

Digital Production Information

NEJM AND NEJM JOURNAL WATCH

	Pixels	Aspect Ratio
Leaderboard	728 x 90	8:1
Medium rectangle	300 x 250	1:1
Half page	300 x 600	1:2
Wide skyscraper	160 x 600	1:4
Thin skyscraper	120 x 600	n/a
Micro bar	88 x 31	n/a

Expandables are accepted, but not for half page.

Rich media is not supported for emails. For emails please provide GIFs only.

Ad units vary depending on NEJM/NEJM Journal Watch product. See individual pages for required units.

To Submit an Insertion Order

Email your insertion order (IO) to:

Sales Representative

Matt McMullan

JLS Media

+1-514-726-5640

mmcmullan@mediajls.com

To Submit an Ad

Email your creative, citing the IO name and reference number, to the contact above.

Approvals

All ads are subject to approval by the *New England Journal of Medicine*, which reserves the right to reject or cancel any ad at any time. Approval may take up to seven days.

Types of Advertising Accepted

Generally acceptable for consideration are pharmaceutical products, medical and medical equipment products and services, medical software and practice management products and services, including office equipment and supplies, medical billing systems, and medically appropriate websites.

Generally acceptable for consideration with certain conditions are calls for patients to participate in clinical trials or clinical-trial matching services. These ads can be considered if the trial is registered with Health Canada and conducted by a recognized institution.

Other ad types are accepted. Those not described above are reviewed on a case-by-case basis.

Online Cancellation Policies

Advertisers may cancel the entire insertion order or any portion thereof as follows:

Run-of-Site banner programs: On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 21 days or more before the campaign start date. For cancellations made within 21 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery.

Flat fee-based or fixed-placement programs including but not limited to Advertising Programs, Home Page Takeovers, Specialty Packs, NEJM eTOC, Physician's First Watch, and all other email products. On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 30 days or more before the start date of the campaign.

For cancellations made 15 to 30 days before the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made within 14 days of the start date, advertiser will be responsible for 100% of the campaign amount that was reserved for delivery.

Click for more [email advertising information](#) and complete [NEJM advertising policies](#).

Digital and Email Advertising Specs

	NEJM.org	JWatch.org
HTML5/GIF Specs		
Test time required	5 business days	5 business days
Accepted banner sizes	728 x 90 8:1 300 x 250 1:1 160 x 600 1:4 120 x 600 N/A 300 x 600 1:2	728 x 90 8:1 300 x 250 1:1 160 x 600 1:4 120 x 600 N/A 300 x 600 1:2
Max looping/animation	3 loops	3 loops
1. Max GIF weight	300 KB	300 KB
2. Max HTML5 weight	300 KB	300 KB
Expandable Specs		
Test time required	5 business days	5 business days
Format	Expandable units must come from a third-party server (DoubleClick, Pointroll, etc.)	Expandable units must come from a third-party server (DoubleClick, Pointroll, etc.)
Panel expansion	User-initiated/click/tap or mouse over	User-initiated/click/tap or mouse over
Panel contraction	Ads must contain a clearly marked Close "X" button and should contract when cursor leaves the ad.	Ads must contain a clearly marked Close "X" button and should contract when cursor leaves the ad.
Max panel expansion size	728 x 90 to 728 x 360 300 x 250 to 600 x 250 120 x 600 and 160 x 600 to 600 x 600	728 x 90 to 728 x 360 300 x 250 to 600 x 250 120 x 600 and 160 x 600 to 600 x 600
Max weight total (initial)	150 KB	150 KB
Max weight total (subload)	300 KB	300 KB
Panel expansion direction	728 x 90 expand down. 300 x 250 expand left. 120 x 600 and 160 x 600 expand left.	728 x 90 expand down. 300 x 250 expand left. 120 x 600 and 160 x 600 expand left.
Other	Auto-play ads not accepted. User instructions must be clearly marked.	Auto-play ads not accepted. User instructions must be clearly marked.
Z Index	0–1,000	0–1,000
Video Specs (in-banner)		
Video acceptance	Upon approval, within above banner sizes only.	Upon approval, within above banner sizes only.
User initiated requirements	Activation (sound and video) must be user-initiated. Continuous looping not permitted. Replay must be user-initiated.	Activation (sound and video) must be user-initiated. Continuous looping not permitted. Replay must be user-initiated.
Max play time (user initiated)	30 seconds	30 seconds
Required controls	Ads must contain start/stop/pause button and mute button. Rewind/fast forward buttons accepted.	Ads must contain start/stop/pause button and mute button. Rewind/fast forward buttons accepted.
Other	Auto-play ads not accepted. User instructions must be clearly marked.	Auto-play ads not accepted. User instructions must be clearly marked.
Z Index	0–1,000	0–1,000
Email Advertising GIF Specs		
	NEJM eTOC	NEJM Journal Watch
Test time required	5 business days	5 business days
Max banner size	728 x 90, 300 x 250	728 x 90
Max looping/animation	3 loops	3 loops
Max GIF weight	40 KB, GIF only	40 KB, GIF only
<ul style="list-style-type: none"> Animated GIFs are accepted; however, for email recipients using certain versions of Outlook (2007, 2010, 2013) only a static representation of the GIF image will show on the first frame. Advertisers may wish to include branding and other important information on the first frame. Third-party no script tags are accepted if the tags render the actual GIF image and the URL landing page. Tags that render a 1x1 pixel are not accepted. Rich media is not supported. 		

Note: Any changes to creative or ad tags must be submitted for advance approval before going live, even if within campaign duration.