



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

## TARGETED EMAIL GROUP: HIV/AIDS



**When you sponsor** the *Journal Watch* HIV/AIDS email group, you reach your target HIV/AIDS specialists in a vehicle they've requested.

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

**Sponsorship specifics** Sponsorship is available on a monthly basis and includes a display ad on all *Journal Watch* HIV/AIDS 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.

### HIV/AIDS GROUP

#### EMAIL TYPE

#### FREQUENCY

#### REACH

#### TOTAL COST

HIV/AIDS

ETOC

times sent/month

emails/month

gross/month

4

28,400

\$3,500

### 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