

# 2022 NEJM Canada Production Specs and Pricing for Covertip and Loose Outsert Programs

- All creative provided by client must receive **prior** approval before printing. Email PDF with content for approval to: [displayads@nejm.org](mailto:displayads@nejm.org).
- Space reservation required; availability is limited
  - Space reservation and mock-up submission (for preapproval) due six weeks prior to Thursday issue date
  - Materials due 21 days prior to Thursday issue date
- Quantity: 4,200 per issue
- When shipping materials for multiple issues, separate and label by issue date.
- Covertips and outserts should **not** be delivered shrink-wrapped.

**Program eligibility:** To be eligible, an advertiser must have run three full page four-colour print ads with NEJM in a calendar year. Only one program may run per issue.

The program must run in the first or second issue of the month. There is no discounting allowed for this program. Covertips and outserts count towards a client's earned frequency rate.

**Written notification required 30 days prior to issue date to cancel this program. Any notification received within 30 days will be subject to a cancellation fee.**

## NEJM COVERTIP (attached to NEJM front cover and polybagged)

### COVERTIP

Specialty	Quantity	Product	CAD Price (Gross)*
Full Run	4,200	Single-leaf Covertip: <30 grams	\$7,176.47

*\*Price is based on a two-page (single-leaf) covertip on 100 lb. text stock and includes polybag and postage. Any variance in size or paper stock must be reviewed and will be subject to additional charges.*

- Material specs for two-page covertip:
  - Maximum Size: 19 cm W x 13 cm D (7.5" W x 5.5" D)
  - Minimum Size: 12 cm W x 12 cm D (5" W x 5" D)
  - Stock: 100 lb. text stock (**Not** 100 lb. cover stock)
  - Diecuts and other textured papers should be avoided

## NEJM LOOSE OUTSERT (placed in back of NEJM in polybag)

### OUTSERT

Specialty	Quantity	Product	CAD Price (Gross)*
Full Run	4,200	Single-leaf Outsert: <30 grams	\$5,882.35
Full Run	4,200	Single-leaf Outsert: 30 grams	\$8,000.00

*\*Price is based on a single-leaf loose outsert — 100 lb. text stock and includes polybag and postage.*

- Material specs for two-page outsert:
  - Max size: 19 cm W x 26 cm H (7.625" W x 10.25" H)
  - Stock: 100 lb. text stock to optimize weight for best price (<30 grams) it is suggested to use 100 lb. text or 8 pt for single pages/cards or 80 lb. text for multiple pages. Diecuts and other textured papers should be avoided.
  - Contact [displayads@nejm.org](mailto:displayads@nejm.org) for minimum sizes

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# 2022 NEJM Canada Production Specs and Pricing for Covertip and Loose Outsert Programs *continued*

## PRODUCTION CONTACT INFORMATION

**Send one mockup reflecting weight, size, and configuration to:**

Quad

Attn: CE MagCat Weeklies/CE Coordinators — NEJM

1900 West Sumner Street

Hartford, WI 53027

**Send two mockups reflecting weight, size, and configuration to:**

The New England Journal of Medicine

Attn: Ad Production

860 Winter Street

Waltham, MA 02451

**Final product delivered to:**

Quad

Attn: CE MagCat Weeklies/CE Coordinators — NEJM

1900 West Sumner Street

Hartford, WI 53027

**For all mockups and final product, please specify client, brand, and first issue dates.**

Contact **Matt McMullan** at **+1-514-726-5640** or **[mmcmullan@mediajls.com](mailto:mmcmullan@mediajls.com)** for more information.