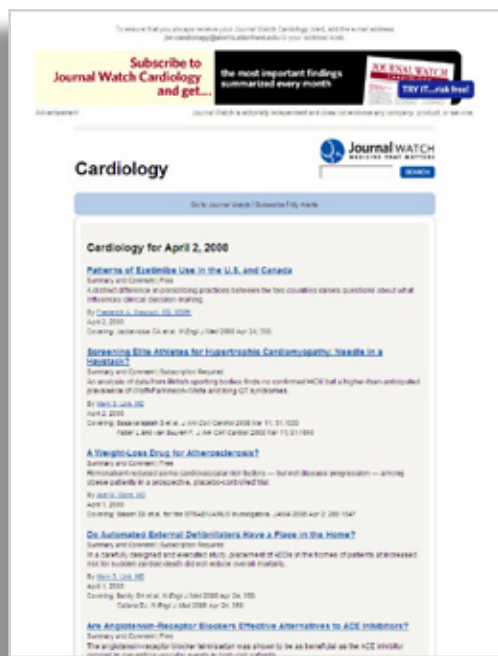




Journal WATCH[®]
 MEDICINE THAT MATTERS

TARGETED EMAIL GROUP: CARDIOLOGY



When you sponsor the *Journal Watch* Cardiology email group, you reach your target cardiologists in a vehicle they've requested.

These weekly and monthly emails feature your display ad along with relevant content from *Journal Watch* Cardiology online.

In addition to a weekly etoc newsletter, sponsors also receive monthly *Journal Watch* Topic Alerts on **hypertension** and **lipid management**.

Sponsorship specifics Sponsorship is available on a monthly basis and includes a display ad on all *Journal Watch* Cardiology, Hypertension and Lipid Management email alerts.

Display ad format for a leaderboard ad is 728 x 90. The maximum file size is 25KB and can not loop more than 3 times.

CARDIOLOGY GROUP

Cardiology
 Hypertension
 Lipid management

EMAIL TYPE

ETOC
 ALERT
 ALERT

FREQUENCY

times sent/month

4
 1
 1

REACH

emails/month

105,300
 14,000
 13,000

TOTAL COST

gross/month

\$20,000

TOTAL

6

132,300

TO FIND OUT MORE

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