



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

# TARGETED EMAIL GROUP: WOMEN'S HEALTH



**When you sponsor** the *Journal Watch Women's Health* email group, you reach your target physicians in a vehicle they've requested.

**These weekly and monthly** emails feature your display ad along with relevant content from *Journal Watch Women's Health* online.

In addition to a weekly etoc newsletter, sponsors also receive monthly *Journal Watch Topic Alerts* on **gynecology** and **pregnancy/infertility**.

**Sponsorship specifics** Sponsorship is available on a monthly basis and includes a display ad on all *Journal Watch Women's Health*, Gynecology and Pregnancy/Infertility 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.

## WOMEN'S HEALTH GROUP

Women's Health  
 Gynecology  
 Pregnancy/Infertility

### EMAIL TYPE

ETOC  
 ALERT  
 ALERT

### FREQUENCY

*times sent/month*

4  
 1  
 1

### REACH

*emails/month*

96,400  
 6,800  
 5,800

### TOTAL COST

*gross/month*

\$6,000

TOTAL

6

109,000

## TO FIND OUT MORE

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