



Journal WATCH[®]
 MEDICINE THAT MATTERS

TARGETED EMAIL GROUP: GENERAL MEDICINE



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

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

In addition to a weekly etoc newsletter, sponsors also receive six monthly *Journal Watch* Topic Alerts (see list below).

Sponsorship specifics Sponsorship is available on a monthly basis and includes a display ad on all *Journal Watch* General Medicine Group 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.

GENERAL MEDICINE GROUP

- General Medicine
- Aging/Geriatrics
- Allergy/Asthma
- Bone/Joint Diseases
- Diabetes
- Nutrition/Obesity
- Respiratory Infections

EMAIL TYPE

- ETOC
- ALERT
- ALERT
- ALERT
- ALERT
- ALERT
- ALERT

FREQUENCY

- 8
- 1
- 1
- 1
- 1
- 1
- 1

times sent/month

REACH

- 292,200
- 11,200
- 9,400
- 9,500
- 13,800
- 13,700
- 9,700

emails/month

TOTAL COST

gross/month

\$20,000

TOTAL

14

359,500

TO FIND OUT MORE

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