ACP Digital Advertising Opportunities: Electronic Newsletters

ACP Electronic Newsletters

Reach a mass audience of ACP members and nonmembers with opt-in e-mail newsletters. With 100% share of voice and above-average open rates, ACP e-mails are a great way for advertisers to expand their reach.

**Latest From Annals** (weekly)

Provides subscribers with an eTOC of the most recently published articles in *Annals of Internal Medicine* each week. E-mailed weekly to subscribers and members who have asked to receive it.

Advertising rate is $8,000 per week. Projected U.S. circulation is 466,000.

**ACP Internist Weekly**

Keeps internal medicine physicians up to date on FDA drug actions, clinical guidelines, the latest research from top academic journals, and the latest news from ACP. This e-newsletter also directs readers to other online resources and exclusive web content.

Advertising rate is $6,000 per week. Projected U.S. circulation is 146,000.

**Annals for Hospitalists** (monthly)

Written by and for hospitalists, this monthly online feature includes commentary, an e-newsletter alert, summaries of *Annals* articles of particular interest to hospitalists, and highlights of ACP Journal Club articles. Annals for Hospitalists is developed in collaboration with the University of Michigan.

Advertising rate is $6,000 per month. Projected U.S. circulation is 111,000.

**ACP Hospitalist** (weekly)

Provides ACP members who are hospitalists, residents, and others working in the hospital with news features and research summaries relevant to hospital medicine every Wednesday.

Advertising rate is $4,000 per month. Projected U.S. circulation is 59,000.

2023 Advertising Rates
ACP Digital Advertising Opportunities: Electronic Newsletters

**ACP Diabetes Monthly**
Delivers a monthly summary of the most compelling news stories about diabetes, including the latest research and clinical news, clinical guidelines, and FDA drug actions. This e-newsletter is delivered on the second Friday of the month. Advertising rate is $6,000 per month. Projected U.S. circulation is 144,000.

**ACP Gastroenterology Monthly**
Delivers a monthly summary of the most relevant news in gastroenterology and hepatology, including the latest research, clinical guidelines, and FDA drug actions. This e-newsletter is delivered on the fourth Friday of the month. Advertising rate is $6,000 per month. Projected U.S. circulation is 151,000.

**Annals Fresh Look** (monthly)
Features thoughts and reflections on *Annals* content from the perspective of residents, fellows, and other early career physicians in general and subspecialty internal medicine. The blog also features content from medical students, medical educators, and others interested in the training and experience of early career physicians. *Annals* Fresh Look blog entries are posted monthly on Wednesday. Advertising rate is $6,000 per month. Projected U.S. circulation is 226,000.

**ACP Internist eTOC** (10 times per year)
Previews articles in the print issue, including the latest clinical news in internal medicine, practice management, and conference coverage. It is e-mailed to subscribers on the first Friday of the month 10 times per year. Advertising rate is $6,000 per month. Projected U.S. circulation is 146,000.
ACP Digital Advertising Opportunities

Technical Specifications
• GIF or JPG files.
• Animated files must be GIFs.
• Nonanimated files work better as JPGs if they contain gradations, color screens, or photographs.
• No Flash.

<table>
<thead>
<tr>
<th>E-Newsletter Sponsorship</th>
<th>Release Date Schedule</th>
<th>Available Banners Sizes</th>
<th>Targeted Version Available</th>
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<tr>
<td>Latest From Annals</td>
<td>Weekly on Tuesday</td>
<td>300 x 250</td>
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<tr>
<td>ACP Internist Weekly</td>
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<td>300 x 250, 728 x 90</td>
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<td>Monthly on second Friday</td>
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<td>Monthly on fourth Friday</td>
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Targeted Digital Advertising Opportunities
Targeted versions of ACP’s e-newsletters will be e-mailed to your target audience to coincide with the release date of that specific e-newsletter. Each e-newsletter will carry your product’s message exclusively to your target list of health care providers. You’ll provide your designated audience with the most current ACP internal medicine content along with your message. ACP will provide you with physician-level data, including opens and clickthroughs.