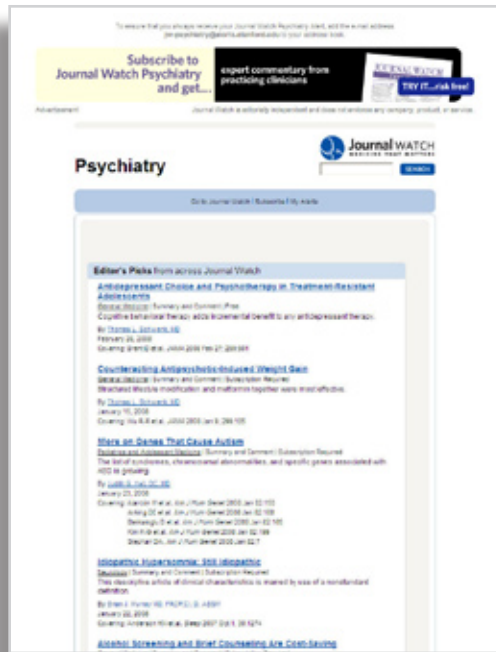




**Journal WATCH**<sup>®</sup>  
 MEDICINE THAT MATTERS

## TARGETED EMAIL GROUP: PSYCHIATRY



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

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

In addition to a weekly etoc newsletter, sponsors also receive monthly *Journal Watch* Topic Alerts on **depression/anxiety** and **substance abuse**.

**Sponsorship specifics** Sponsorship is available on a monthly basis and includes a display ad on all *Journal Watch* Psychiatry, Depression/Anxiety and Substance Abuse 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.

PSYCHIATRY GROUP	EMAIL TYPE	FREQUENCY	REACH	TOTAL COST
		times sent/month	emails/month	gross/month
Psychiatry	ETOC	4	53,900	
Depression/Anxiety	ALERT	1	11,400	
Substance Abuse	ALERT	1	7,700	
<b>TOTAL</b>		<b>6</b>	<b>73,000</b>	<b>\$9,000</b>

### TO FIND OUT MORE

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