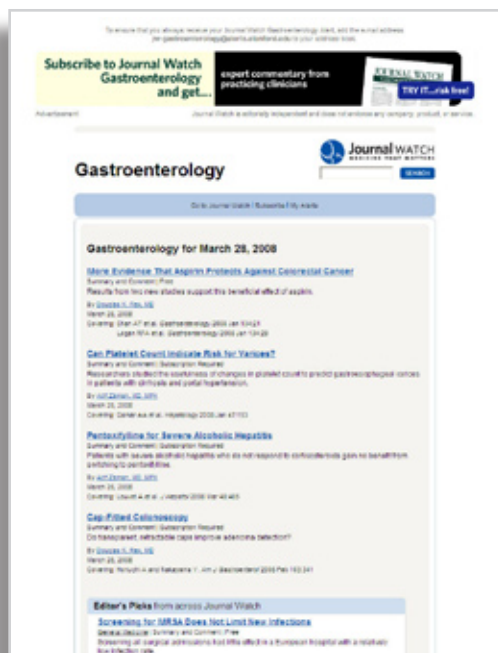


TARGETED EMAIL GROUP: GASTROENTEROLOGY



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

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

In addition to a weekly etoc newsletter, sponsors also receive monthly *Journal Watch* Topic Alerts on **GERD** and **peptic ulcers**.

Sponsorship specifics Sponsorship is available on a monthly basis and includes a display ad on all *Journal Watch* Gastroenterology, GERD and Peptic Ulcers 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.

GASTROENTEROLOGY GROUP	EMAIL TYPE	FREQUENCY <i>times sent/month</i>	REACH <i>emails/month</i>	TOTAL COST <i>gross/month</i>
Gastroenterology	ETOC	4	49,200	
GERD	ALERT	1	7,900	
Peptic Ulcer	ALERT	1	5,300	
TOTAL		6	62,400	\$8,000

TO FIND OUT MORE

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