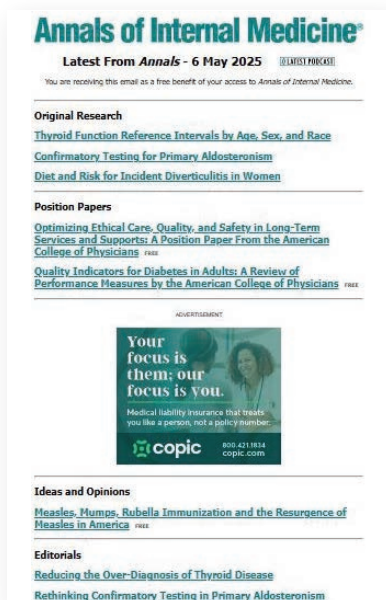


Annals of Internal Medicine: Electronic Newsletter Opportunities

Advertising in the *Annals* family of electronic newsletters provides you with access to a very large audience of physicians and other health care professionals who have opted to receive them. These electronic newsletters offer a 300 × 250 advertising position and provide 100% Share of Voice (SOV). (All ads must be in GIF or JPG format.) Animated files must be GIFS. Nonanimated files work better as JPGs if they contain gradations, color screens, or photographs.



Latest From *Annals*

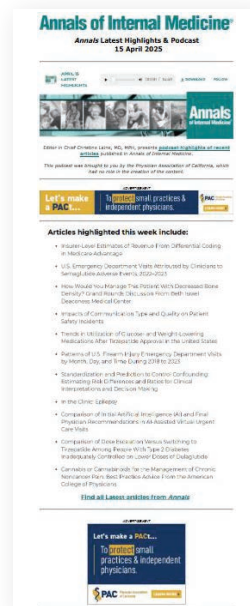
Each Tuesday, Latest From *Annals* subscribers receive this electronic newsletter, which contains the most recently published articles from *Annals of Internal Medicine* and online-first content to keep physicians up to date with the best *Annals* content. Latest From *Annals* is available to members and others who have opted to receive it.

Latest From *Annals*—TARGETED will be e-mailed to your target audience each Tuesday to coincide with the release of Latest From *Annals*. Your designated audience will receive your message in a 300 × 250 ad placed in the middle of the most current *Annals* content. In addition, the content in the ad's linked webpage will deliver your detailed information to meet your objectives. Physician-level data will be reported for TARGETED ads. 100% SOV.

Projected circulation: 425,000

Delivered: Weekly on Tuesday

Advertising rate: \$4,000 per week



Annals Latest Highlights & Podcast

This feature offers *Annals*' busy physician audience with an alternative source for keeping up to date on the latest medical literature from *Annals of Internal Medicine*. Introduced by the Editor in Chief, Dr. Christine Laine, the podcast features highlights of recent articles in *Annals of Internal Medicine*. Both the e-newsletter announcing the podcast and the landing page offer advertising opportunities, and the podcast itself offers the opportunity for two 15–30 second audio commercials at the introduction and conclusion. Two podcasts are delivered each month.

Delivered: Twice monthly on the first and third Tuesdays

Advertising rate: \$4,000 per month

Annals of Internal Medicine: E-alert Opportunities



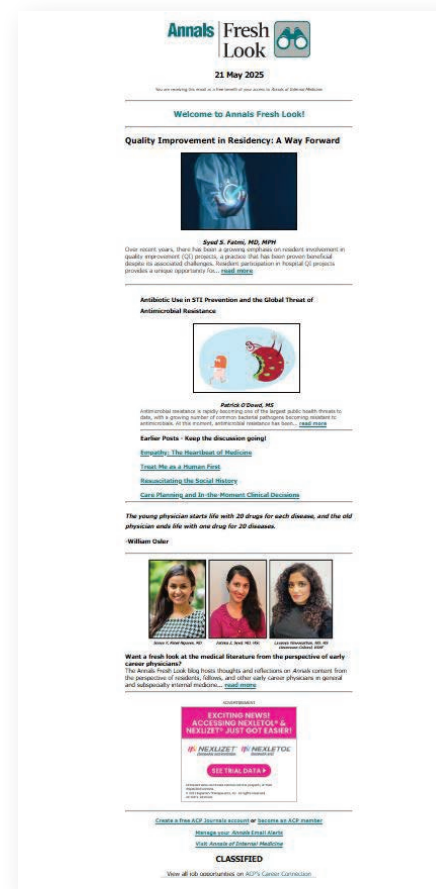
Annals Trending Articles

This e-alert is delivered to subscribers on the first Thursday of the month. It provides recipients with the 10 most accessed (or popular) articles published on Annals.org during the previous month. It also offers 100% SOV.

Projected circulation: 419,000

Delivered: Monthly on first Thursday Advertising

Rate: \$3,000 per month



Annals Fresh Look

This e-alert 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 the third Wednesday of the month.

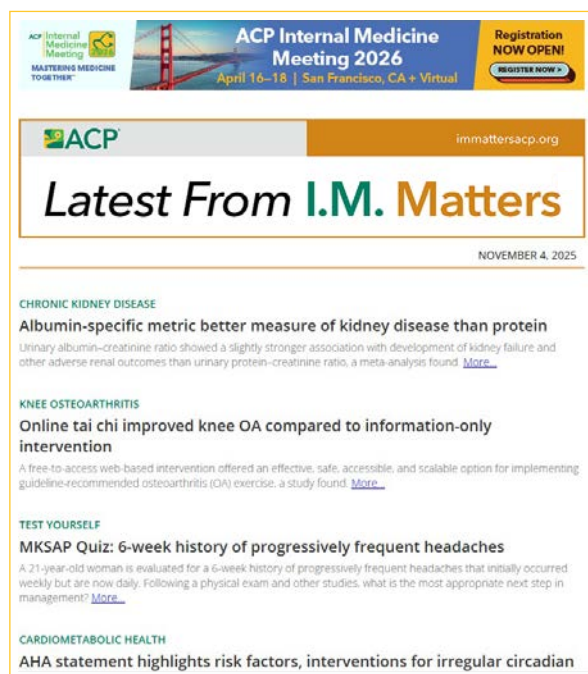
Projected circulation: 226,000

Delivered: Monthly on third Wednesday

Advertising Rate: \$3,000 per month

I.M. Matters from ACP: Electronic Newsletter Opportunities

ACP publishes several electronic newsletters that are available to ACP members: *Latest From I.M. Matters*, *I.M. Matters from ACP* electronic table of contents, *ACP Diabetes Monthly*, and *ACP Gastroenterology Monthly*. Advertising in these ACP electronic newsletters provides you with access to a very large audience of physicians and other health care professionals. Each of these e-newsletters offers 728 × 90 leaderboard and 300 × 250 center advertising spaces, and all are 100% Share of Voice. (All ads must be in GIF or JPG format.) Animated files must be GIFS. Nonanimated files work better as JPGs if they contain gradations, color screens, or photographs.



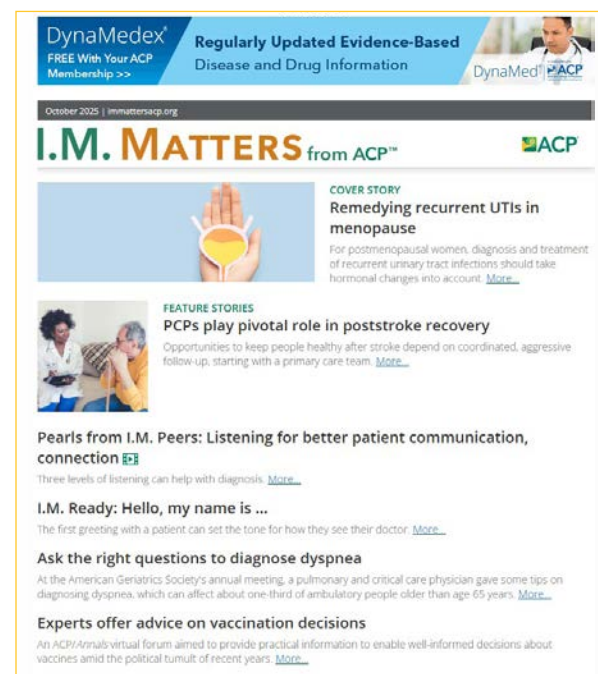
Latest From I.M. Matters

I.M. Matters publishes feature stories, Q&As, College news and perspectives, FDA updates, and the latest research from top academic journals. Latest From *I.M. Matters*, an email delivered three to four times per month on Tuesdays, includes the most recent articles published online at immattersacp.org.

Projected circulation: 129,600

Delivered: Weekly on Tuesday

Advertising Rate: \$3,000 per week



I.M. Matters (electronic TOC)

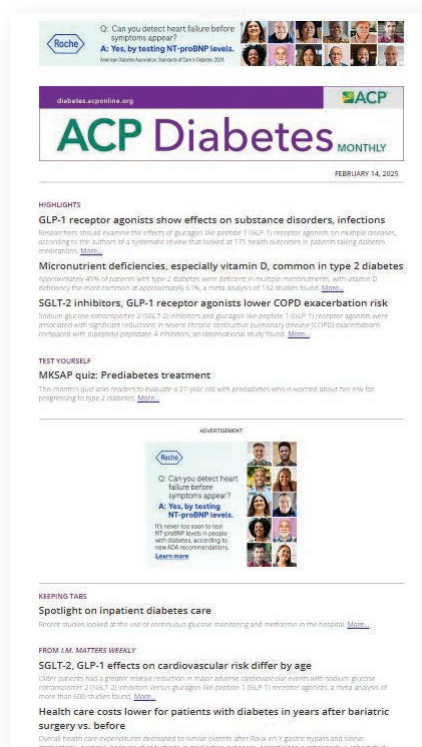
The *I.M. Matters* electronic table of contents, delivered on the last Tuesday of each month, includes all of the content in that monthly issue.

Projected circulation: 129,600

Delivered: Last Tuesday of each month

Advertising Rate: \$3,000 per week

Additional Electronic Newsletter Options



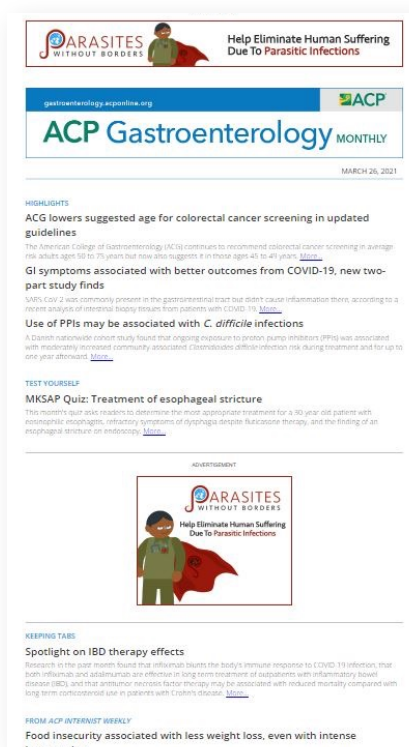
ACP Diabetes Monthly

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.

Projected circulation: 116,600

Delivered: Monthly on second Friday

Advertising Rate: \$3,000 per month



ACP Gastroenterology Monthly

ACP Gastroenterology Monthly provides 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.

Projected circulation: 114,700

Delivered: Monthly on fourth Friday

Advertising Rate: \$3,000 per month