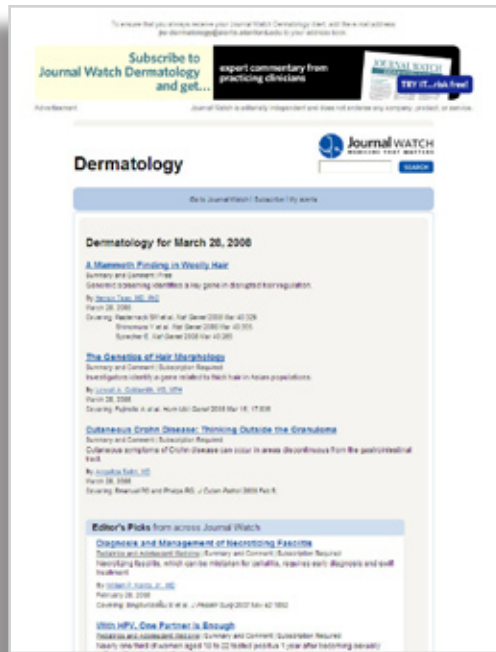




**Journal WATCH**<sup>®</sup>  
 MEDICINE THAT MATTERS

## TARGETED EMAIL GROUP: DERMATOLOGY



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

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

In addition to a weekly etoc newsletter, sponsors also receive a monthly *Journal Watch* Topic Alert on **skin cancer**.

**Sponsorship specifics** Sponsorship is available on a monthly basis and includes a display ad on all *Journal Watch* Dermatology and Skin Cancer 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.

<b>DERMATOLOGY GROUP</b>	<b>EMAIL TYPE</b>	<b>FREQUENCY</b> <i>times sent/month</i>	<b>REACH</b> <i>emails/month</i>	<b>TOTAL COST</b> <i>gross/month</i>
Dermatology	ETOC	4	29,900	
Skin Cancer	ALERT	1	6,000	
<b>TOTAL</b>		<b>5</b>	<b>35,900</b>	<b>\$5,000</b>

### TO FIND OUT MORE

**Rich Snow**, Independent Sales Agent:  
**rsnow5@optonline.net** Tel: 914-271-9174 or 914-271-8122;  
 Cell: 914-648-8228; Fax: 914-271-2889  
 67 Grand Street, Croton on Hudson, NY 10520

**Chris MacDonald**, Online Advertising Rep:  
**cmacdonald@nejm.org** Tel: 781-434-7773; Fax: 781-647-5785  
 Journal Watch, 860 Winter Street, Waltham, MA 02451