



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

## TARGETED EMAIL GROUP: INFECTIOUS DISEASES



**When you sponsor** the *Journal Watch* Infectious Diseases email group, you reach your target ID specialists in a vehicle they've requested.

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

In addition to a weekly etoc newsletter, sponsors also receive monthly *Journal Watch* Topic Alerts on **hepatitis, hospital medicine** and **STDs**.

**Sponsorship specifics** Sponsorship is available on a monthly basis and includes a display ad on all *Journal Watch* Infectious Diseases, Hepatitis, Hospital Medicine and STDs 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.

### INFECTIOUS DISEASES GROUP

INFECTIOUS DISEASES GROUP	EMAIL TYPE	FREQUENCY <i>times sent/month</i>	REACH <i>emails/month</i>	TOTAL COST <i>gross/month</i>
Infectious Diseases	ETOC	4	68,500	
Hepatitis	ALERT	1	6,600	
Hospital Medicine	ALERT	1	3,900	
STDs	ALERT	1	7,100	
<b>TOTAL</b>		<b>6</b>	<b>86,100</b>	<b>\$11,000</b>

### TO FIND OUT MORE

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