

ONLINE DIRECT 2008

ACP Career Connection, Physicians Connecting with PositionsSM
(www.acponline.org/careers)

Physician Products and Services Marketplace (www.acponline.org/pps)

Your ability to place your recruitment advertisement on ACP Online exclusively or customize an ad running in one of our publications for the Web site. ACP Online and Annals Online, the Web sites for internal medicine, are receiving over 1,000,000 page requests monthly. Your ads are just a click away in ACP Career Connection or Physician Products and Services Marketplace. Take advantage of all the visibility our site has to offer.

Special Features of Display Ads:

- Expedited service - ads received by Wednesday are posted the following Monday and remain online in two week increments.
- Interested parties can hyperlink to your e-mail and Web site URL address free of charge.
- Deadlines weekly
- Display ads appear before non-display ads within ACP Career Connection Online listings and Physician Products and Services Marketplace.

Recruitment Display Ad Specifications

Please e-mail your Web materials (ad text only) in a standard word processing format (Microsoft Word). Graphics should be submitted as separate files - DO NOT submit graphics in Word file. Due to the nature of publishing on the Web, text formatting will be lost.

Display ads consist of black text within a blue screened box with an optional graphic.

Graphics should be in .gif or .jpg format. The dimensions of this graphic should be smaller than 120 x 90 pixels. Graphics can be horizontal or vertical - if the orientation is not obvious please send a hard copy indicating the correct layout. File size should be less than 6K. Animated graphics are acceptable as long as they conform to size requirements.

Call for details on other methods of submitting advertisements.

Display Rates Per Ad:

1x Rate (2 weeks)

0 - 85 words	\$369
86 - 170 words	\$739
171 - 255 words	\$1,103
256 - 340 words	\$1,478
341 - 600 words	\$1,843

2x Rate (4 weeks or more) cost is per 2 week insertion

0 - 85 words	\$315
86 - 170 words	\$613
171 - 255 words	\$927
256 - 340 words	\$1,229
341 - 600 words	\$1,539

Non-display Rates Per Ad:

1x Rate (2 weeks)

\$35 plus \$3.80 per word

2x Rate (4 weeks or more) cost is per 2 week insertion

\$35 plus \$3.55 per word

Note:

Minimum ad requirement is 20 words.