

the physician and sportsmedicine

PRIMARY CARE EDITION



Web Sponsorship 2005

the physician and sportsmedicine
online

A Division of The McGraw-Hill Companies

www.physsportsmed.com

Benefits & Features

- ◆ Extends your media mix to include the increasingly crucial Internet
- ◆ Immediate site recognition among several hundred thousand physicians
- ◆ Consumer and professional appeal
- ◆ Heavy promotion of site address through the journals, print, exhibits, advertising, and circulation activities
- ◆ Award winning design and content
- ◆ Searchable, full-text editorial archive
- ◆ CME with real-time submission, scoring, and payment options
- ◆ Top 5 return on major search engines using "sportsmedicine" keyword
- ◆ Advertiser Index with live Web links

Visitor Profile & Statistics

Physicians -34% Non-Physicians - 66%

Average Total Impressions Per Month
637,000Average User Sessions Per Month
342,000Average Unique Users Per Month
202,000

Source: ANS WebTrends & Site Registrations: 9/03-8/04

Sponsorship Opportunities

- ◆ Home Page
- ◆ Journal
- ◆ Resource Center
- ◆ Back Issues
- ◆ CME
- ◆ About Us

And other selected content areas



Rates, Specifications, & General Information

RATES: *Receive Free Banner Each Month That Your Print Ad Runs*
or purchase online space for \$2,500 per month, per banner

PREFERRED FORMAT: Scaleable (Adobe Illustrator or Freehand) saved as .eps. This format permits editing or re-sizing if necessary.

IMPORTANT:

- (1) Include all fonts used in the ad
- (2) Ad must maintain the aspect ratio (width relative to height) indicated above
- (3) Include a rasterized (Photoshop) version of the ad as a backup.

ACCEPTABLE FORMAT: Rasterized (Photoshop) saved as TIFF, JPEG, or GIF. However, this format does not allow clean editing or size adjustments to be made after it is received by McGraw-Hill.

POSITIONS: Extended on a first come, first served basis. All efforts will be made to handle competitive advertising in the same manner as in the print publications.

PREFERRED SIZE: 234 X 60 Pixels (approx. 3 1/4" x 3/4"). Include exact URL of Web site to which banner ad will link.

SEND FILES TO: Todd Hansen
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