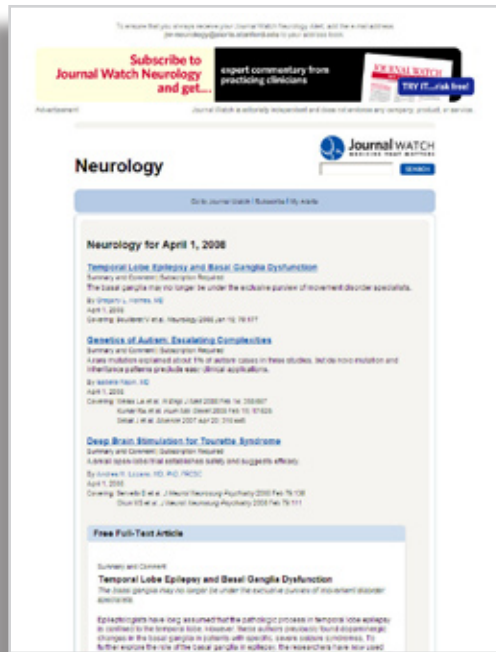




**Journal WATCH**<sup>®</sup>  
 MEDICINE THAT MATTERS

## TARGETED EMAIL GROUP: NEUROLOGY



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

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

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

**Sponsorship specifics** Sponsorship is available on a monthly basis and includes a display ad on all *Journal Watch* Neurology and Stroke 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.

### NEUROLOGY GROUP

Neurology  
 Stroke

### EMAIL TYPE

ETOC  
 ALERT

### FREQUENCY

times sent/month

4  
 1

### REACH

emails/month

57,400  
 10,400

### TOTAL COST

gross/month

\$8,500

TOTAL

5

67,800

### 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