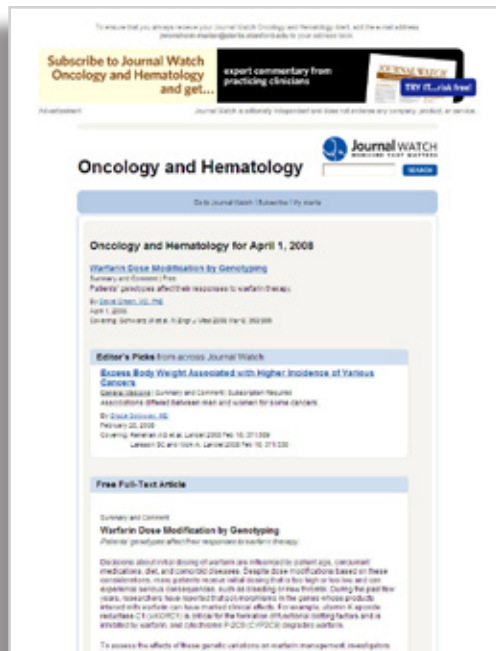




Journal WATCH[®]
 MEDICINE THAT MATTERS

TARGETED EMAIL GROUP: ONCOLOGY AND HEMATOLOGY



When you sponsor the *Journal Watch* Oncology and Hematology email group, you reach your target oncologists and hematologists in a vehicle they've requested.

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

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

Sponsorship specifics Sponsorship is available on a monthly basis and includes a display ad on all *Journal Watch* Oncology and Hematology, and Breast Cancer 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.

ONCOLOGY AND HEMATOLOGY GROUP

	EMAIL TYPE	FREQUENCY <i>times sent/month</i>	REACH <i>emails/month</i>	TOTAL COST <i>gross/month</i>
Oncology and Hematology	ETOC	4	35,100	
Breast Cancer	ALERT	1	7,700	
TOTAL		5	42,800	\$5,500

TO FIND OUT MORE

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