The American Thoracic Society offers online leaderboard and skyscraper advertising in the emails and websites of its two e-newsletters:

- ATS News monthly e-newsletter (news.thoracic.org)
- ATS Stat weekly e-newsletter (stat.thoracic.org)

The American Thoracic Society has more than 14,000 members and is a leading medical association dedicated to advancing pulmonary, critical care and sleep medicine. The ATS e-newsletters receive more than 77,000 page views per year combined.

Advertising Online

Fixed or rotating leaderboard and skyscraper ads can be placed on all pages throughout the e-newsletter websites, including:

- Homepages
- Article Pages
- Column Pages
- Search Pages
- About Pages

Sample pages showing ad locations are attached. To obtain up-to-date impression statistics please contact Rich Devanna (rdevanna@cunnasso.com) or Jim Cunningham (jcunningham@cunnasso.com)

Advertising Rates

Leaderboard or Skyscraper advertising packages include e-newsletter emails and websites.

<table>
<thead>
<tr>
<th>Package</th>
<th>Duration</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package A*</td>
<td>1 month of ATS Stat (4 issues) and ATS News (1 issue) leaderboard or skyscraper advertising</td>
<td>$2,000</td>
</tr>
<tr>
<td>Package B*</td>
<td>1 month of ATS Stat (4 issues) leaderboard or skyscraper advertising</td>
<td>$1,500</td>
</tr>
<tr>
<td>Package C</td>
<td>1 month of ATS News (1 issue) leaderboard or skyscraper advertising</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*Months with more than four weeks cost an additional $300 per week per advertisement in ATS Stat.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:
Rich Devanna (rdevanna@cunnasso.com) or Jim Cunningham (jcunningham@cunnasso.com)
Cunningham Associates
180 Old Tappan Road Old Tappan, NJ 07675
PHONE: 201-767-4170; FAX: 201-767-8065
Specifications
Skyscraper Ads – 120 pixels wide x 600 pixels high
Leaderboard Ads: 728 pixels wide x 90 pixels high
File size - Maximum 20K
Formats – GIF, JPEG, PNG & SWF [rich media (e.g., Flash)]

Materials
Materials can be e-mailed to Kathy Tamalonis at ktamalonis@cunnasso.com.

Online Advertising Policy
The American Thoracic Society will accept banner (leaderboard & skyscraper) advertising on select pages of its e-newsletters – ATS News and ATS Stat – according to the following guidelines: All advertisements are subject to approval by the ATS, which reserves the right to reject or cancel any advertisement at any time.

Types of Advertising
Generally acceptable for consideration:
Pharmaceutical products; medical-equipment products and services; medical software; practice-management products and services (including office equipment and supplies, medical billing systems, medical software products) and medical web sites as well as research related products. Additionally, calls for patients to participate in clinical trials, or clinical-trial matching services if the trial is registered and conducted by a recognized company, academic institution, or reputable CRO. All types of advertising not described above will be reviewed on a case-by-case basis.

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