

# 2025 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 over 130K physicians in the following specialties: internal medicine (including hospital medicine), cardiology, endocrinology, pulmonology, and infectious disease.

Ranked as a top hospital by *U.S. News & World Report*, Cleveland Clinic has also ranked #1 for Cardiology and Heart Surgery for the past 30 years and ranks 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 2025 and beyond.”*



**ADVERTISING**

SHERMAN MEDICAL MARKETING GROUP

**SIMA SHERMAN**

TEL: 610-529-0322

E-MAIL: [sima@shermanmmg.com](mailto:sima@shermanmmg.com)

[Custom Programs, Contracts & Insertion Orders](#)

1628 John F Kennedy Blvd #2200

Philadelphia, PA 19103

**PETER STUDER**

Executive Publisher

CELL: 216-704-4583

E-MAIL: [studerp@ccf.org](mailto:studerp@ccf.org)

**BILLING**

**JOHN THORN**

Finance

TEL: 216-387-5232

E-MAIL: [thornj@ccf.org](mailto:thornj@ccf.org)

**PRINT PRODUCTION**

**BRUCE MARICH**

Production Manager

TEL: 216-444-1156

E-MAIL: [marichb@ccf.org](mailto:marichb@ccf.org)

**PUBLISHER**

Cleveland Clinic

9500 Euclid Avenue, JJ44

Cleveland, OH 44195

Tel: 216-444-2661

[www.ccjm.org](http://www.ccjm.org)





## 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 provides free *AMA PRA Category 1 Credit™* for select articles — continuing medical education (CME) of compelling practical interest. Contents are indexed for *Index Medicus* and MED-LINE 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](http://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.

# closing dates

**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, OUTSERTS, COVERTIPS
Issue	Reservation	Due	Due
January	12/10/24	12/13/24	12/13/24
February	1/10/25	1/13/25	1/14/25
March	2/10/25	2/11/25	2/12/25
April	3/10/25	3/12/25	3/13/25
May	4/10/25	4/11/25	4/14/25
June	5/9/25	5/12/25	5/13/25
July	6/10/25	6/12/25	6/13/25
August	7/10/25	7/11/25	7/14/25
September	8/11/25	8/12/25	8/13/25
October	9/10/25	9/11/25	9/12/25
November	10/10/25	10/13/25	10/14/25
December	11/10/25	11/11/25	11/12/25

**CONTRACTS AND INSERTION ORDERS TO:**

**SIMA SHERMAN**

SHERMAN MEDICAL MARKETING GROUP

TEL: 610-529-0322

E-MAIL: [sima@shermanmmg.com](mailto: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

E-MAIL: [marichb@ccf.org](mailto:marichb@ccf.org)

9500 Euclid Avenue, JJ44

Cleveland, OH 44195



# circulation

## DISTRIBUTION BY SPECIALTY TOTAL

CIRCULATION 130,250

### DESCRIPTION BY SPECIALTY

- **INTERNISTS:** Office-based; hospital-based staff physicians
- **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

## CIRCULATION ANALYSIS

### COVERAGE OF TOP SPECIALTIES

	Office	Hospital	Total
Internal Medicine	68,345	20,797	89,142
Cardiology	15,921	4,079	20,000
Pulmonology	5,945	1555	7,500
Endocrinology/Diabetes	4,706	794	5,500
Infectious Disease	5,656	1,844	7,500
Full-Run Total	100,573	29,069	129,642

**DATE AND SOURCE OF BREAKDOWN:** Alliance for Audited Media Brand Report for the 6-month period ended January 31, 2024

## ALLIANCE FOR AUDITED MEDIA CIRCULATION VERIFICATION

Semi-annual Audit

Current Alliance for Audited Media Statements

- Alliance for Audited Media Brand Report for the 6-month period ended January 31, 2024

## DEMOGRAPHIC SELECTION CRITERIA

- **CIRCULATION DISTRIBUTION:** 100% Controlled

## EXPANDED PRINT

Specialty	Reach
Neurology	17,794
HemOnc, MedOnc	17,787
Dermatology	14,413
Gastroenterology	18,071
Nephrology	12,741
Rheumatology	7,037
Allergy/Immunology	4,822
Family Medicine	84,525
Urology	12,317
OB/GYNs	38,245
<b>Total</b>	<b>227,752</b>

**CUSTOM PRINT AUDIENCES:** Available for Inserts, Cover Tips, Outserts, and Cover Wraps units.



rates

FULL RUN: BLACK-AND-WHITE RATES									128,725
Frequency		1x	6x	12x	24x	48x	72x	96x	144x
Page Size	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

CARDIOLOGY DEMO: BLACK-AND-WHITE RATES									20,000
Frequency		1x	6x	12x	24x	48x	72x	96x	144x
Page Size	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

ENDOCRINOLOGY DEMO: BLACK-AND-WHITE RATES									5,500
Frequency		1x	6x	12x	24x	48x	72x	96x	144x
Page Size	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

PULMONOLOGY DEMO: BLACK-AND-WHITE RATES									7,000
Frequency		1x	6x	12x	24x	48x	72x	96x	144x
Page Size	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

INFECTIOUS DISEASE DEMO: BLACK-AND-WHITE RATES									7,500
Frequency		1x	6x	12x	24x	48x	72x	96x	144x
Page Size	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	BW Rate + \$2,494
Four Color	BW Rate + \$3,020
Five Color (4C+PMS)	BW Rate + \$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 RATE: BW rates above x Number of insert pages.



# 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 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, 2025

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 2025 based upon full-year 2024 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).

2024 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2025 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 2025 through December 2025 (or 12-month fiscal year where applicable).

Discount only applicable for Full Circulation and Demo buys (premium positions are not 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

Established products that have not run in CCJM previously, new product launches, new indications, or new formulations qualify for a 5% discount.

Discount only applicable for Full Circulation and Demo buys.

### 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 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
- 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

# special opportunities

## COVER TIPS

Reach over 130,250 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

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:
  - 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 5% off the inside ad.

### FOR CANADA CONTACT:

**CLEVELAND CLINIC JOURNAL OF MEDICINE**

**IRIS TRIVILINO**

TEL: 216-444-2661

E-MAIL: [trivili@ccf.org](mailto:trivili@ccf.org)

9500 Euclid Avenue, JJ44

Cleveland, OH 44195

## OUTSERTS

Capture high visibility through distribution with *Cleveland Clinic Journal of Medicine*. Your preprinted outsert is placed with 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.

Specifications	Description
Size: 7 7/8" x 10 1/2" (h)	Single Leaf or
Stock Weight: 100# max, 60# min	Multi-page
Max Overall Weight: 3 oz.	

## 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/ePrints are available 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. 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](mailto:sima@shermanmmg.com)

1628 John F Kennedy Blvd #2200

Philadelphia, PA 19103

# 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.

Insert produced with a 3 1/2 inch binding lap. The lap can be on pages 1 and 2 or pages 3 and 4. The lap can be blank or have printed material on it, however the customer would like to produce it. If the insert is to be removable, provide a perf 1/4" from the fold. Require bindery proof approval before printing.

## JOURNAL AND INSERT TRIM SIZES

- Trim size: 7 7/8" x 10 1/2" (Keep all live matter 1/4" from trim. Book is jogged to head, saddle stitched.)
- 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"  
5/16" 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:** 9,350  
(includes 10% for spoilage)

## SHIPPING

Inserts should be carton packed or stacked in F-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:

Schumann Printers, Inc  
Attn: Toni Carroll  
701 S Main St.  
Fall River, WI 53932

# 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

Saddle stitch; 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 reach

	Specialty	Digital	NP/PA - Digital
Core Audience	Internal Medicine	136,393	12,193
	Cardiology	32,748	5,584
	Pulmonology	16,763	1,011
	Endocrinology/Diabetes	8,691	876
	Infectious Disease	10,057	696
Expanded Specialties	Neurology	18,121	1,393
	HemOnc, MedOnc	16,428	3,880
	Dermatology	12,762	2,482
	Gastroenterology	16,595	1,493
	Nephrology	11,824	804
	Rheumatology	6,614	605
	Allergy/Immunology	4,570	462
	Family Medicine	84,525	34,962
	Urology	9,843	1,023
	OB/GYNs	38,245	7,202
	<b>Total</b>	<b>424,179</b>	<b>74,666</b>

Alliance for Audited Media Circulation Verification Semi-annual Audit  
Current Alliance for Audited Media Statements

- Alliance for Audited Media Brand Report for the 6-month period ended January 31, 2024

Channel	Page Views	Visits	Unique Users
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**www.ccjm.org 488,489 415,157 342,853**

August 2023 – January 2024 data was provided by Google Analytics. All website activity is audited by Alliance for Audited Media.

Channel	eNewsletters/eTOC
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**CCJM eNewsletters 412,148**  
**Average Distribution**

August 2023 – January 2024 data. Weekly eNewsletter (19 issued in the period) Monthly eTOC (6 issued in the period).

**DATE AND SOURCE OF BREAKDOWN:** Alliance for Audited Media Brand Report for the 6-month period ended January 31, 2024



## digital programs

### WEBSITE DISPLAY ADS

Display ads served across pages of *Cleveland Clinic Journal of Medicine* online ([www.ccjm.org](http://www.ccjm.org))

**MONTHLY PAGE VIEWS:** 410,000

**MONTHLY UNIQUE VISITORS:** 237,500

**PAGES PER SESSION:** 1.38

**MONTHLY AD IMPRESSIONS:** 600,000

### CCJM.ORG RATES

ROS: \$120 CPM Net

Net Homepage Takeover: \$200 CPM

### HCP LEVEL DATA

CCJM has the capability to target, track, and evaluate engagement of physicians and other healthcare professionals through display banners, eNewsletters, 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/ 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: 289K+

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 issue of CCJM engaging with our audiences, 2025 Conferences available sponsorship:

- **Cardiology:** American College of Cardiology (ACC), American Heart Association (AHA)
- **Dermatology:** American Academy for Dermatology (AAD)
- **Diabetes/Endocrinology:** American Diabetes Association (ADA), Endocrine Society (ENDO)
- **Internal Medicine:** American College of Physicians (ACP)
- **Family Medicine:** 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:** IDWeek
- **Neurology:** American Academy of Neurology (AAN)
- **Nephrology:** American Society of Nephrology - Kidney Week
- **Obstetrics and Gynecology:** American College of Obstetricians and Gynecologists (ACOG)

\*Able to cover conferences not listed upon request

### Distribution Options:

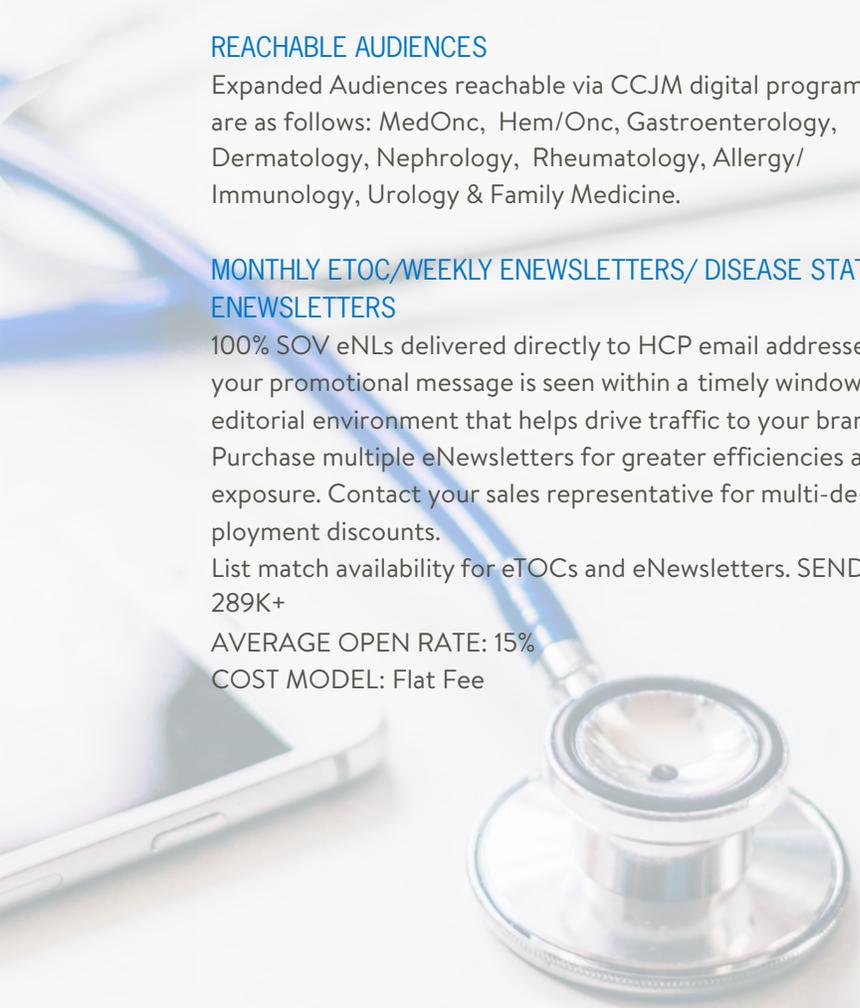
**FULL CIRCULATION: 289K+ HCP List Match**

**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 eNewsletters. Target list, specialty, and geographic targeting available.**





## digital advertising

### 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)

# custom 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. Includes 24–32-page print feature including sponsor logo; polybagged with an issue of CCJM and/or direct-mailed to list match. Target List and/or Specialty Demo targeting available.

## DISEASE UPDATE

Custom article piece designed to inform HCPs about important medical information in a streamlined and digestible format. Unbranded content written by Cleveland Clinic physicians, sponsorship 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.

## CONVERSATIONS WITH LEADERS

Interview with a key 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:

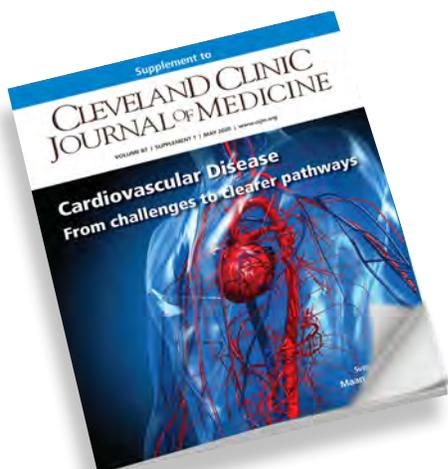
Please consult with SMMG on advertising rates for Product Bulletins, Conversations with Leaders or Disease Update.

**CANCELLATION POLICY:** 50% cancellation fee applies upon creation of content.

## CLOSING DATES AND

**SPECIFICATIONS:** Ads must be approved for both print and digital options.

Please consult SMMG to confirm closing dates and print/digital advertising specs.





# digital advertising

## HCP LEVEL DATA

HCP-level reporting will be provided on the desired deliver-able 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

## 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