

Email Advertising Creative Specifications

Physician/Specialist/HCP Publications (pgs 1-2)
Patient/Consumer Publications (pg 3)

Physician/Specialist/HCP Publications

eTOCs	Horizontal Unit	Vertical Unit	Box Unit	Text Unit
AAFP/AFP	728x90 static jpg or gif 40k max	n/a	n/a	250 characters (including spaces)
AAFP/FPM	728x90 static jpg or gif 40k max	n/a	n/a	250 characters (including spaces)
ACP/Annals	728x90 static jpg or gif 40k max	160x600 or 120x600 static jpg or gif 40k max	n/a	n/a
ASHP/AJHP	728x90 static jpg or gif 40k max	n/a	n/a	250 characters (including spaces)

Email Newsletters	Horizontal Unit	Vertical Unit	Box Unit	Text Unit
AAFP/FPC	728x90 static jpg or gif 40k max	n/a	n/a	250 characters (including spaces)
ACP/Annals CME Alert	n/a	n/a	n/a	250 characters (including spaces)
ACP/Hospitalist Weekly	728x90 or 468x60 static jpg or gif 40k max	160x600 or 120x600 static jpg or gif 40k max	n/a	n/a
ACP/Internist Weekly	728x90 or 468x60 static jpg or gif 40k max	160x600 or 120x600 static jpg or gif 40k max	n/a	n/a
ACP/ The Advocate	n/a	n/a	n/a	250 characters (including spaces)

Email Newsletters	Horizontal Unit	Vertical Unit	Box Unit	Text Unit
AGA eDigest	n/a	160x600 or 120x600 static jpg or gif 40k max	n/a	250 characters (including spaces)
ASHP/Newslink	728x90 static jpg or gif 40k max	n/a	n/a	150 words or less
Doody/ ASHP Literature Update	728x90 or 468x60 static jpg or gif 40k max	160x600 or 120x600 static jpg or gif 40k max	n/a	n/a
Doody/ Honor Society of Nursing Weekly Lit. Update	728x90 or 468x60 static jpg or gif 40k max	160x600 or 120x600 static jpg or gif 40k max	n/a	n/a
Drugs.com/ Professional Update	728x90 static jpg or gif 40k max	n/a	300x250 static jpg or gif 40k max	n/a
News from Healthy Women	728x90 or 468x60 static jpg or gif 40k max	160x600 or 120x600 static jpg or gif 40k max	n/a	n/a
ONS Connect Weekly	728x90 static jpg or gif 40k max	n/a	n/a 40k max	n/a
Primary Psych Publishing/ Psych Weekly	728x90 or 468x60 static jpg or gif 40k max	n/a	n/a	n/a
SmartBriefs	728x90 or 468x60 static jpg or gif 60k max	n/a	Logo 160x45 30k max	300 characters (including spaces)
The Rounds	728x90 static jpg or gif 40k max	160x600 or 120x600 static jpg or gif 40k max	n/a	60 characters (including spaces)
US Pharmacist/ e-Connect	468x60 static jpg or gif 40k max	160x600 or 120x600 static jpg or gif 40k max	n/a	n/a

Patient/Consumer Publications

Email Newsletters	Horizontal Unit	Vertical Unit	Box Unit	Text Unit
Drugs.com/ Consumer Update	728x90 static jpg or gif 40k max	n/a	300x250 static jpg or gif 40k max	n/a
HealingWell Newsletter	728x90 or 468x60 static jpg or gif 40k max	n/a	300x250 static jpg or gif 40k max	250 characters (including spaces)
Healthy Women Take Ten	728x90 static jpg or gif 40k max	160x600 or 120x600 static jpg or gif 40k max	n/a	n/a
OBGYN.net/ OBGYN Newsltr	728x90 static jpg or gif 40k max	160x600 static jpg or gif 40k max	300x250 or 300x600 static jpg or gif 40k max	6 lines max + URL