

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

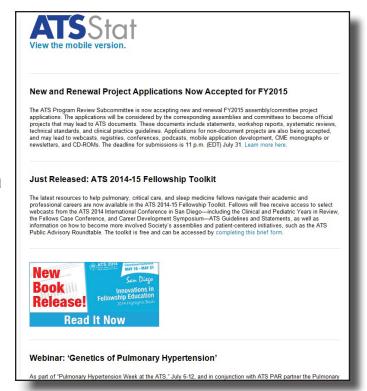
Both are archived at news.thoracic.org

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 Package A*	Duration1 month of ATS Stat (4 issues) and ATS News (1 issue)large rectangle ad advertising	Rate \$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

We help the world breather pulmonary · critical care · sleep

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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@cunnas-so.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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