

# 2018 CLASSIFIED ADVERTISING RATES

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*Effective January 1, 2018*



# ISSUE AND CLOSING DATES\*\*

Effective January 1, 2018

Issue Date	Closing Date‡
<b>JANUARY</b>	
4	December 13*
11	December 19*
18	December 27*
25	January 5
<b>FEBRUARY</b>	
1	January 11*
8	January 19
15	January 26
22 <i>Career Guide: Residents and Fellows</i>	February 2
<b>MARCH</b>	
1	February 9
8†	February 15*
15	February 23
22 <i>Career Guide: Primary Care</i>	March 2
29	March 9
<b>APRIL</b>	
5†	March 16
12	March 23
19†	March 30
26 <i>Career Guide: Hospitalists</i>	April 6
<b>MAY</b>	
3	April 12*
10	April 20
17	April 27
24	May 4
31† <i>Career Guide: MD Career Path</i>	May 11
<b>JUNE</b>	
7	May 18
14	May 24*
21	June 1
28 <i>Career Guide: In Demand Specialties</i>	June 8

\*Early closing date

†Bonus distribution at physician conventions, subject to change

Issue Date	Closing Date‡
<b>JULY</b>	
5	June 15
12	June 22
19	June 28*
26	July 6
<b>AUGUST</b>	
2	July 13
9	July 20
16	July 27
23	August 3
30	August 10
<b>SEPTEMBER</b>	
6 <i>Career Guide: Specialty Delivery</i>	August 17
13	August 24
20	August 30*
27	September 7
<b>OCTOBER</b>	
4† <i>Career Guide: Residents and Fellows</i>	September 14
11	September 21
18	September 28
25	October 4*
<b>NOVEMBER</b>	
1	October 12
8† <i>Career Guide: Residents and Fellows</i>	October 19
15	October 26
22	November 2
29†	November 8*
<b>DECEMBER</b>	
6	November 15*
13	November 21*
20	November 30
27	December 6*

\*\*All issue and closing dates as well as designated special issues are subject to change.

‡Closing dates for full-page ads are 7 days prior to the materials due date.

## Frequency and Closing Dates

The *New England Journal of Medicine* (NEJM) is a publication of NEJM Group, a division of the Massachusetts Medical Society and is published every Thursday. For fractional units, closing is 20 days prior to issue date. For a current list of NEJM-attended medical conventions where issues are distributed (considered bonus distribution), visit <http://employer.nejmcareercenter.org/rates/calendar.pdf>.

## For More Information

Phone: (800) 635-6991

Fax: (781) 895-1045

Email: [ads@nejmcareercenter.org](mailto:ads@nejmcareercenter.org)

Web: [NEJMCareerCenter.org](http://NEJMCareerCenter.org)

# INTRODUCTION



The NEW ENGLAND  
JOURNAL of MEDICINE



## The New England Journal of Medicine

The *New England Journal of Medicine* (NEJM) is published every Thursday by NEJM Group, a division of the Massachusetts Medical Society and has a nationwide circulation to 107,000\* physicians and health professionals. Pass-along readership raises its weekly reach to more than 140,000 physicians.

NEJM reaches an active, informed, and loyal audience of physicians both in training and in practice. According to the Institute for Scientific Research, NEJM is the most cited medical journal in the world.

Additionally, in an independent, blind study, physicians named NEJM as the #1 most useful source for jobs, both in print and online.†

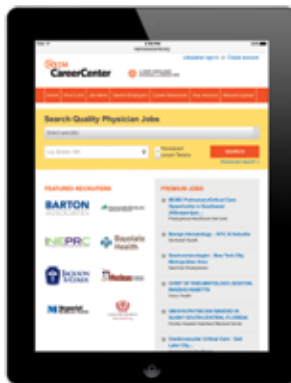
For physician recruiters, this translates into more quality responses. During a period of physician shortages, the ability to reach a loyal and active physician audience is a real bonus. As a result of the publication's reach and its unique content and reputation, NEJM publishes more physician recruitment classified ads than any other U.S. medical publication.

## NEJM CareerCenter

### NEJM CareerCenter

NEJM CareerCenter (NEJMCareerCenter.org) is the online recruiting service from NEJM Group, a division of the Massachusetts Medical Society. It is a recruitment site for physicians that offers quality jobs (both permanent and *locum tenens*) and original physician career related content. For employers and recruiters, it offers application tracking and profile searching.

The combination of the *New England Journal of Medicine* and NEJM CareerCenter is a powerful recruiting strategy for physician recruiters who are seeking the broadest and best audience for their marketing message. For information on our print and online advertising programs, call NEJM Classifieds at (800) 635-6991.



\*BPA Statement, January 2017.

†How Physicians Search for Jobs study, Zeldis Research Associates, Inc.

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# GENERAL PRINT INFORMATION

## Rates

Rates are effective January 1, 2018, and are subject to change without notice. Print rates listed are per issue per advertisement.

## Closing Dates

Full-page, run-of-book ads close 27 days prior to publication date. For fractional units and line ads, closing is approximately 20 days prior.

## Insertion Orders (Display Ads)

The preferred method of submitting insertion orders for classified display ads is by email at [ads@nejmcareercenter.org](mailto:ads@nejmcareercenter.org). Insertion orders can also be faxed to NEJM at (781) 895-1045.

## Line Ad Submission

The preferred method of transmitting line classified ads to NEJM is by email at [ads@nejmcareercenter.org](mailto:ads@nejmcareercenter.org). To ensure accuracy, classified ads are not accepted over the telephone. Line classified ads can also be faxed to NEJM at (781) 895-1045 or mailed to:

## Classified Advertising Sales

The New England Journal of Medicine  
860 Winter Street  
Waltham, MA 02451-1413

## Payment

Purchase orders are accepted subject to credit approval. Small group practices and individuals will be required to prepay. For orders requiring prepayment, we accept Visa, MasterCard, American Express, and personal checks.

## Reach the Difficult to Reach

When you're looking to recruit physicians in IM, IM subspecialties, and the many other hard-to-reach specialties, the *New England Journal of Medicine* (NEJM) is the most effective vehicle and provides you with the most value for your advertising dollars.

NEJM is a must-read journal for many of these specialties, reaching more than 140,000 physicians each week.\* In fact, in an independent, blind study, physicians named NEJM as the #1 most useful source for jobs, both in print and online.†

The trust and credibility associated with the NEJM brand, combined with the various incentive programs we offer, help ensure that your ad receives the exposure it needs to reach the best physician candidates.

## Buy 3... Get 1 Free — Available All Year 'Round!

Run the same print ad in three consecutive issues of the *New England Journal of Medicine* any time throughout the year, and you'll get a fourth insertion free of charge. Note: Your free ad must run consecutively with the other three ads. Be on the lookout for seasonal promotions throughout the year.

\*Includes pass-along readership

†How Physicians Search for Jobs study, Zeldis Research Associates, Inc.

# SPECIAL PRINT OFFERS

## Reach Residents, Fellows, and New Physicians for Free with NEJM's Special Career Guides

Run your paid line or display print ad (of any size) in selected NEJM issues, and in addition to reaching over 140,000 weekly recipients of NEJM, your ad will automatically be reprinted for FREE in a special booklet and mailed directly to a specific target audience of physicians in a variety of specialties.

Digital copies of the Career Guides are available for download on NEJMCareerCenter.org, free of charge to physicians. The Career Guides are also promoted to physicians through our social media and digital content channels.

You may also have your ad posted to the searchable part of the website for a Web processing fee. NEJM will also email registered users whose search criteria match your ad to encourage them to visit NEJM CareerCenter. Physicians can search jobs by specialty and geographic region, create profiles and cover letters, and apply electronically.

### SPECIAL BONUS ISSUES\*

Career Guide	NEJM Issue	Closing Date
Residents and Fellows	February 22	February 2
Primary Care	March 22	March 2
Hospitalists	April 26	April 6
MD Career Path	May 31	May 11
In Demand Specialties	June 28	June 8
Specialty Delivery	September 6	August 17
Residents and Fellows	October 4	September 14
Residents and Fellows	November 8	October 19

\*Program subject to change

Contact the Classified Advertising Department at (800) 635-6991 or [ads@nejmcareercenter.org](mailto:ads@nejmcareercenter.org) for complete program details, including information on the target audience of physicians and specialties for each Career Guide.

## Bonus Conference Distribution

Complimentary copies of NEJM are regularly distributed at the annual conferences of organizations such as the American College of Physicians and the American Heart Association. Call (800) 635-6991 for a complete schedule or visit our website at <http://employer.nejmcareercenter.org/rates/calendar.pdf>.

## Display Advertising

Recruitment advertisers have the option of utilizing the display advertising format to differentiate their job offers, promote their organizations, and draw attention with eye-catching graphic elements. A wide range of display ad sizes allow advertisers to include multiple specialties in the same advertisement. NEJM offers fee-based typesetting services for display advertisers who need help creating their ads (see page 6 for typesetting fees and rates). Display recruitment ads appear in a section that immediately follows line recruitment ads. Recruitment display ads are required to have a border around them and may include logos, artwork, and even color. For a fee of \$170, display ads are included on the NEJM CareerCenter website and are viewable by job-seekers for a minimum of 21 days.

## Recruitment Newsletter

*Recruiting Physicians Today* (RPT), published by the Classified Advertising department, is a free bimonthly newsletter offered to NEJM's classified advertisers. Each issue features articles that provide timely information and practical tips on topics such as strategies for physician retention, recruiting physicians in times of a shortage, and updates on medical school enrollment.

To receive your free hard copy and email subscription to *Recruiting Physicians Today*, email us at [support@nejmcareercenter.org](mailto:support@nejmcareercenter.org).

## RPT Sponsorship

If you're trying to reach a targeted audience of physician recruiters, consider sponsoring an issue of the *Recruiting Physicians Today* newsletter. Sponsors receive extensive promotion in both the printed direct mail and HTML email versions of the newsletter, which currently reach approximately 10,000 recruiters each issue. For more information, contact NEJM at (800) 635-6991 or [ads@nejmcareercenter.org](mailto:ads@nejmcareercenter.org).

# LINE AND DISPLAY ADVERTISING

## SPECIALTY CLASSIFICATIONS\*

Addiction Medicine  
Allergy and Clinical Immunology  
Ambulatory Medicine  
Anesthesiology  
Cardiology  
Cardiology/Electrophysiology  
Cardiology/Interventional  
Critical Care  
Dermatology  
Emergency Medicine  
Endocrinology  
ENT/Head and Neck Surgery  
Family Medicine  
Gastroenterology  
General Practice  
Geriatrics  
Hematology-Oncology  
Hospitalist  
Infectious Disease  
Internal Medicine  
Internal Medicine Pediatrics  
Maternal-Fetal Medicine

Medical Genetics  
Neonatal-Perinatal Medicine  
Nephrology  
Neurology  
Nuclear Medicine  
Obstetrics and Gynecology  
Occupational Medicine  
Ophthalmology  
Oral and Maxillofacial Surgery  
Osteopathic Medicine  
Otolaryngology  
Pain Medicine  
Palliative Care  
Pathology  
Pediatrics, General  
Pediatric Gastroenterology  
Pediatric Intensivist/Critical Care  
Pediatric Neurology  
Pediatric Otolaryngology  
Pediatric Pulmonology  
Physical Medicine and Rehabilitation

Preventive Medicine  
Primary Care  
Psychiatry  
Public Health  
Pulmonary/Critical Care  
Pulmonary Disease  
Radiation Oncology  
Radiology  
Rheumatology  
Surgery, General  
Surgery, Cardiovascular/  
Thoracic  
Surgery, Neurological  
Surgery, Orthopedic  
Surgery, Pediatric Orthopedic  
Surgery, Pediatric  
Surgery, Plastic  
Surgery, Transplant  
Surgery, Vascular  
Urgent Care  
Urology

Chiefs/Directors/Department Heads  
Faculty  
Graduate Training/Fellowships/  
Residency Programs  
Physician Assistants  
Research

## Additional Classifications\*\*

Courses, Symposia, Seminars  
For Sale/For Rent/Wanted  
Miscellaneous  
Multiple Specialties/Group Practice  
Part-Time Positions/Other  
Physician Services  
Positions Sought  
Practices for Sale

\*Subject to change  
\*\*Not available online

## Web Fee

Print line advertisers can choose to have their ads placed on NEJM CareerCenter, the *New England Journal of Medicine's* physician career website, for a fee of \$99 per issue per advertisement. The Web fee ensures the ad will be online for a minimum of 21 days. The Web fee must be purchased for all dates of the print schedule. The decision to place your ad online must be made when your print ad is scheduled.

## Reply Box Service

Confidential reply box numbers are available for an additional \$75 per insertion. "Reply Box 0000, NEJM" counts as four words. We will not divulge any information about advertisers. Responses will be forwarded every Tuesday and Thursday, and the box will remain open for three months after the last insertion.

## 2018 WORD RATES

Per word, per issue.  
30 word minimum.

Frequency*	Regular Type
1x	\$9.04
2-4x	\$6.71
5x or more	\$6.50

\*Ads must run consecutively

## Closing Date

Closing for line ads is approximately 20 days prior to the issue date.

## What Is a Word?

NEJM defines a word as any character(s) separated by a space.

### Example:

Arthur K. Johnson II, M.D. . . . . . = 5 words  
September 10, 2010 . . . . . = 3 words  
Ob/Gyn . . . . . = 1 word  
Rock Rapids, IA 51246 . . . . . = 4 words  
Send CV . . . . . = 2 words  
781-123-4567 . . . . . = 1 word  
A . . . . . = 1 word

### Example:

MEDICAL DIRECTOR — A dynamic, growing multispecialty clinic is looking for a full-time Medical Director in greater New York. Ideal candidate should be board certified in internal medicine with subspecialties in oncology and/or gastroenterology. Must possess a willingness to visit patients at home. Attractive salary and benefits including paid malpractice. Send CV to Reply Box 00000, NEJM.

This advertisement contains 56 words at \$9.04 per word, for a cost of \$506.24. Because a reply box is requested, there is an additional charge of \$75 for each insertion. The price is therefore \$581.24 for one insertion of the advertisement. An additional charge of \$99 would be incurred to also post this ad online.

# LINE AND DISPLAY ADVERTISING

## 2018 BLACK AND WHITE DISPLAY ADVERTISING RATES

Page Size	1x	6x	12x	24x	52x
Full	\$8,390	\$7,590	\$7,220	\$6,690	\$6,470
Half	\$5,520	\$4,980	\$4,670	\$4,040	\$3,930
Third	\$4,255	\$3,930	\$3,610	\$3,290	\$2,870
Quarter	\$3,140	\$2,865	\$2,755	\$2,650	\$2,120
Sixth	\$2,450	\$2,145	\$2,020	\$1,785	\$1,560

### Format

Classified advertisements are all set in the same typeface (Baskerville) and format. The minimum charge for all types of line advertising is equivalent to 25 words per ad. The classified line advertising section located in the back of NEJM is divided by category, and ads appear in zip code order. Please select from the classification under which you would like your ad to appear; otherwise we will determine the most appropriate category.

The *New England Journal of Medicine* (NEJM) strives for complete accuracy when entering classified advertisements; however, NEJM does not accept responsibility for typographical errors, should they occur.

## DISPLAY ADVERTISING

### Full-Page Color Rates

Four-color . . . . . \$2,470

### Half-Page and Smaller Color Rates

Four-color . . . . . \$1,370

### Web Fee

Display classified advertisers may choose to have their ads placed on NEJM CareerCenter (NEJMCareerCenter.org), the *New England Journal of Medicine's* physician career website, for a fee of \$170 per issue per advertisement. The Web fee ensures the ad will be online for a minimum of 21 days. The Web fee must be purchased for all dates of the print schedule. The decision to place your ad online must be made at the time the print ad is scheduled.

### Typesetting

Typesetting services are available at additional cost:

Full-page . . . . .	\$485
1/3 or 1/2 page or 8 1/2 to 15" . . . . .	\$255
1/6 or 1/4 page or 3 1/2 to 8" . . . . .	\$210

### Closing Date

Full page run-of-book ads close 27 days prior to the issue date. For fractional ad unit close dates, please see page 1.

### Commissions

Fifteen percent commission goes to recognized agencies (including in-house agencies) providing invoices are paid within 30 days. Line ads, production charges, and Web fees are not commissionable.

### Disposition of Ad Materials

Furnished files will be held for one year after the last insertion date. Unless otherwise notified, furnished files will be destroyed.

# MECHANICAL REQUIREMENTS

## Display Ads

The preferred format for submission of display advertising is PDF. Please adhere to the guidelines that follow.

## Trim Size

Trim size of publication . . . . . 7<sup>7</sup>/<sub>8</sub>" × 10<sup>1</sup>/<sub>2</sub>"

## Ad Page Sizes

Full page . . . . . 7" × 10"  
Half page: horizontal . . . . . 7" × 4<sup>7</sup>/<sub>8</sub>"  
Half page: vertical . . . . . 3<sup>1</sup>/<sub>4</sub>" × 10"  
Third page . . . . . 4<sup>1</sup>/<sub>2</sub>" × 4<sup>7</sup>/<sub>8</sub>"  
Quarter page . . . . . 3<sup>1</sup>/<sub>4</sub>" × 4<sup>7</sup>/<sub>8</sub>"  
Sixth page . . . . . 2<sup>1</sup>/<sub>8</sub>" × 4<sup>7</sup>/<sub>8</sub>"  
Three columns . . . . . 7"  
Two columns . . . . . 4<sup>1</sup>/<sub>2</sub>"  
One column . . . . . 2<sup>1</sup>/<sub>8</sub>"

## Bleed Sizes

Full page . . . . . 8<sup>1</sup>/<sub>8</sub>" × 10<sup>3</sup>/<sub>4</sub>"  
Gutter bleed . . . . . 8<sup>1</sup>/<sub>8</sub>" × 10<sup>3</sup>/<sub>4</sub>"  
Trim size of publication . . . . . 7<sup>7</sup>/<sub>8</sub>" × 10<sup>1</sup>/<sub>2</sub>"  
Keep live matter <sup>1</sup>/<sub>4</sub>" from trim on all four sides. Maximum live area for bleed is 7<sup>1</sup>/<sub>8</sub>" × 10".

## Rules

Ads should be bordered with at least a .05 point rule.

## Submission

Ads submitted as PDFs are preferred, via email. We also accept Mac CDs. Label disk with client name and agency.

Email your file to [displayads@nejm.org](mailto:displayads@nejm.org).

Please provide contact information including company name, client (if applicable), contact name, phone, fax number, and email address.

Or, mail your CD to:

**Advertising Production Department**  
**The New England Journal of Medicine**  
**860 Winter Street**  
**Waltham, MA 02451-1413 USA**

*Note of caution when creating digital ads: TrueType fonts should be avoided!*

## PDF Settings

All submissions should be Acrobat PDF files (PDFX is preferred), version 6.0 or higher, fonts must be embedded, and should be sent the exact size of ad (see ad page sizes on this page). Native files or other file formats cannot be accepted. Our PDF settings can be emailed to you. Please send an email request to [displayads@nejm.org](mailto:displayads@nejm.org).

Questions regarding digital ad specifications should be emailed to [displayads@nejm.org](mailto:displayads@nejm.org), or call (800) 635-6991 and ask for:

- Lynn Ferguson, ext. 7036
- Mary Kay Balacco, ext. 7027

## Logos

Digital logos for ads to be created by NEJM must be supplied as follows:

- Only Illustrator or Photoshop logos are accepted.
- We accept .eps, .tif, or .psd files.
- Black/white ads, please supply a black-only logo.
- Color ads, please supply your logo as CMYK, not RGB.

## Reverse Type

To reduce registration problems on reverse type, minimize the number of colors in reverse lettering. Type should be no smaller than 9 point, especially when using type with fine serifs, which often fill in when reversed.

## Screens

150 line screens are preferred for halftones and colors.

- Halftone: Minimum screen tone value 10%
- Four-color: Sum percentages of tone values should not exceed 260%. Only one solid color should be used.



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# ONLINE RECRUITMENT PROGRAMS\*

## Where Physicians Find Jobs

NEJM CareerCenter (NEJMCareerCenter.org) is easy for job-seeking physicians to find and use. The website is optimized to rank high on major search engines like Google and Yahoo! These high rankings combined with the trust and credibility of the NEJM brand ensures high quality traffic to the site.

## Responsive Design Site and iPhone App

The NEJM CareerCenter site delivers a consistent user experience — built using a design that renders to the device a jobseeker is using whether mobile, tablet, or desktop without losing any functionality or access to content. With a modern look and feel, it is optimized for today's use of a variety of devices with larger text, buttons, and streamlined access to content.

Physicians can also access our nationwide database with our free iPhone app. Users can easily search, view, save, tweet, email, and apply for jobs directly from their phone.

## Locum Tenens Job Postings — Flexible and Easy

Whether you're looking to hire a *locum tenens* physician for one week, one month, one year or even longer, NEJM CareerCenter (NEJMCareerCenter.org) is where physicians find jobs. Physicians can search for both *locum tenens* and permanent jobs and apply using CVs and cover letters that will be emailed directly to you.

- **Flexible!** NEJM offers *locum tenens* ad packages for all specialties, ranging from one job posting to an unlimited number of ads.
- **Easy!** Jobs can be easily uploaded on your own, or via bulk upload through FTP.

**For *locum tenens* job posting packages and rates please contact your NEJM sales rep at (800) 635-6991 or email [ads@nejmcareercenter.org](mailto:ads@nejmcareercenter.org).**

## Banner Advertising Programs

NEJM CareerCenter has a limited number of banner advertising opportunities available for advertisers on NEJM CareerCenter as well as the NEJM.org website. When you advertise with NEJM, you will reach an audience of top-quality jobseekers and associate your organization with a trusted source of job leads.

## Resident E-Bulletin Sponsorship

Sponsor a weekly email that is targeted specifically to residents and fellows — one they opt to receive. The content of the bulletin focuses on learning opportunities — ideal for residents, chief residents, and fellows in training, many of whom are active jobseekers, as well.

Sponsors receive three valuable messaging opportunities:

- A text message at the top of the email bulletin
- A “Featured Job of the Week” listing in the body of the message
- A banner ad at the bottom of the email

## Job Alert

Physicians registered for Job Alerts receive email messages notifying them of practice opportunities that match their job requirements, including preference of specialty and geographic region. Users of the iPhone app receive real-time push notifications for new jobs that match saved search parameters.

## Employer Tracking

When you place your job postings on NEJM CareerCenter, applicants can be tracked using the NEJM CareerCenter platform. Speed of response and easy-to-use Web interfaces are key features of the service.

## NEJM Careercenter Physician E-Newsletter Sponsorship

Registered users of the *New England Journal of Medicine* content site (NEJM.org) have the opportunity to opt in to a special career-focused e-newsletter produced by the NEJM CareerCenter. The e-newsletter consists of career-related content including original NEJM CareerCenter career resources, current career trend data, and much more! Sponsor this e-newsletter and get your brand in front of this exclusive audience.

**For more information and rates for any of these programs, contact the classified advertising department at (800) 635-6991 or [ads@nejmcareercenter.org](mailto:ads@nejmcareercenter.org).**

*\*Subject to change*

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# POLICIES

## Approvals

All advertisements are subject to approval by the *New England Journal of Medicine*, which reserves the right to reject or cancel any advertisement at any time. Approvals may take up to five business days. Advertisements that link users to other websites cannot prevent a user from easily returning to the NEJM CareerCenter site.

## Cancellation Policy — For Online-only Jobs

For online-only jobs, ads can be taken off the website with 48-hour notice when requested through your sales representative. Note: all verbal cancellations must be followed by a written confirmation. Please call your classified advertising representative to confirm receipt of cancellation. Alternately, users can login to their NEJM CareerCenter account to deactivate any posting. There is no refund for any remaining balance of the posting.

## Cancellations — For Print Jobs

Cancellations must be confirmed in writing and must be transmitted via fax or email. Classified line and display ads cannot be cancelled any later than one business day after the materials due date.

## Advertising Policies

1. All advertisements are subject to approval of the *New England Journal of Medicine* (Publisher), which reserves the right to reject or cancel any advertisement at any time.
2. All advertisements are accepted and published by Publisher on the warranty of the agency and the advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
3. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
4. Publisher shall not be liable for any failure to publish any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.
5. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
6. For advertorial guidelines, contact your account representative or visit [www.nejmadsales.org](http://www.nejmadsales.org).
7. Any reference to Publisher or any of its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to prior written approval by Publisher for each such use.
8. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, Publisher cannot guarantee fixed positioning.
9. Publisher is not responsible for incidental or consequential damages for errors in displaying an ad.
10. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
11. Publisher will not be bound by any condition, printed or otherwise, appearing on insertion orders or copy instructions when such conditions conflict with the conditions set forth in this rate card.
12. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.
13. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic, or official name; the quantity of all active substances must be stated along with the recommended dosage. Copy should be factual, conservative, and in good taste. Documentation for new pharmaceutical products should be sent to the Advertising Department; please allow two weeks for clearance.
14. All advertising must be clearly germane to the practice of medicine.

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## POLICIES *(continued)*

15. **NEJM.ORG:** Any use of NEJM trademarks or copyrighted material for links to and from the NEJM website must be approved, in advance, by NEJM. Any such unauthorized linking is prohibited. NEJM does not endorse or support any product or organization linked to NEJM's website nor is NEJM responsible for the content of any website promoted in an advertisement published in NEJM. Online advertising policies can be viewed at publisher's website, [nejm.org](http://nejm.org).
16. **RECRUITMENT ADS:** All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status, or physical handicap will not be accepted. Non-U.S. recruitment advertisers are required to confirm in writing that they are equal opportunity employers.
17. Advertised products must be compliant with the regulations in the country where the advertisement will be seen. Advertisements for pharmaceutical products (including NDA products) that are subject to the U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
18. Advertiser links to other websites cannot prevent a user from easily returning to Publisher's website.
19. Advertising copy must be factual and in good taste.
20. Advertising that appears at Publisher's website and in email service must be clearly distinguishable from editorial content.
21. Advertisements may not include offers for free merchandise or contests.
22. Publisher does not release personally identifiable data on the users of our websites or email service to advertisers.
23. Advertising is separate from content. Advertisers and sponsors have no advance knowledge of our editorial content, nor do the editors shape content to accommodate advertising. Publisher will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning that product. Advertisers do not influence any of our editorial content before it is published.
24. Publisher's advertising sales representatives have neither control over, nor prior knowledge of, specific editorial content before it is published.
25. Advertisers have no control or influence over the results of searches a user may conduct on the Publisher's website. Search results are based solely on the functionality available through our search software (e.g., keywords or natural language) and user-defined criteria (e.g., displaying most recent or most relevant items first).

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# CONTACT INFORMATION



The **NEW ENGLAND JOURNAL** of **MEDICINE**

860 Winter Street  
Waltham, MA 02451-1413  
Business hours:  
8:00 a.m. to 4:00 p.m. EST

## **Classified Advertising**

Tel: (800) 635-6991 or (781) 893-3800  
Fax: (781) 895-1045  
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