



We help the world breathe®
PULMONARY • CRITICAL CARE • SLEEP

AMERICAN THORACIC SOCIETY E-NEWSLETTERS

2016 Online Advertising Rate Card

The American Thoracic Society offers online large rectangle (300x250) advertising in the emails and websites of its two e-newsletters:

- ATS News monthly e-newsletter
- ATS Stat weekly e-newsletter

Both are archived at news.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 total page views per year combined.

Advertising Online

Fixed or rotating large rectangle 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

Large rectangle advertising packages include e-newsletter emails and websites.

Package	Duration	Rate
Package A*	1 month of ATS Stat (4 issues) and ATS News (1 issue) large rectangle ad advertising	\$2,000
Package B*	1 month of ATS Stat (4 issues) large rectangle ad advertising	\$1,500
Package C	1 month of ATS News (1 issue) large rectangle ad advertising	\$1,000

*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

New and Renewal Project Applications Now Accepted for FY2015

The ATS Program Review Subcommittee is now accepting new and renewal FY2015 assembly/committee project applications. The applications will be considered by the corresponding assemblies and committees to become official projects that may lead to ATS documents. These documents include statements, workshop reports, systematic reviews, technical standards, and clinical practice guidelines. Applications for non-document projects are also being accepted, and may lead to webcasts, registries, conferences, podcasts, mobile application development, CME monographs or newsletters, and CD-ROMs. The deadline for submissions is 11 p.m. (EDT) July 31. [Learn more here.](#)

Just Released: ATS 2014-15 Fellowship Toolkit

The latest resources to help pulmonary, critical care, and sleep medicine fellows navigate their academic and professional careers are now available in the ATS 2014-15 Fellowship Toolkit. Fellows will free receive access to select webcasts from the ATS 2014 International Conference in San Diego—including the Clinical and Pediatric Years in Review, the Fellows Case Conference, and Career Development Symposium—ATS Guidelines and Statements, as well as information on how to become more involved Society's assemblies and patient-centered initiatives, such as the ATS Public Advisory Roundtable. The toolkit is free and can be accessed by [completing this brief form.](#)

Webinar: 'Genetics of Pulmonary Hypertension'

As part of "Pulmonary Hypertension Week at the ATS," July 6-12, and in conjunction with ATS PAR partner the Pulmonary



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Specifications

Large Rectangle Ad – 300 pixels wide x 250 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 (large rectangle) 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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