



DIGITAL ADVERTISING OPPORTUNITIES

- Endocrine Society Online Network
- Endocrine Society e-Newsletters and e-TOCs

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

Endocrine Society Online Network

The Endocrine Society Online Network is the only resource for the latest content published in *The Journal of Clinical Endocrinology & Metabolism* (JCEM), *Journal of the Endocrine Society*, *Endocrine Reviews*, and *Endocrine News*.

Network Landing Pages

- endocrine.org
- endocrinenews.endocrine.org
- academic.oup.com/jcem
- academic.oup.com/jes
- academic.oup.com/edrv
- academic.oup.com/endo

US Monthly Metrics

Unique Visitors	30,000
Impressions	545,000
Average CTR	0.08%

Contextual Targeting

Campaigns can be targeted to articles containing specific keywords. Call your representative for availability and pricing.

Keyword Projected Monthly Impressions (US)*:

Diabetes	40,000	CGM	10,000
Insulin	60,000	Bone/Osteoporosis	40,000
Obesity	20,000	Testosterone	30,000
Growth Hormones	20,000	Thyroid	35,000

*Monthly avails vary based on final selected keywords

Sizes and Specifications

- Leaderboard:** 728 x 90
- Box/MPU:** 300 x 250
- Mobile:** 300 x 50
- Half Page:** 300 x 600
- Skyscraper:** 160 x 600
- File Format:** GIF, JPG, PNG, HTML5
- Rich Media on Approval
- Max File Size:** 200KB

- Animation cannot continue past 3 loops
- Frame rate must not exceed 24fps
- Expanding ads must be user-initiated by mouse-over or click to expand
- Creative is required for testing 5 days in advance

Banner Sizes and Specifications

Online Rates (net)	
Geo-targeted ROS	\$100 CPM
Global Run of Site	\$95 CPM
Contextual Targeted	\$195 CPM



EMAIL OPPORTUNITIES

Endocrine Society e-Newsletters and e-TOCs

Endocrine e-News:

100% Opt-in, weekly e-newsletter for members with society news updates and highlights of the latest events and clinical reports published in the societies scientific publications including *Journal Content Reviews & Links*

Distribution (US Members)	9,347
Unique Open Rate	33.0%
Average CTR	0.30%

3 Banner Positions Per Drop/Rates

Top (728 x 90)	\$3,000 net
Middle (300 x 250)	\$3,000 net
Bottom (300 x 250)	\$2,000 net

Continuity Incentive: Buy 6, get 1 Free

Weekly Continuity Incentive:

Buy 3 consecutive weeks, get 4th week free

Endocrine e-News: Contextual Highlights:

100% SOV e-newsletter series on specific topics such as innovations in diabetes, thyroid, men's health, CDV, women's health, osteoporosis, lipids, obesity, etc... Reach your target audience when they are actively engaged in the latest data available in a contextually relevant environment. Excellent CTR and open rates. Single send timed around specific events, quarterly, or bi-monthly distribution.

Distribution (US Members)	9,347
Unique Open Rate	30.0%
Average CTR	0.35%

Please contact your sales representative for more information and pricing.

The Journal of Clinical Endocrinology & Metabolism (JCEM) eTOC:

Monthly eTOC with direct links to the latest articles published in JCEM, the most essential clinical endocrinology publication in the market.

100% Opt-in Distribution

Distribution (US Members)	9,347
Unique Open Rate	24.0%
Average CTR	0.22%

Creative and Pricing

Exclusive Advertiser	728 x 90 and 300 x 250	\$3,500 net
Single Banner	728 x 90 or 300 x 250	\$2,500 net

Journal of the Endocrine Society (JES) eTOC:

Open access publication, provides rapid peer review and publication of research and other contributions that advance basic science, clinical science, and clinical practice in endocrinology.

Distribution (US Members)	9,347	100% Opt-in
Unique Open Rate	23.0%	
Average CTR	0.35%	

Creative and Pricing

Exclusive Advertiser	728x90 and 300x250	\$3,500 net
Single Banner	728x90 or 300x250	\$2,500 net

Endocrinology e-TOC:

Endocrinology is the authoritative source of emerging hormone science for scientists and clinicians. Direct reach to PhDs and other scientific members of the society with this monthly eTOC, circulating to 100% Opt-in members.

Distribution (US Members)	9,347	100% Opt-in
Unique Open Rate	23.0%	
Average CTR	0.30%	