



THE
ENDOCRINE
SOCIETY

2010 Online Advertising Opportunities



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Online Advertising Opportunities

Available placements on these official Endocrine Society online products:

- The Endocrine Society home page
- Journal Sites
- Newsletters
- E-Alerts

Contact:

Greg Pessagno

The Walchli-Tauber Group, Inc.

(443) 512-8899 x109

greg.pessagno@wt-group.com



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Online Advertising Specifications

Banners:

Leaderboard Size: 728px wide x 90px high
Skyscraper Size: 120px wide x 600 px high
File Format: Flash, Shockwave, GIF & JPG
Max File Size: 25k
Max Rotation: 3 Rotations over 30 seconds
3rd party tagging accepted

Banners on e-Alerts and e-Newsletters are GIF or JPG only. Only leaderboard ads are available. For e-Alerts, leaderboard size is same as above. Special sizing is required for e-Newsletters.



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Sponsor on The Endocrine Society Web Site



Banners will run throughout the site, home page not included.
- Unique Visitors: 25,000

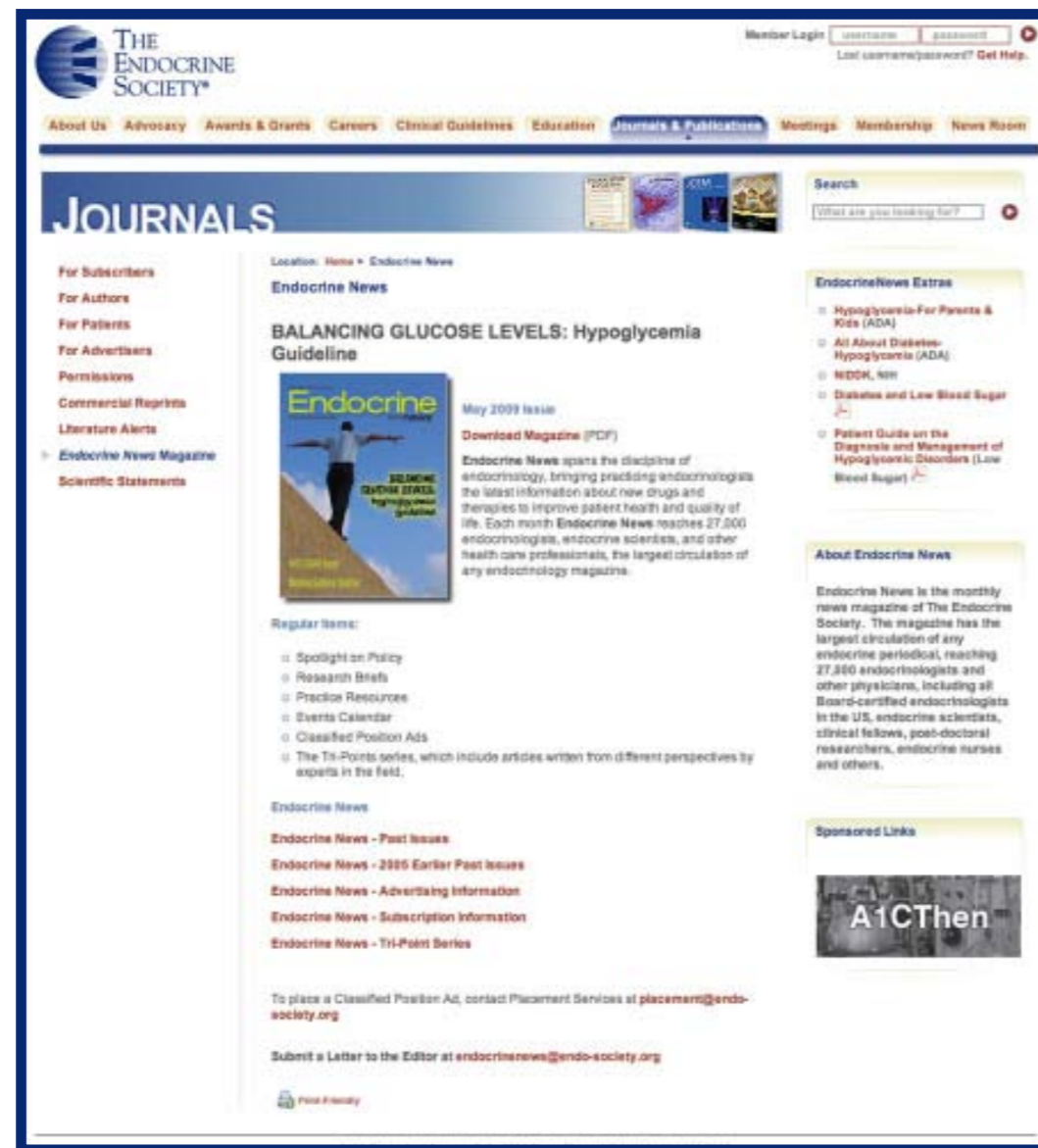
Sponsorship
\$1,000 net per month

Skyscrapers are
120 px wide x 600 px high



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Endocrine News



Endocrine News spans the discipline of endocrinology, bringing practicing endocrinologists the latest information about new drugs and therapies to improve patient health and quality of life. Each month Endocrine News reaches 27,000 endocrinologists, endocrine scientists, and other health care professionals, the largest circulation of any endocrinology magazine.

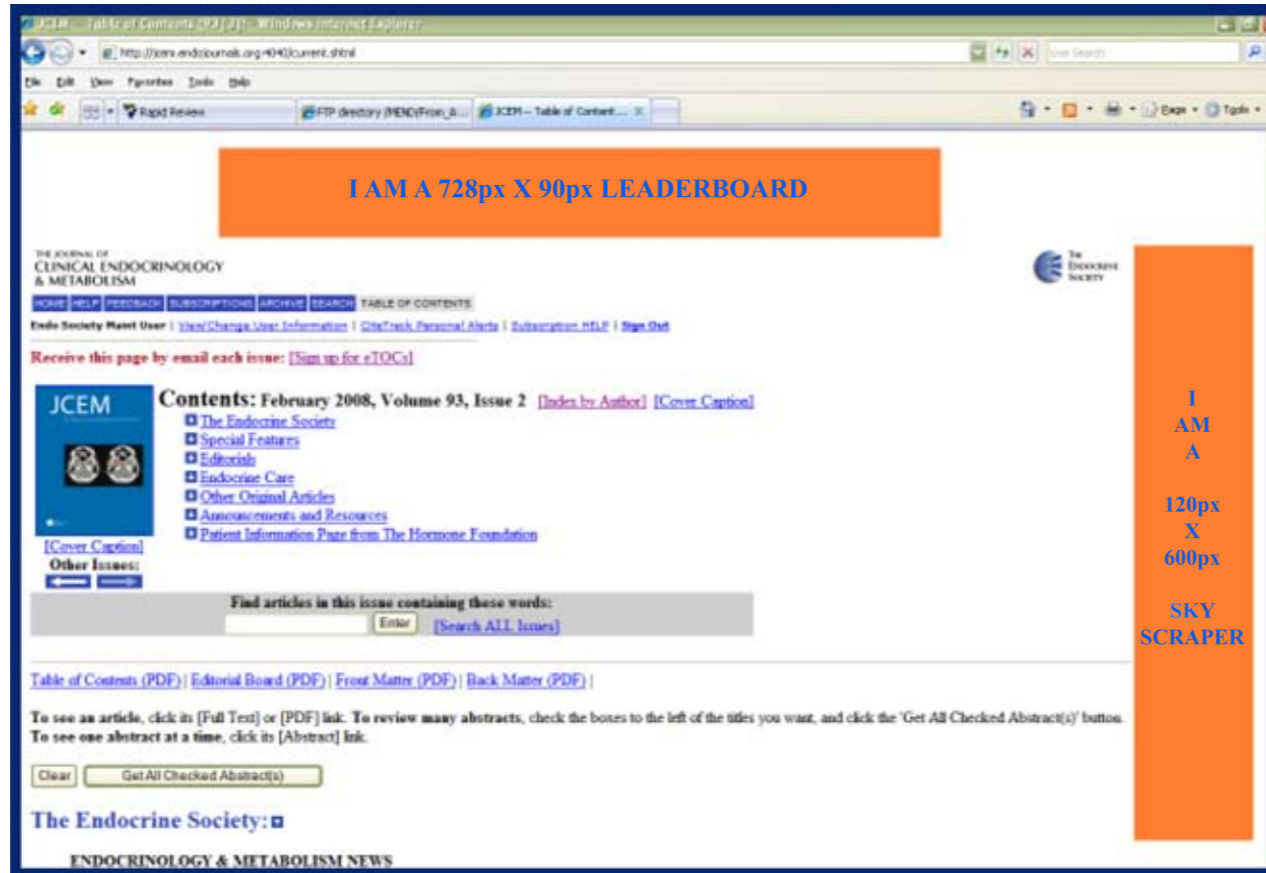
Currently available as a PDF only. Sponsorship opportunities coming soon.



MARKET RESEARCH

↳ Online Advertising Opportunities

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The Endocrine Society Journal Sites attract over 435,000 unique visitors monthly.

Banners will run throughout the sites with the exception of full text article pages or you may choose to have your advertisement only run on the home pages at a premium.

Leaderboards are 728 px wide x 90 px high

Skyscrapers are 120 px high x 600 px high

\$50 net per thousand impressions

\$60 net per thousand impressions (Home Page Only)

*NEW Leaderboards and Skyscrapers now appear on Article Abstract pages of *JCEM: Journal of Endocrinology & Metabolism* and *Endocrine Reviews*.



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Endocrine Society Publications: e-Alerts

87,000 e-Alerts are sent out monthly!

Banner Advertising for e-Alerts are sold as a package of e-Tocs, Keyword/Author Alerts, Citation Alerts & Publish Ahead of Print Alerts

The e-Alerts are for the following Endocrine Society Publications:

JCEM: Journal of Clinical Endocrinology & Metabolism

Endocrine Reviews

Endocrinology

Molecular Endocrinology

Leaderboard: 728px wide x 90px high

Material: GIF or JPG

\$2,500 per month per ad unit

\$13,000 for 6 month contract per ad unit

\$25,000 for 12 month contract per ad unit



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Each of your patients with **TYPE 2 DIABETES** is **UNIQUE**. **TAILOR YOUR TREATMENT** to each patient's individual needs.

[▶ Determine an appropriate treatment option](#)

Weekly Literature Update
12/4/2009

 **The Endocrine Literature Review**
by Doody Enterprises

THE ENDOCRINE SOCIETY NEWS

Get Complimentary Access* to Translational Research in Endocrinology and Metabolism
The Endocrine Society presents an online collection of the latest translational research highlighting the intersection of basic science, clinical investigation, and patient care. The collection is continually updated as the journals add new content each month. Go to www.endojournals.org for additional details. *Offer expires, December 31, 2009

ESAP 2009 and ESAP 2009 MOC Now Available
Seeking your initial ABIM certification or just looking for a refresher? ESAP 2009 is the tool for you. 93% new content compared to ESAP 2008. Seeking credit for ABIM Maintenance of Certification (MOC)? Look no further than ESAP 2009 MOC. For more information on ordering ESAP 2009 and ESAP 2009 MOC please [click here](#) or point your browser to <http://www.medinonow.com/min/pl/10208/khszkw/BIQRA/default.aspx>.

Earn 22 CME Credits Now Through The Endocrine Society's Compendium of Clinical Practice Guidelines
The Endocrine Society's Clinical Practice Guidelines have been developed through a rigorous, multi-step, peer-review process to highlight key clinical content on the management of endocrine disorders. These nine guidelines are now available in a single volume collection that includes a 22 credit CME activity and 11 Hormone Foundation Patient Guides. [Read More](#)

ENDOCRINE REVIEWS RAPID ELECTRONIC PUBLICATIONS (REP):
Zdenek Hel, Elizabeth Stringer, and Jiri Mestecky
Sex Steroid Hormones, Hormonal Contraception, and the Immunobiology of Human Immunodeficiency Virus-1 Infection
<http://edrv.endojournals.org/cgi/content/abstract/er.2009-0018v1>
Cassidy Vuong, Stan H. M. Van Uum, Laura E. O'Dell, Kabirullah Lutfy, and Theodore C. Friedman
The Effects of Opioids and Opioid Analogs on Animal and Human Endocrine Systems
<http://edrv.endojournals.org/cgi/content/abstract/er.2009-0009v1>

ENDO 2010 Registration and Housing Now Open
The 92nd Annual Meeting & Expo brings together more than 7,500 endocrine research and practice professionals for one of the world's largest endocrinology gatherings. Education at ENDO does not stop when official scientific sessions end. ENDO Expo holds many more opportunities where you can discover, compare, and evaluate the programs, products and services that can increase the effectiveness of your profession. Register now and save up to 30% on your registration fees. Book your hotel reservation through the ENDO Housing Block and reap the benefits. You will receive the best rates, be within close walking distance to the convention center, and have optimal networking opportunities due to the high concentration of attendees staying within the block. Save time and money by registering early for ENDO. For more information, visit www.endo-society.org/endo.

ENDO 2010 Call for Abstracts - Submit Now
Share your findings and insights with a global audience of over 7,500 endocrinologists who will gather in San Diego, CA for the 92nd Annual Meeting & Expo. Accepted abstracts will showcase new areas of development

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Be among the best.



Become a member today.



THE ENDOCRINE SOCIETY®

Weekly Literature Update is emailed to 9,700 endocrinologists.

E-mail sent to endocrinologists each week, offering an easy, time-saving way to review the latest publications in their pre-selected areas in just a few minutes per week.

Leaderboard Banner:
728 px wide x 90 px high

Skyscraper/Tower Banner:
120 px wide x 600 px high

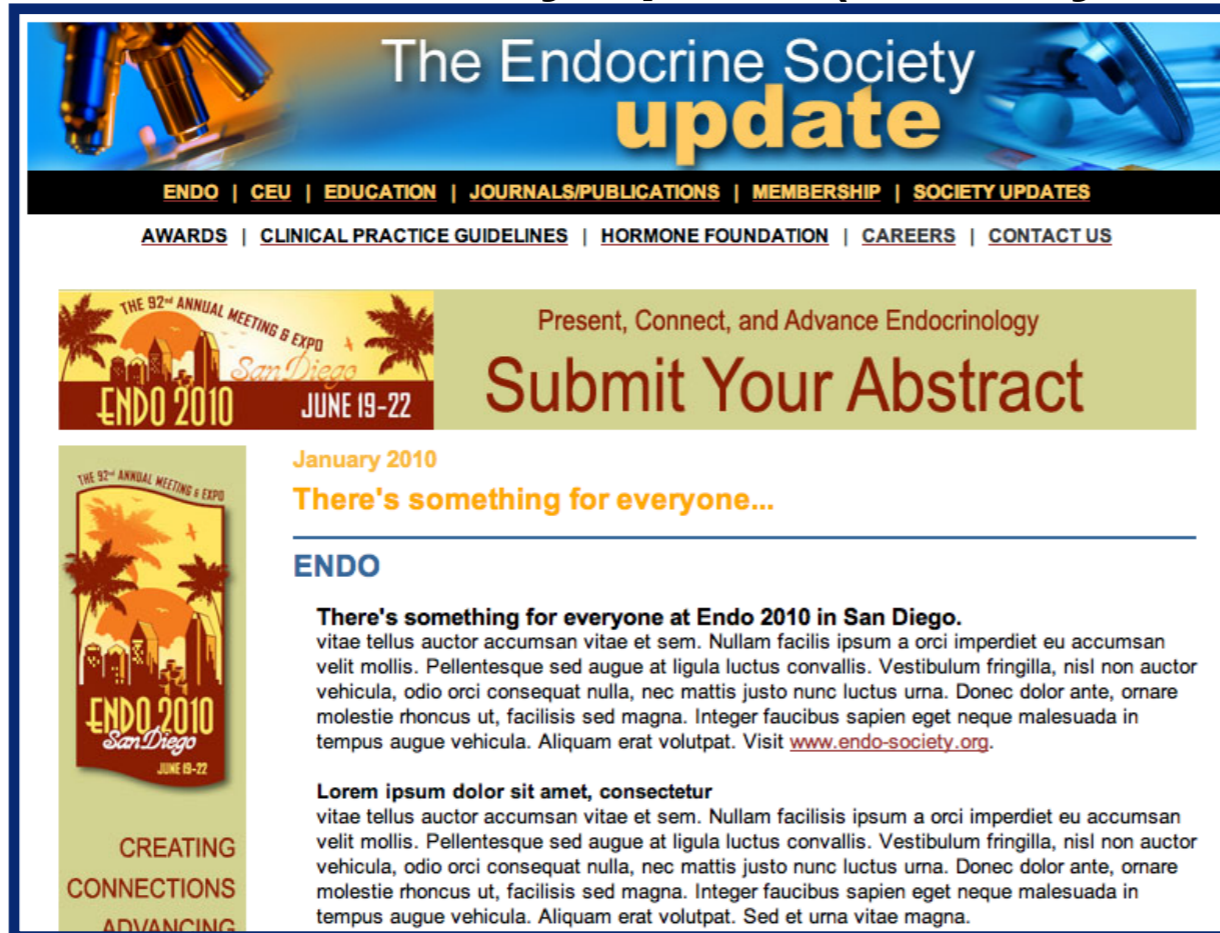
\$2,000 net per calendar month*
\$11,000 net for 6 month contract*
\$19,000 net for 12 month contract*

*per ad unit



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Endocrine Society Update (formerly Endocrine News Live)



A monthly e-Newsletter mailing to nearly 22,000 endocrinologists.

Open Rate: 18%

Endocrine Society Update (formerly Endocrine News Live). The Endocrine Society's monthly e-newsletter sent to Society members. This Newsletter includes concise announcements containing current items of interest to our members. Placing an ad enables you to reach more than 12,500 members and 10,400 non-members who subscribe to the e-Newsletter. The view rate for each issue is over 18% and growing.

Leaderboard 720 px x 90 px, Skyscraper 120 px by 600 px
Acceptable formats are JPEG, GIF and animated GIFs under 200KB.

- \$2,000 net per calendar month per ad unit**
- \$11,000 net for 6 month contract per ad unit**
- \$19,000 net for 12 month contract per ad unit**



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Materials

Please email all banner ads to:

Greg Pessagno

greg.pessagno@wt-group.com

(443) 512-8899 x109

Please provide material a minimum of two weeks prior to the date the ad is scheduled to go live to ensure ample time for approval by The Endocrine Society.

For Print Advertising Opportunities Contact:

Steve Hamburger at Scherago International (201) 653-4777 x17 or steveh@scherago.com

For Mailing Lists Contact:

Kerry Tranfa at (800) 708-5478 x3246 or ktranfa@infocuslists.com

For Commercial Reprints Contact:

Karen Burkhardt at (443) 512-8899 x111 or karen.burkhardt@wt-group.com

For information on corporate sponsorship, please see www.endo-society.org/industry/