOLOGY DEMO: BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Frequency</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>Page Size</td>
<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>
</tr>
<tr>
<td></td>
<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>
</tr>
</tbody>
</table>

### ENDOCRINOLOGY DEMO: BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Frequency</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></td>
<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>
</tr>
</tbody>
</table>

### PULMONOLOGY DEMO: BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Frequency</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></td>
<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>
</tr>
</tbody>
</table>

### INFECTIOUS DISEASE DEMO: BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Frequency</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></td>
<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>
</tr>
</tbody>
</table>

### COLOR RATES

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

### Inserts

**INSERT RATE**: BW rates above x Number of insert pages.

**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 45 days’ written notice will incur a fee equal to the cost of the premium.

RATES & DISCOUNTS
Effective Date: January 1, 2023

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 2023 based upon full-year 2022 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

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 2023 through December 2023 (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.

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)
• 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
(7) Multiple Placement 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 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>
</tr>
</thead>
<tbody>
<tr>
<td>Paper Coating</td>
</tr>
<tr>
<td>Coated</td>
</tr>
<tr>
<td>Uncoated</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” 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” × 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.

388,000 MONTHLY PAGE VIEWS
227,000 MONTHLY UNIQUE VISITORS
1.53 PAGES PER SESSION
700,000 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: 388,000
MONTHLY UNIQUE VISITORS: 227,000
PAGES PER SESSION: 1.53
MONTHLY AD IMPRESSIONS: 700,000

CCJM.ORG RATES
ROS: $105 CPM Net
Net Homepage Takeover: $175 CPM

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

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

MONTHLY ETOC/WEEKLY ENEWSLETTERS (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
Highlights of important conferences for your brand; optional Key Opinion Leader video interview available.
• Banner ads on Conference Highlight eNewsletters as well as banners on the Conference Coverage landing page
• 100% SOV exclusivity
• Option to summarize news in a print supplement which would be polybagged with a future issue of CCJM Engaging with our audiences, 2023 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 programmatically within CCJM MeNewsletters. Target list, specialty, and geographic targeting available.
digital advertising

VIDEOS & AUDIO
CCJM to host client-produced videos or audio on the official website.

- 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 topics related to specialty and interested HCPs

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

COST MODEL: Flat Fee

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

Creative options include:
- “From Industry” Notification (Text Ad)
- Conference Promotions

COST MODEL: CPC (Cost Per Click)
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
MAX INITIAL FILE LOAD SIZE: 40 KB
SUBSEQUENT MAX POLITE FILE LOAD SIZE: 100 KB MAX
ANIMATION & LOOPING LIMITATION: 3 LOOPS MAX
FRAME RATE LIMITATIONS: 24 FPS VIDEO LENGTH: 15 SEC

VIDEO AD SPECS
FILE FORMAT: MP4, M4V, MOV, Embedded link
FILE SIZE MAX: Up to 100GBs
FRAME RATE MAX: 15-60 Frames per second
VIDEO LENGTH: No minimum/max length
AUDIO INITIATION: Must be user initiated (on click: mute/unmute); default state is muted

ENEWSLETTER DIGITAL AD SPECS
AD SIZES: 728x90, 300x250
MAX INITIAL FILE LOAD SIZE: 40 KB STATIC IMAGE
NO RICH MEDIA ALLOWED

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

NATIVE SPECS
ON SITE:
MAX IMAGE SIZE: 115 X 115 pixels
HEADER CHARACTER MAX: 46 character
BODY CHARACTER MAX: 100 characters
CTA CHARACTER MAX: 10 characters

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