

# AMERICAN THORACIC SOCIETY JOURNALS

## Online Advertising



The American Thoracic Society offers online leaderboard and skyscraper advertising on the websites of its three scientific publications:

- **American Journal of Respiratory and Critical Care Medicine** ([ajrccm.atsjournals.org](http://ajrccm.atsjournals.org))
- **American Journal of Respiratory Cell and Molecular Biology** ([ajrcmb.atsjournals.org](http://ajrcmb.atsjournals.org))
- **Proceedings of the American Thoracic Society** ([pats.atsjournals.org](http://pats.atsjournals.org))

The American Thoracic Society has over 14,000 members and is a leading medical association dedicated to advancing pulmonary, critical care and sleep medicine. The ATS publications, with over 12 million page views per year combined, are the most respected in the field.

### Advertising Online

Fixed or rotating leaderboard and skyscraper ads can be placed on all pages (with the exception of full article content that is less than one year old) throughout the journal websites, including:

- Journal Homepages
- Abstract Pages
- Search Pages
- Umbrella Page
- Full Text Pages After 1 Year

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



### Advertising Rates

Leaderboard and skyscraper advertising rates are based on a cost per 1,000 impressions and can be run by duration, exposure or both.

Impressions	Rate	CPM
25,000	\$1,750	70
50,000	\$3,250	65
100,000	\$6,000	60
250,000	\$13,750	55
500,000	\$25,000	50

### AJRCCM eTOC Email Alerts

our Leaderboard ad on the AJRCCM ETOC is delivered to 30,000+ opt-in's weekly. Alerts are also available for AJRCMB and PATS. Contact the advertising representative for rates & specs.

### FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Rich Devanna ([rdevanna@cunnasso.com](mailto:rdevanna@cunnasso.com)) or Jim Cunningham ([jcunningham@cunnasso.com](mailto: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)]

## How To Submit An Order For Online Advertising

E-mail or fax the attached insertion order to Rich Devanna at Cunningham Associates

• Fax: (201) 767-8065

• E-mail: rdevanna@cunnasso.com

## Materials

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

## Approvals

All advertisements are subject to approval by the ATS, which reserves the right to reject or cancel any advertisement at any time. See the complete ATS online advertising policy below.

## Online Advertising Policy

The American Thoracic Society will accept banner (leaderboard & skyscraper) advertising on select pages of its publications: **American Journal of Respiratory and Critical Care Medicine**, **American Thoracic Society Respiratory Cell and Molecular Biology** and **Proceedings of the American Thoracic Society** according to the following guidelines:

1. All advertisements are subject to approval of the American Thoracic Society (Publisher), which reserves the right to reject or cancel any advertisement at any time.
2. 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 decisions or advertising policies.
3. Publisher's advertising sales representatives have neither control

over, nor prior knowledge of, specific editorial content before it is published.

4. Publisher does not release personally identifiable data on the users of our website or e-mail service to advertisers.
5. Online advertisers may receive reports that show aggregated data about response to their advertisements, including the number of ad impressions and the number of times an advertisement was clicked on.
6. Advertiser links to other websites cannot prevent a user from easily returning to the publication's website.
7. Advertorials are not accepted to the publication's website or e-mail service.
8. 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.
9. All advertisements must be clearly germane to the practice of medicine or related research.
10. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
11. Advertising that appears at publications website must be clearly distinguishable from editorial content.
12. Advertising copy must be factual and in good taste.
13. 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.

14. 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.

15. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, Publisher cannot guarantee fixed positioning.

16. 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.

17. 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.

18. Publisher will not be bound by any condition, printed or otherwise, appearing on any order or copy instructions when such conditions conflict with the conditions set forth in the rate card.

19. Publisher is not responsible for incidental or consequential damage for errors in displaying an ad.

20. Only one advertisement in each of the offered formats (leaderboard & skyscraper) will be allowed per selected page. These may appear in a fixed or rotating format. See "Online Advertising Rate Card" for information on ad locations, costs and specifications.

21. "Pop Up" ads will not be accepted.

22. Advertising in PDF's of article reprints is strictly prohibited.

## 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.

### Generally acceptable for consideration with certain conditions:

Calls for patients to participate in clinical trials, or clinical-trial matching services: considered solely if the trial is registered and conducted by a recognized academic institution or reputable CRO.

All types of advertising not described above will be reviewed on a case-by-case basis.

Advertisers, media buyers, and others with specific questions about advertising acceptability should contact Rich Devanna or Jim Cunningham at (201) 767-4170 or e-mail rdevanna@cunnasso.com or jcunningham@cunnasso.com.

