



# Doody's Publisher Promotions: Rate Card Package 2014

To place ads, or for further information:

Rich Lampert  
Director, Publisher Promotions  
email: [rich@doody.com](mailto:rich@doody.com)  
Phone: 267-297-0562

# Table of Contents

---

## **Rate cards: librarian promotions**

- **Website and newsletter space ads** 3
  - *Doody's Core Titles* 4
  - *Doody's Review Service* 5
  - *Doody's Collection Development Monthly* 6
  - *Specifications for space ads* 7
- **Product placements** 8
- **Subscriber announcements** 10
- **Subscriber eBlasts** 12

## **Rate cards: clinician promotions**

- **Publisher spotlights** 14
- **Awareness ads** 17

## **Insertion orders: librarian promotions**

- **Space ads** 20
- **Product placements** 22
- **Subscriber announcements** 24
- **Subscriber eBlasts** 25

## **Insertion orders: clinician promotions**

- **Publisher spotlights** 27
  - **Awareness ads** 29
-

# DOODY'S LIBRARIAN WEBSITE AND NEWSLETTER SPACE ADS

*Doody's subscription websites and newsletters for collection development librarians offer unique opportunities to promote your eBook collections, web resources and library services to an exclusive list of targeted library buyers.*

**NEW FOR 2014! DOODY'S COLLECTION DEVELOPMENT MONTHLY – a new service reaching all of our librarian subscribers (3,700+), with outstanding guest articles and unique insights drawn from our proprietary title database.**

- **Reach librarians who make buying decisions** – exclusive access to as many as 11,000 unique visitors per site annually from health science collection development librarians who subscribe to *Doody's Core Titles* and *Doody's Review Service* or have signed up to receive Doody's newsletters.
- **Get read** -- email open rates are 53% for *Doody's Review Service* and 35% for *Doody's Core Titles*.
- **Benefit from outstanding user engagement** – 11 minutes per visit, 11 pages per visit (DRS); 7 minutes, 6 pages per visit (DCT). And, new for 2014, outstanding collection development insights in our NEW monthly publication, *Doody's Collection Development Monthly*.
- **Get the highest return on investment of your marketing dollars** – specifically target purchasing decision makers at a price per exposure lower than other sources.

## SPACE ADVERTISING ON DOODY WEBSITES AND NEWSLETTERS

Publishers and providers of library services can place standard-sized ads on the two premier subscription collection development websites and email newsletters for health science librarians, *Doody's Core Titles (DCT)* and *Doody's Review Service (DRS)*, and in the new *Doody's Collection Development Monthly (DCDM)*.



Ads can be placed for 3, 6 or 12 month terms on a first-paid, first-placed basis. Advertisers may change their ad as frequently as monthly.



**Act quickly to reserve your space -- 100% of 2013 space sold out!**

**Or become a charter advertiser in the first year of DOODY'S COLLECTION DEVELOPMENT MONTHLY.**

# DOODY'S CORE TITLES™ WEBSITE AND NEWSLETTER SPACE ADS

*Doody's Core Titles (DCT), the essential collection development tool for health sciences libraries, takes an innovative approach to creating a core title list. Using online publication systems, the collective judgments of almost 200 content specialists and librarians are distilled into a comprehensive, annually published web-based list covering 121 specialties.*

- DCT website receives about 11,000 unique visitors with 105,000 page views annually
- DCT monthly email newsletter is sent directly to the email inbox of over 3,700 librarians who are paid subscribers to *Doody's Core Titles* or have opted in receive the newsletter. Open rate is 35%.
- Our subscriber base has increased by about 20% in the past year, but rates have increased by *less than 10%*.

## ***DCT advertising options include:***

**DCT website banner ads and footer ads** – Feature your eBook collection, web resource or publication in a standard-size DCT ad, available for both header and footer positions. Space is available for up to 3 rotating ads per term (3, 6 or 12 months) at the header, and 3 per term at the footer.

**DCT sidebar ads** – Maximize exposure for your products with standard-size sidebar ads that appear on both the DCT website and on the monthly email newsletter. Space is available for up to 5 rotating sidebar ads per term, on both the newsletter and the website.

**Exclusive DCT newsletter banner ads** – Space is available for one exclusive banner ad per term on each monthly DCT email newsletter.

**Exclusive DCT newsletter footer ads** –Space is available for one exclusive footer ad per term on the monthly newsletter and website.

Promotion	3 Month Term <sup>1</sup>	6 Month Term <sup>2</sup>	12 Month Term <sup>3</sup>
DCT Website Banner Ad	\$1,005	\$1,815	\$3,425
DCT Website and Newsletter Sidebar Ad	\$920	\$1,615	\$3,130
DCT Newsletter Banner Ad*	\$1,125	\$2,035	\$3,830
DCT Website and Newsletter Footer Ad	\$1,175	\$2,100	\$4,075

\* Limited to one per term

**To place DRS website and/or newsletter ads send an email to: Rich Lampert ([rich@doody.com](mailto:rich@doody.com)) or [sales@doody.com](mailto:sales@doody.com).**

<sup>1</sup> 3 month terms begin Jan 1, Apr 1, Jul 1, Oct 1

<sup>2</sup> 6 month terms begin Jan 1, Jul 1

<sup>3</sup> 12 month term begins Jan 1

# **DOODY'S REVIEW SERVICE™ WEBSITE AND WEEKLY LITERATURE UPDATE SPACE ADS**

*Doody's Review Service (DRS) website and Weekly Literature Update is the premier subscription collection development web tool featuring the most extensive database of titles and expert reviews in the health sciences, now with over 25,000 expert reviews.*

- **DRS website receives about 9,000 unique visitors with 290,000 page views annually.**
- **DRS Weekly Literature Update Email Newsletter is sent weekly directly to the email inbox of 800 paid and opt-in subscribers to Doody's Review Service. Open rate is over 50%.**

## ***DRS Advertising Options Include:***

**DRS website banner and footer ads** -- Feature your eBook collection, web resource or publication in a standard-size DRS website Banner or Footer Ad. Space is available for up to 3 rotating ads per term (3, 6 or 12 months).

**DRS Weekly Literature Update banner and footer ads** – Space is available for one exclusive banner and one exclusive footer ad per term on each DRS Weekly Literature Update email newsletter.

<b>Promotion</b>	<b>3 Month Term<sup>4</sup></b>	<b>6 Month Term<sup>5</sup></b>	<b>12 Month Term<sup>6</sup></b>
DRS website banner ad	\$900	\$1,620	\$3,005
DRS website footer ad	\$620	\$1,115	\$2,070
DRS newsletter banner ad*	\$1,985	\$3,575	\$6,625
DRS newsletter footer ad*	\$1,190	\$2,145	\$4,075

\* Limited to one per term

**To place DRS website and/or newsletter ads send an email to: Rich Lampert ([rich@doody.com](mailto:rich@doody.com))  
or [sales@doody.com](mailto:sales@doody.com)**

<sup>4</sup> 3 Month terms begin Jan 1, Apr 1, Jul 1, Oct 1

<sup>5</sup> 6 Month terms begin Jan 1, Jul 1

<sup>6</sup> 12 Month term begin Jan 1

## NEW FOR 2014!

# DOODY'S COLLECTION DEVELOPMENT MONTHLY (DCDM)

*This NEW publication, developed with the assistance of Doody's Library Board of Advisors, offers monthly articles by expert librarians dealing with current issues in health sciences collection development. Each monthly newsletter also contains information about recent publishing developments in a selected specialty, a review of publishing activity by a significant publishing company, and information about our reviewing panels. The companion website serves as an archive of previously published articles. Circulation will be more than 3,700 – the combined subscriber lists of Doody's Review Service and Doody's Core Titles.*

## **DCDM advertising options include:**

**DCDM website banner ads and footer ads** – Feature your eBook collection, web resource or publication in a standard-size DCDM ad, available for both header and footer positions. Space is available for up to 3 rotating ads per term (3, 6 or 12 months) at the header, and 3 per term at the footer.

**DCDM sidebar ads** – Maximize exposure for your products with standard-size sidebar ads that appear on the DCDM website and the monthly email newsletter. Space is available for up to 5 rotating sidebar ads per term, on both the newsletter and the website.

**Exclusive DCDM newsletter banner ads** – Space is available for one exclusive banner ad per term on each monthly DCDM email newsletter.

**Exclusive DCDM newsletter footer ads** – Space is available for one exclusive footer ad per term on the monthly newsletter.

**Reserve today at special charter advertiser prices for 2014!**

Promotion	3 Month Term <sup>7</sup>	6 Month Term <sup>8</sup>	12 Month Term <sup>9</sup>
WEBSITE BANNER AD (UP TO 3 PER TERM)	\$1,005	\$1,815	\$3,425
WEBSITE AND NEWSLETTER SIDEBAR AD (UP TO 5 PER TERM)	\$ 920	\$1,615	\$3,130
NEWSLETTER BANNER AD (1 PER TERM)	\$1,125	\$2,035	\$3,830
WEBSITE AND NEWSLETTER FOOTER AD (1 PER TERM)	\$1,175	\$2,100	\$4,075

\* Limited to 1 per term

To place DCDM website and/or newsletter ads contact Rich Lampert ([rich@doody.com](mailto:rich@doody.com)) or [sales@doody.com](mailto:sales@doody.com).

<sup>7</sup> 3 month terms begin Jan 1, Apr 1, Jul 1, Oct 1

<sup>8</sup> 6 month terms begin Jan 1, Jul 1

<sup>9</sup> 12 month term begins Jan 1

**To place DCDM website and/or newsletter ad contact: Rich Lampert ([rich@doody.com](mailto:rich@doody.com)) or [sales@doody.com](mailto:sales@doody.com).**

## ***SPECIFICATIONS FOR LIBRARIAN SPACE ADS:***

- Ad images must be provided in the appropriate size as a .GIF or .JPG file according to the specifications below.
- Banner ad size for all publications (DCT, DRS, DCDM) is 728 pixels wide x 90 pixels high.
  - For newsletter banners, we will accept only static images.
  - For Website banners, we will accept image or Flash.
- Footer ad size for all publications (DCT, DRS, DCDM) is 728 pixels wide x 90 pixels high.
  - For newsletter footers, we will accept only static images.
  - For Website footers, we will accept image or Flash.
- Sidebar ad size for DCT and DCDM is 180 pixels wide x 150 pixels high. We will accept only static images for newsletter or Website.
- We recommend that advertisers' ads link to their home page or to a web page they control and that appeals to librarians using Doody's websites.
- Doody Enterprises is not responsible for the viability of a sponsor's link.
- Advertisers can change their ad as frequently as monthly as long as the artwork and notice are received within the schedule provided.
- Send artwork and URL to: Melissa Kansa ([melissa@doody.com](mailto:melissa@doody.com)) according to the schedule below.

Ad Month	Artwork Deadline	Ad Month	Artwork Deadline	Ad Month	Artwork Deadline
January 2014	Dec 13, 2013	May	April 11	September	August 15
February	January 10	June	May 16	October	September 12
March	February 14	July	June 13	November	October 10
April	March 14	August	July 11	December	November 15

# DOODY'S LIBRARIAN WEBSITE AND NEWSLETTER PRODUCT PLACEMENTS

*Doody's subscription websites and newsletters for collection development librarians offer unique opportunities to feature a publisher's key products.*

**NEW FOR 2014! DOODY'S COLLECTION DEVELOPMENT MONTHLY – a new service reaching all of our librarian subscribers (3,700), with outstanding guest articles and unique insights drawn from our proprietary title database.**


- **Reach librarians who make buying decisions** – exclusive access to as many as 11,000 unique visitors per site annually from health science collection development librarians who subscribe to *Doody's Core Titles* and *Doody's Review Service* or have signed up to receive Doody's newsletters.
- **Get read** -- email open rates are 53% for *Doody's Review Service* and 35% for *Doody's Core Titles*.
- **Benefit from outstanding user engagement** – 11 minutes per visit, 11 pages per visit (DRS); 7 minutes, 6 pages per visit (DCT). And, new for 2014, outstanding collection development insights in our NEW monthly publication, *Doody's Collection Development Monthly*.
- **Get the highest return on investment of your marketing dollars** – specifically target purchasing decision makers at a price per exposure lower than other sources.

## PRODUCT PLACEMENTS IN DOODY LIBRARIAN VEHICLES

Publishers and providers of library services can place standard-sized feature elements devoted to a specific ISBN. Promotions in *Doody's Review Service* and *Doody's Collection Development Monthly* may feature any ISBN in our industry-leading product database. Placements in *Doody's Core Titles* must be selected from titles in the current edition of *Doody's Core Titles*.

Product placements can be inserted for weekly or

**Publisher Spotlight**



**American Psychiatric Publishing, Inc.**

**Diagnostic and Statistical Manual of Mental Disorders, Fifth Edition, DSM-5**

**Author:** American Psychiatric Association

This new edition of the American Psychiatric Association's *Diagnostic and Statistical Manual of Mental Disorders (DSM-5)*™, used by clinicians and researchers to diagnose and classify mental disorders, is the product of more than 10-plus years of effort by hundreds of international experts in all aspects of mental health. Their dedication and hard work have yielded an ...

**This Month's Featured Core Titles**



★★★★★ Score: 94  
**American Public Health Association**

**Veteran Suicide: A Public Health Imperative**

Editor: Bossarte, Robert M.

*Veteran Suicide: A Public Health Imperative* educates readers on the critical issue of veteran suicide that has become a national imperative. Eighteen veterans kill themselves daily. An ...

[View entire DCT record...](#)

monthly terms on a first-paid, first-placed basis.

**Act quickly to reserve your space -- nearly 100% of 2013 space sold out! Or become a charter advertiser in the first year of DOODY'S COLLECTION DEVELOPMENT MONTHLY.**



## ***Publisher Spotlights in Doody's Review Service or Doody's Collection Development Monthly***

Each Publisher Spotlight focuses on a single product. Each spotlights runs for one publication cycle – one week for *Doody's Review Service* (DRS), and one month for the new *Doody's Collection Development Monthly* (DCDM). Each publication cycle includes an update email (over 50% open rate for *Doody's Review Service*) as well as exposure on the corresponding website until the next update email is issued.

Publisher Spotlights in *Doody's Review Service* are keyed to products with an ISBN. *For books, just send us the ISBN and the desired date, and we do the rest!* No need for a work order to your creative team.

Product Placement positions in DCDM are devoted to nonbook products of interest to collection development librarians –journals, information platforms, library services, etc. For DCDM, please provide copy (approximately 100 words), the URL from your website describing the product you wish to promote and a logo.

Rates are as follows:

<b>Product</b>	<b>No. of subscribers</b>	<b>Frequency</b>	<b>Price per insertion</b>
<i>Doody's Review Service</i> (up to 4 per cycle)	800	Weekly	\$280
<i>Doody's Collection Development Monthly</i> (up to 3 per cycle)	3,700	Monthly	\$195

## ***Featured Core Title of the Month in Doody's Core Titles***

Featured Titles of the Month, which appear in *Doody's Core Titles* (update newsletter and website), must be chosen from the advertiser's titles that appear in the current edition of *Doody's Core Titles*. Open rate for the update email is over 35%, and there are typically about 1,500 unique visits per month.

There are up to 3 Featured Books each month in *Doody's Core Titles*.

As with our other product placements, just send us the ISBN and the desired month, and we'll do the rest.

The rate for Featured Core Title of the Month:

<b>Product</b>	<b>No. of subscribers</b>	<b>Frequency</b>	<b>Price per insertion</b>
<i>Doody's Core Titles</i> (up to 3 per cycle)	3,700	Monthly	\$750

# DOODY'S LIBRARIAN SUBSCRIBER ANNOUNCEMENTS

*The Librarian Subscriber Announcement is a unique opportunity for publishers to include a brief text announcement in the "New & Noteworthy" section of a month's worth of Doody's exclusive emails to health science collection development librarians.*

## How the Subscriber Announcement Works:

This promotion is a brief text announcement with a link to a press release, website or any URL in a month's worth of *Doody's Review Service* (DRS) *Weekly Literature Updates*, the *Doody's Core Titles* (DCT) *Monthly Newsletter* emails, and the monthly newsletter for the **NEW Doody's Collection Development Monthly**. Simply submit an order for the month desired and send us the announcement copy and URL two weeks prior to when the first announcement is to run. Your message is sure to be seen, with open rates for our librarian emails as high as 53%.

**NEW AND NOTEWORTHY**

**PHARMACYLIBRARY FROM APHA IS THE BEST OF PHARMACY IN ONE COLLECTION! IT FEATURES THE MOST POPULAR RESOURCES AND LEADING TEXTBOOKS IN PHARMACY.**

New!

250+ active learning exercises — developed by the faculty of the University of Iowa College of Pharmacy to enhance lectures and develop new fields of study. These exercises provide examples and evaluation tools necessary for faculty to teach today's students application oriented practice skills in areas such as therapeutics, drug information/literature evaluation, patient counseling, and lifelong learning. The exercises cover the 11 areas of practice required by ACPE.

Request a trial today, contact us: Chris McKerrow at [cmckerrow@aphanet.org](mailto:cmckerrow@aphanet.org) or [www.pharmacylibrary.com](http://www.pharmacylibrary.com).

[Read More...](#)

**You provide the copy** -- each announcement can be 100 words or less including the headline plus the link or URL. Messages can change up to weekly if desired.

**We do the rest** – including review, editing and placement.

**The price per month** varies by the number of emails sent within that month. The 2014 prices by month and schedule are below:

Month	Price	Copy Due	Projected # of Emails Sent
Jan	\$1,520	Dec 16	11,400
Feb	\$1,265	Jan 20	10,600
Mar	\$1,265	Feb 17	10,600
Apr	\$1,265	Mar 17	10,600
May	\$1,520	Apr 21	11,400
Jun	\$1,265	May 19	10,600

Month	Price	Copy Due	Projected # of Emails Sent
July	\$1,010	Jun 16	9,800
Aug	\$1,520	Jul 21	11,400
Sep	\$1,265	Aug 18	10,600
Oct	\$1,520	Sep 22	11,400
Nov	\$1,010	Oct 20	9,800
Dec	\$1,010	Nov 17	9,800

**To reserve Librarian Announcements contact: Rich Lampert at [rich@doody.com](mailto:rich@doody.com) or email [sales@doody.com](mailto:sales@doody.com).**

## ***Doody's Librarian Subscriber Announcement Specifications and Instructions:***

- Send the full month's worth of text messages indicating desired week for each Announcement and include the link or URL by the copy due date. The Announcement for the second (2<sup>nd</sup>) week of the month will run in both the *Doody's Core Titles Monthly Newsletter* and that week's *DRS Weekly Literature Update* emails.
- Announcements must be **no more than 100 words (including the headline)**. Suggested copy formats are provided below. Messages can change up to weekly if desired. Do not embed additional URLs within the text.
- All announcements are subject to approval and editing by Doody Enterprises' editorial staff.
- Submit the text of each message for approval and editing a minimum of two weeks prior to when the first Announcement is to run according to the schedule. A minimum of two weeks prior to the email send date is required for changes.
- A copy of each email containing an announcement will be forwarded to you a few days following each email's deployment.
- Open and click-through results are available on request on a monthly basis.
- Send the text to Rich Lampert at [rich@doody.com](mailto:rich@doody.com) with a copy to Melissa Kansa ([melissa@doody.com](mailto:melissa@doody.com)).

## ***Suggested Copy Formats:***

### **Option #1: Subscriptions or Web Resources:**

#### **Oncology Nursing Content You Need At a Price You Can Afford**

For more than 38 years, the Oncology Nursing Society has been offering nurses and healthcare professionals with the content they need to provide quality care to patients with cancer. The Oncology Nursing Forum, with an impact factor of 1.779, is one of the most influential journals in the nursing category while the Clinical Journal of Oncology Nursing rates a favorite among clinical nurses with an impact factor of 1.208. Renew or order your subscription now.

[Read More...](#)[DEI will embed URL]

### **Option #2: Feature a single title:**

**Orthopaedic Knowledge Update 10. John Flynn MD. American Academy of Orthopaedic Surgeons. Feb. 2011. Softbound 900 p. ISBN: 9780892037360. \$349**

The quality of care patients receive depends directly on the depth and breadth of healthcare providers' orthopaedic knowledge. That's why orthopaedic surgeons place so much trust in Orthopaedic Knowledge Update. Every three years, the AAOS condenses a vast amount of the most current and relevant orthopaedic research into a logically organized, easy-to-access volume of knowledge. Rigorously edited. OKU 10 is the most reliable resource in orthopaedic patient care and indispensable to preparing for first-time certification or Maintenance of Certification (MOC™) exams.

[Read More...](#)[DEI will embed URL]

# DOODY'S LIBRARIAN SUBSCRIBER EBLASTS

*Reach the entire exclusive list of Doody's paid and opt-in health science collection development librarian subscribers in the most effective and convenient way through our new email blast service. This exciting new opportunity is a perfect way to carry your message to key decision makers.*

## ***How the Librarian Subscriber eBlast Works***

Send your messages to us as HTML attachments, and we'll do the rest. Librarian eBlasts go out in state-of-the-art HTML-designed templates sent from *Doody's Core Titles* and *Doody's Review Service*. Librarian eBlasts are limited to no more than 1 (one) every six weeks. Previous eBlast users have included journal publishers, serial publications, and web resource providers.

**Need assistance in targeting your marketing approach?** For assistance in developing your marketing approach to best reach our librarian subscribers contact Rich Lampert at [rich@doody.com](mailto:rich@doody.com).

**Need help in creating the email and/or HTML?** -- We can also assist you in creating the email and/or HTML, if you wish, for an additional fee.

**2014 Librarian eBlast Price: \$3,450 per message**

### ***eBlast Requirements:***

- All eBlast messages are subject to approval by Doody Enterprises Inc. (DEI) to insure relevance to our librarian subscribers and consistency with email communication best practices. DEI reserves the right to request changes or reject any order.
- The distribution of the message to Doody's subscribers does not constitute DEI's endorsement or approval of products or services.
- Doody Enterprises Inc., *Doody's Core Titles™*, *Doody's Review Service™* or affiliated logos should not be used in the message without DEI's prior written approval.
- Doody Enterprises must receive the eBlast message a minimum of 3 weeks prior to the desired blast date in order to complete the review and approval process.
- Librarian eBlasts are limited to no more than eight (8) per year. Deployment dates provided are approximate and not guaranteed, as they are dependent on receipt of HTML, approvals, turnaround of corrections, changes and production scheduling to avoid conflicts with DEI's other communications.

## ***Specifications:***

- Provide email blasts as HTML attachments.
- Do not forward your email or embed it in the body of the email to DEI as this will result in formatting problems.
- The recommended email width is between 550 and 650 pixels. For best readability, the maximum width of the HTML should be no more than 700 pixels.
- A simple design, free from complex tables, borders and background images and without unnecessary embedded rows and columns, is recommended.
- Use inline styles so specific fonts used within the text are included to avoid any problems with translation from editor to web that might occur.
- Do not include any type of JavaScript. Do provide a balance between the amount of text and images. DEI reserves the right to request a change to the amount of text and images at its discretion to avoid having the email classified as spam.
- If there are images such as headers, image links or general images, they must be hosted on client side.
- Do not include the opt-out or email web version links, as DEI will manage and track.
- Text-only email blasts may be sent as Word attachments.
- Seed names to be included must be provided no later than client sign-off.
- A subject line may be requested pending DEI's approval. If not provided, DEI will recommend a subject line.

***To reserve Librarian eBlast space complete the attached Insertion Order Form and email to: [rich@doody.com](mailto:rich@doody.com) or [sales@doody.com](mailto:sales@doody.com).***

# DOODY'S WEEKLY LITERATURE UPDATE

## PUBLISHER SPOTLIGHTS

The *Weekly Literature Update Publisher Spotlight* is a unique opportunity to promote your titles to a particular targeted opt-in and paid subscription audience of healthcare professionals via email and web at a low cost.

### ***HOW THE PUBLISHER SPOTLIGHT WORKS***

The *Publisher Spotlight* allows the publisher to feature a single book or eBook in the email and web versions of the *Weekly Literature Update*. Your title will be one of up to two spotlighted titles per week.



- **Reach specialty-specific book and web resource buyers** – all *Weekly Literature Updates* are opt-in or paid subscription services for physicians and healthcare professionals that are not available from any other source.
- **High open rates** -- our subscribers eagerly await their personalized weekly updates.
- **Best of all, Doody Enterprises does the work for you** -- If cover photos and product descriptions are already available in the Doody database, all you need to provide is the market, ISBN, title, and requested date. We will do the rest.

Doody's Weekly Literature Update emails are sent to an exclusive, highly targeted list of health science professionals who are paid subscribers and/or have opted in to our mailings. The chart on the next page outlines the various audiences that we reach, the exposures your title will get, and the price to spotlight a title for a week to that audience.

<b>Market</b>	<b>Projected # Emails Sent/Week</b>	<b>2014 Price</b>	<b>4x Price (Save 15%)</b>	<b>8x Price (Save 20%)</b>
Primary Care Physicians	5,900	\$230	\$780	\$1,470
Nurses	30,100	\$395	\$1,345	\$2,530
Pharmacists	7,200	\$195	\$665	\$1,250
Physical Therapists	9,400	\$270	\$920	\$1,730
Sports Medicine Professionals	10,100	\$280	\$950	\$1,790
Endocrinologists	3,100	\$145	\$440	\$830
Speech Pathologists/Audiologists	530	\$85	\$290	\$545

## ***WHO DO WE REACH BY MARKET?***

The *Weekly Literature Updates* are often managed in partnership with one of the leading professional societies for the specialty area. Below are descriptions of who we reach by market.

**Primary Care Physicians** – Primary care physician subscribers to Doody’s Weekly Literature Update emails, including uniformed services physicians and primary care physicians with an interest in cardiovascular therapy.

**Nurses** – Clinical nurse specialists, nurse managers, and nurse educators, among other nurse specialists who are affiliated with Sigma Theta Tau International (STTI), the Honor Society of Nursing.

**Pharmacists** – Pharmacists affiliated with the American Society of Health-System Pharmacists.

**Physical Therapists** – Physical therapists affiliated with the American Physical Therapy Association.

**Sports Medicine Professionals** – Sports medicine professionals affiliated with the American College of Sports Medicine and Sports Medicine Australia.

**Endocrinologists** – Endocrinologists affiliated with The Endocrine Society.

**Speech Pathologists/Audiologists** – Speech pathologists and audiologists affiliated with American Speech-Language-Hearing Association.

## ***WHAT DO I NEED TO DO?***

- **Send no artwork:** We will contact you if a title description and photo are not already available in our database. There is a nominal fee to create the entries from materials you provide (\$75 per element added).
- **Preview:** A preview of how your Spotlight will appear in the *Weekly Literature Updates* will be emailed to you the week prior to when it will run. The ad will run as shown on the preview unless changes are received by end of day Monday of the week the Spotlight is due to run.
- **Deadlines:** Materials and reservations are due no later than the Monday two weeks prior to the week the Spotlight will run.
- **To place your order:** Complete the Insertion Order or email the market, ISBN, title and desired date(s) to: Rich Lampert ([rich@doody.com](mailto:rich@doody.com)), or [sales@doody.com](mailto:sales@doody.com).



# DOODY'S WEEKLY LITERATURE UPDATE BANNER AND TOWER AND AWARENESS ADS

Doody's premier subscription *Weekly Literature Updates* offer a unique opportunity to feature rotating titles in a large list or product line, or to provide a continuing presence for a web resource in banner and tower ads on our weekly emails to an exclusive list of targeted healthcare professionals in select markets.

## *How these Awareness Ads work*

Feature your key titles or eBook collections by placing standard-sized banner and/or tower awareness ads on Doody's *Weekly Literature Update* emails and websites targeting healthcare professionals who have paid or opted in to the service. Choose a 3, 6, or 12 month commitment – or the **new 1 month option**. With the multiple month commitment, your ads can change as frequently as monthly.



The chart below outlines the various audiences<sup>10</sup> where awareness ads are available and the prices for a banner ad, a tower ad, or both for the various time commitments.

Market	Projected # of Emails/ Week	Ad Type	1-Month Price	3-Month Price	6-Month Price	12-Month Price
Primary Care Physicians	5,900	Banner	\$840	\$2,030	\$3,550	\$6,090
		Tower	\$700	\$1,690	\$2,960	\$5,070
		Both	\$930	\$2,230	\$3,900	\$6,690
Physical Therapists	9,400	Banner	\$810	\$1,945	\$3,395	\$5,825
		Tower	\$670	\$1,620	\$2,830	\$4,855
		Both	\$890	\$3,140	\$3,735	\$6,400
Sports Medicine Professionals		Banner	\$1,210	\$2,890	\$5,050	\$8,670

<sup>10</sup> Rates for Nursing and Pharmacy audiences available on request.

Market	Projected # of Emails/ Week	Ad Type	1-Month Price	3-Month Price	6-Month Price	12-Month Price
		Tower	\$ 995	\$2,405	\$4,205	\$7,215
		Both	\$1,325	\$3,175	\$5,530	\$9,520
Speech Pathologists/ Audiologists	530	Banner	\$155	\$375	\$655	\$1,130
		Tower	\$130	\$310	\$550	\$945
		Both	\$170	\$410	\$730	\$1,245

## ***Who do the Awareness Ads reach by market?***

Doody's emails are sent to an exclusive, highly targeted list of professionals who have paid or chosen to opt in to receive the *Weekly Literature Update* emails. These lists are also often managed in partnership with one of the leading professional societies for the specialty area.

**Primary Care** – Primary Care Physician subscribers to Doody's *MedInfoNow*, uniformed physicians, and primary care physicians with an interest in cardiovascular therapy

**Sports Medicine** – Sports Medicine Professionals affiliated with the American College of Sports Medicine and Sports Medicine Australia

**Physical Therapy** – Physical Therapists affiliated with the American Physical Therapy Association

**Speech Pathologists/Audiologists** – Speech Pathologists and Audiologists affiliated with American Speech-Language-Hearing Association

## ***Specifications***

- Advertisers can change their ad as frequently as monthly. We recommend that advertisers' ads link to their ecommerce home page or a web page they control which appeals to the Doody's *Weekly Literature Update* audience.
- Provide ad images in the appropriate size as a .GIF or .JPG file.
- Banner Ad Specifications are: 728 pixels wide x 90 pixels high; must be a static image.
- Tower Ad Specifications are: 120 pixels wide x 600 pixels high; must be a static image.
- Ads must be a static image within the supplied specifications; we will not accept applets, animation or JavaScript.
- Doody Enterprises is not responsible for the viability of a sponsor's link.

- Send artwork and URL by email to: Rich Lampert at [rich@doody.com](mailto:rich@doody.com) with a copy to Melissa Kansa ([melissa@doody.com](mailto:melissa@doody.com)) by Monday of the week two weeks prior to the first day of the desired month for the Ad to run. For 2013 the schedule is:

<b>Ad Month:</b>	<b>Artwork Deadline:</b>	<b>Ad Month:</b>	<b>Artwork Deadline:</b>
January 2014	December 16, 2013	July	June 16
February	January 20	August	July 21
March	February 17	September	August 18
April	March 17	October	September 15
May	April 21	November	October 20
June	May 19	December	November 17

**For more information, samples and availability, contact Rich Lampert at [rich@doody.com](mailto:rich@doody.com) or send an email to [sales@doody.com](mailto:sales@doody.com)**

# DOODY'S LIBRARIAN WEBSITE AND NEWSLETTER SPACE AD INSERTION ORDER

<b>DATE:</b>		
<b>ADVERTISER:</b>		
<b>CONTACT:</b>		
<b>PHONE:</b>	<b>FAX:</b>	<b>EMAIL:</b>

<b><i>DOODY'S CORE TITLES™ (DCT)</i></b>			
<b>PROMOTION</b>	<b>3 MONTHS</b>	<b>6 MONTHS</b>	<b>12 MONTHS</b>
<input type="checkbox"/> <b>WEBSITE BANNER Ad (UP TO 3 PER TERM)</b>	<input type="checkbox"/> <b>\$1,005</b>	<input type="checkbox"/> <b>\$1,815</b>	<input type="checkbox"/> <b>\$3,425</b>
<input type="checkbox"/> <b>WEBSITE AND NEWSLETTER SIDEBAR Ad (UP TO 5 PER TERM)</b>	<input type="checkbox"/> <b>\$ 920</b>	<input type="checkbox"/> <b>\$1,615</b>	<input type="checkbox"/> <b>\$3,130</b>
<input type="checkbox"/> <b>NEWSLETTER BANNER Ad (1 PER TERM)</b>	<input type="checkbox"/> <b>\$1,125</b>	<input type="checkbox"/> <b>\$2,035</b>	<input type="checkbox"/> <b>\$3,830</b>
<input type="checkbox"/> <b>WEBSITE AND NEWSLETTER FOOTER Ad (1 PER TERM)</b>	<input type="checkbox"/> <b>\$1,175</b>	<input type="checkbox"/> <b>\$2,100</b>	<input type="checkbox"/> <b>\$4,075</b>
<b>Ad START DATE:</b>	<b>Ad END DATE:</b>		
_____	_____		

<b><i>DOODY'S REVIEW SERVICE™ (DRS)</i></b>			
<b>PROMOTION</b>	<b>3 MONTHS</b>	<b>6 MONTHS</b>	<b>12 MONTHS</b>
<input type="checkbox"/> <b>WEBSITE BANNER Ad (UP TO 3 PER TERM)</b>	<input type="checkbox"/> <b>\$ 900</b>	<input type="checkbox"/> <b>\$1,620</b>	<input type="checkbox"/> <b>\$3,005</b>
<input type="checkbox"/> <b>WEBSITE FOOTER Ad (UP TO 3 PER TERM)</b>	<input type="checkbox"/> <b>\$ 620</b>	<input type="checkbox"/> <b>\$1,115</b>	<input type="checkbox"/> <b>\$2,070</b>
<input type="checkbox"/> <b>NEWSLETTER BANNER Ad (1 PER TERM)</b>	<input type="checkbox"/> <b>\$1,985</b>	<input type="checkbox"/> <b>\$3,575</b>	<input type="checkbox"/> <b>\$6,625</b>
<input type="checkbox"/> <b>NEWSLETTER FOOTER Ad (1 PER TERM)</b>	<input type="checkbox"/> <b>\$1,190</b>	<input type="checkbox"/> <b>\$2,145</b>	<input type="checkbox"/> <b>\$4,075</b>
<b>Ad START DATE:</b>	<b>Ad END DATE:</b>		
_____	_____		

<b><i>DOODY'S COLLECTION DEVELOPMENT MONTHLY (DCDM)</i></b>			
<b>PROMOTION</b>	<b>3 MONTHS</b>	<b>6 MONTHS</b>	<b>12 MONTHS</b>
<input type="checkbox"/> <b>WEBSITE BANNER Ad (UP TO 3 PER TERM)</b>	<input type="checkbox"/> <b>\$ 775</b>	<input type="checkbox"/> <b>\$1,390</b>	<input type="checkbox"/> <b>\$2,570</b>
<input type="checkbox"/> <b>WEBSITE AND NEWSLETTER SIDEBAR Ad (UP TO 5 PER TERM)</b>	<input type="checkbox"/> <b>\$ 625</b>	<input type="checkbox"/> <b>\$1,090</b>	<input type="checkbox"/> <b>\$2,070</b>
<input type="checkbox"/> <b>NEWSLETTER BANNER Ad (1 PER TERM)</b>	<input type="checkbox"/> <b>\$ 775</b>	<input type="checkbox"/> <b>\$1,390</b>	<input type="checkbox"/> <b>\$2,570</b>
<input type="checkbox"/> <b>WEBSITE AND NEWSLETTER FOOTER Ad (1 PER TERM)</b>	<input type="checkbox"/> <b>\$ 810</b>	<input type="checkbox"/> <b>\$1,455</b>	<input type="checkbox"/> <b>\$2,695</b>
<b>Ad START DATE:</b>	<b>Ad END DATE:</b>		
_____	_____		

<b>SUBTOTAL:</b>
<b>DISCOUNT:</b>
<b>TOTAL:</b>

**Specifications:** Ad images must be provided in the appropriate size as a .GIF or .JPG file according to the specifications below:

- Ad images must be provided in the appropriate size as a .GIF or .JPG file according to the specifications below.
- Banner ad size for all publications (DCT, DRS, DCDM) is 728 pixels wide x 90 pixels high.

- For newsletter banners, we will accept only static images.
- For Website banners, we will accept image or Flash.
- Footer ad size for all publications (DCT, DRS, DCDM) is 728 pixels wide x 90 pixels high.
  - For newsletter footers, we will accept only static images.
  - For Website footers, we will accept image or Flash.
- Sidebar ad size for DCT and DCDM is 180 pixels wide x 150 pixels high. We will accept only static images for newsletter or Website.
- We recommend that advertisers' ads link to their home page or to a web page they control and that appeals to librarians using Doody's websites. Doody Enterprises is not responsible for the viability of a sponsor's link.

**Send artwork and URL by email to:** Melissa Kansa ([melissa@doody.com](mailto:melissa@doody.com)) according to the schedule below.

Advertisers can change their ad as frequently as monthly as long as the artwork and notice are provided within the schedule provided:

Ad Month	Artwork Deadline	Ad Month	Artwork Deadline	Ad Month	Artwork Deadline
January 2014	Dec 13, 2013	May	April 11	September	August 15
February	January 10	June	May 16	October	September 12
March	February 14	July	June 13	November	October 10
April	March 14	August	July 11	December	November 15

**Terms and Conditions:** Doody Enterprises reserves the right to decline any advertising. The advertiser assumes all liability for the content of advertising and indemnifies Doody Enterprises Inc. and any of its agents against all liability for any and all claims resulting from publishing such advertising. Doody Enterprises maximum liability for breach of this agreement will be an amount equal to the sums paid by the advertiser hereunder. Space is assigned when an invoice is issued and placements are on a first paid, first placed basis. Invoices are payable on receipt with payment due in net thirty (30) days. A ten percent (10%) late fee to be assessed for each 30 days for which payment is not received beyond 30 calendar days. Ads may not run if account payments are not timely. **AD RATES ARE IN NET U.S. DOLLARS AND PAYMENT MUST BE DRAWN ON U.S. BANKS ONLY.**

Please reserve the Doody's Publisher Promotion as I have indicated above for timing, position, size and rate. I agree to the terms and conditions as described on this Insertion Order and signify my agreement by signing and dating below:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# DOODY'S LIBRARIAN WEBSITE AND NEWSLETTER PRODUCT PLACEMENT INSERTION ORDER

<b>ADVERTISER:</b>		
<b>CONTACT:</b>		
<b>ADDRESS:</b>		
<b>PHONE:</b>	<b>FAX:</b>	<b>EMAIL:</b>

## PRODUCT PLACEMENTS IN DOODY LIBRARIAN VEHICLES

Market	Projected number of emails	Rate per placement	# of placements	Total
<input type="checkbox"/> <i>Doody's Review Service</i> (Publisher Spotlights – up to 4 per week)	800 per week	\$280		
<input type="checkbox"/> <i>Doody's Collection Development Monthly</i> (Publisher Spotlights– up to 3 per month)	3,700 per month	\$195		
<input type="checkbox"/> <i>Doody's Core Titles</i> (Featured Title of the Month – up to 3 per month)	3,700 per month	\$750		

<b>SUBTOTAL:</b>
<b>DISCOUNT:</b>
<b>TOTAL:</b>

**Specifications and Instructions:** Send no artwork; we will contact you if a title description and photo are not already available. There is a nominal fee to create the entries from materials you provide (\$75 per element added). **Preview:** A preview of how your Spotlight will appear in the *Weekly Literature Updates* will be emailed to you the week prior to when it will run. The ad will run as shown on the preview unless changes are received by end of day Monday of the week the Spotlight is due to run. **Deadlines:** Materials and reservations are due no later than **Monday two weeks prior to the week the Spotlight will run.**

<b>Payment Information</b>	
Payment type: <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> AmEx <input type="checkbox"/> Check <input type="checkbox"/> Other (Specify)	
Card #: _____	Expiration Date: _____
Billing Address: (If different than above) _____	
Name: (as appears on card): _____	Signature: _____

**Terms and Conditions:** Doody Enterprises reserves the right to decline any advertising. The advertiser assumes all liability for the content of advertising and indemnifies Doody Enterprises Inc. and any of its agents against all liability for any and all claims resulting from publishing such advertising. Doody Enterprises' maximum liability for breach of this agreement will be an amount equal to the sums paid by the advertiser hereunder. Space is assigned when an invoice is

issued and placements are on a first-paid, first-placed basis. Invoices are payable on receipt with payment due in net thirty (30) days. A ten percent (10%) late fee will be assessed for each 30 days for which payment is not received beyond 30 calendar days. Ads may not run if account payments are not timely. **AD RATES ARE IN U.S. DOLLARS AND PAYMENT MUST BE DRAWN ON U.S. BANKS ONLY.**

*Please reserve the Doody's Product Placement(s) as I have indicated above for timing, position, size and rate. I agree to the terms and conditions as described on this Insertion Order and signify my agreement by signing and dating below:*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

[illegible]

# DOODY'S LIBRARIAN SUBSCRIBER ANNOUNCEMENT INSERTION ORDER

<b>DATE:</b>							
<b>ADVERTISER:</b>							
<b>CONTACT:</b>							
<b>ADDRESS:</b>							
<b>PHONE:</b>		<b>FAX:</b>			<b>EMAIL:</b>		
<b>DOODY'S LIBRARIAN SUBSCRIBER ANNOUNCEMENTS</b>							
<p>The price for a Librarian Subscriber Announcement per month varies by the number of emails sent within that month, \$1,520 (6 emails), \$1,265 (5 emails), \$1,010 (4 emails). Listed below are the 2014 schedule and prices:</p>							
<b>Month</b>	<b>Price</b>	<b>Copy Due Date</b>	<b>Projected # of Emails Sent</b>	<b>Month</b>	<b>Price</b>	<b>Copy Due Date</b>	<b>Projected # of Emails Sent</b>
<input type="checkbox"/> Jan	\$1,520	Dec 16	11,400	<input type="checkbox"/> July	\$1,010	Jun 16	9,800
<input type="checkbox"/> Feb	\$1,265	Jan 20	10,600	<input type="checkbox"/> Aug	\$1,520	Jul 21	11,400
<input type="checkbox"/> Mar	\$1,265	Feb 17	10,600	<input type="checkbox"/> Sep	\$1,265	Aug 18	10,600
<input type="checkbox"/> Apr	\$1,265	Mar 17	10,600	<input type="checkbox"/> Oct	\$1,520	Sep 22	11,400
<input type="checkbox"/> May	\$1,520	Apr 21	11,400	<input type="checkbox"/> Nov	\$1,010	Oct 20	9,800
<input type="checkbox"/> Jun	\$1,265	May 19	10,600	<input type="checkbox"/> Dec	\$1,010	Nov 17	9,800
<b>SUBTOTAL:</b>							
<b>DISCOUNT:</b>							
<b>TOTAL:</b>							
<p><b>Specifications and Instructions:</b> Send the full month's worth of text messages indicating desired week for each Announcement and include the link or URL by the copy due date. The Announcement for the second (2<sup>nd</sup>) week of the month will run in both <i>Doody's Core Titles Monthly Newsletter</i> and that week's <i>DRS Weekly Literature Update</i> emails. Announcements must be <b>no more than 100 words (including the headline)</b>. Suggested copy formats will be supplied on request. Messages can change up to weekly if desired. Do not embed additional URLs within the text. All announcements are subject to approval and editing by the Doody Enterprises editorial staff. Submit the text of each message for approval and editing a minimum of two weeks prior to when the first Announcement is to run according to the schedule. A minimum of two weeks prior to the email send date is required for changes. A copy of each email containing an announcement will be forwarded to you a few days following each email's deployment. Open and click-through results are available on request on a monthly basis. Send the text to Melissa Kansa, <a href="mailto:melissa@doody.com">melissa@doody.com</a>.</p>							
<p><b>Payment Information:</b> Payment type: <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Check <input type="checkbox"/> Other (Specify) _____</p> <p>Card #: _____ Expiration Date: _____</p> <p>Billing Address:(If different than above) _____</p> <p>Name: (as appears on card): _____ Signature: _____</p>							
<p><b>Terms and Conditions:</b> Doody Enterprises reserves the right to decline any advertising. The advertiser assumes all liability for the content of advertising and indemnifies Doody Enterprises Inc. and any of its agents against all liability for any and all claims resulting from publishing such advertising. Doody Enterprises' maximum liability for breach of this agreement will be an amount equal to the sums paid by the advertiser hereunder. Space is assigned when an invoice is issued and placements are on a first-paid, first-placed basis. Invoices are payable on receipt with payment due in net thirty (30) days. A ten percent (10%) late fee will be assessed for each 30 days for which payment is not received beyond 30 calendar days. Ads may not run if account payments are not timely. <b>AD RATES ARE IN NET U.S. DOLLARS AND PAYMENT MUST BE DRAWN ON U.S. BANKS ONLY.</b></p>							

Please reserve the Doody's Librarian Subscriber Announcement(s) as I have indicated above. I agree to the terms and conditions as described on this Insertion Order and signify my agreement by signing and dating below:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



# DOODY'S LIBRARIAN SUBSCRIBER EBLAST INSERTION ORDER

<b>DATE:</b>		
<b>ADVERTISER</b>		
<b>CONTACT:</b>		
<b>ADDRESS:</b>		
<b>PHONE:</b>	<b>FAX:</b>	<b>EMAIL:</b>
<b>DOODY'S LIBRARIAN SUBSCRIBER EBLAST</b>		
<b>PRICE: \$3,450 PER EMAIL SENT</b>		<b># OF EBLAST(s):</b> _____
APPROX. TIMING:	<input type="checkbox"/> #1: 1/21/14 <input type="checkbox"/> #2: 3/4/14 <input type="checkbox"/> #3: 4/15/14 <input type="checkbox"/> #4: 5/27/14 <input type="checkbox"/> #5: 7/15/14 <input type="checkbox"/> #6: 8/26/14 <input type="checkbox"/> #7: 10/7/14 <input type="checkbox"/> #8: 12/2/14	
<b>BRIEF DESCRIPTION OF PRODUCT(S) OR OFFER:</b>		
<b>SUBTOTAL:</b>		
<b>DISCOUNT:</b>		
<b>TOTAL:</b>		
<p><b>Requirements:</b> All eBlast messages are subject to approval by Doody Enterprises Inc. (DEI) to insure relevance to our librarian subscribers and consistency with email communication best practices. DEI reserves the right to request changes or reject any order. The distribution of the message to Doody's subscribers does not constitute DEI's endorsement or approval of products or services. Doody Enterprises Inc., <i>Doody's Core Titles™</i>, <i>Doody's Review Service™</i> or affiliated logos should not be used in the message without DEI's prior written approval. A minimum of 3 weeks from receipt of the email to the desired blast date is required for review and approvals. Librarian eBlasts are limited to no more than 1 (one) every six weeks. Deployment dates provided are approximate and not guaranteed, as they are dependent upon receipt of HTML, approvals, turnaround of corrections, changes and production scheduling to avoid conflicts with DEI's other communications.</p> <p><b>Specifications and Instructions:</b> Provide email blasts as HTML attachments to Rich Lampert, <a href="mailto:rich@doody.com">rich@doody.com</a>. Do not forward your email or embed it in the body of the email to DEI as this will result in formatting problems. The recommended email width is between 550 and 650 pixels. For best readability, the maximum width of the HTML should be no more than 700 pixels. A simple design, free from complex tables, borders and background images that avoids unnecessary embedded rows and columns, is recommended. Use inline styles so specific fonts used within the text are included to avoid any problems with translation from editor to web that might occur. Do not include any type of JavaScript. Do provide a balance between the amount of text and images. DEI reserves the right to request a change to the amount of text and images at their discretion to avoid having the email classified as spam. If there are images such as headers, image links or general images, they must be hosted on client side. Do not include the opt-out or email web version links, as DEI will manage and track. Text-only email blasts may be sent as Word attachments. Seed names to be included must be provided no later than client sign-off. A subject line may be requested pending DEI's approval. If not provided, DEI will recommend a subject line.</p>		
<b>Payment Information:</b> Payment type: <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Check <input type="checkbox"/> Other (Specify) _____ Card #: _____ Expiration Date: _____ Billing Address: (If different than above) _____ Name: (as appears on card): _____ - Signature: _____		

**Terms and Conditions:** Doody Enterprises reserves the right to decline any advertising. The advertiser assumes all liability for the content of advertising and indemnifies Doody Enterprises Inc. and any of its agents against all liability for any and all claims resulting from publishing such advertising. Doody Enterprises' maximum liability for breach of this agreement will be an amount equal to the sums paid by the advertiser hereunder. Space is assigned when an invoice is issued and placements are on a first paid, first placed basis. Invoices are payable upon receipt with payment due in net thirty (30) days. A ten percent (10%) late fee will be assessed for each 30 days for which payment is not received beyond 30 calendar days. Ads may not run if account payments are not timely. **AD RATES ARE IN NET US DOLLARS AND PAYMENT IS REQUIRED ON U.S. BANKS ONLY.**

**Please reserve the Doody's Librarian eBlast(s) as I have indicated above. I agree to the terms and conditions as described on this Insertion Order and signify my agreement by signing and dating below:**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

# DOODY'S WEEKLY LITERATURE UPDATE

## PUBLISHER SPOTLIGHT

### INSERTION ORDER

<b>ADVERTISER:</b>		
<b>CONTACT:</b>		
<b>ADDRESS:</b>		
<b>PHONE:</b>	<b>FAX:</b>	<b>EMAIL:</b>

<b>PUBLISHER SPOTLIGHTS IN DOODY'S WEEKLY LITERATURE UPDATES</b>						
Market	Projected # of emails/week	2014 Price	4x Price (Save 15%)	8x Price (Save 20%)	# of spots	Payment due
<input type="checkbox"/> Primary Care Physicians	5,900	\$230	\$780	\$1,470		
<input type="checkbox"/> Nurses	30,100	\$395	\$1,345	\$2,530		
<input type="checkbox"/> Pharmacists	7,200	\$195	\$665	\$1,250		
<input type="checkbox"/> Physical Therapists	9,400	\$270	\$920	\$1,730		
<input type="checkbox"/> Sports Medicine Professionals	10,100	\$280	\$950	\$1,790		
<input type="checkbox"/> Endocrinologists	3,100	\$145	\$440	\$830		
<input type="checkbox"/> Speech Pathologists /Audiologists	530	\$85	\$290	\$545		
<b>SUBTOTAL:</b>						
<b>DISCOUNT:</b>						
<b>TOTAL:</b>						
<p><b>Specifications and Instructions:</b> Send no artwork; we will contact you if a title description and photo are not already available. There is a nominal fee to create the entries from materials you provide (\$75 per element added). <b>Preview:</b> A preview of how your Spotlight will appear in the <i>Weekly Literature Updates</i> will be emailed to you the week prior to when it will run. The ad will run as shown on the preview unless changes are received by end of day Monday of the week the Spotlight is due to run. <b>Deadlines:</b> Materials and reservations are due no later than <b>Monday two weeks prior to the week the Spotlight will run.</b></p>						
<p><b>Payment Information</b></p> <p>Payment type:    <input type="checkbox"/> MasterCard    <input type="checkbox"/> Visa    <input type="checkbox"/> AmEx    <input type="checkbox"/> Check    <input type="checkbox"/> Other (Specify)</p> <p>Card #: _____      Expiration Date: _____</p> <p>Billing Address: (If different than above) _____</p> <p>Name: (as appears on card): _____      Signature: _____</p>						

***Please reserve the Doody's Publisher Promotion(s) as I have indicated above for timing, position, size and rate. I agree to the terms and conditions as described on this Insertion Order and signify my agreement by signing and dating below:***

[illegible]

# DOODY'S WEEKLY LITERATURE UPDATE BANNER AND TOWER AWARENESS AD INSERTION ORDER

<b>DATE:</b>		
<b>ADVERTISER:</b>		
<b>CONTACT:</b>		
<b>ADDRESS:</b>		
<b>PHONE:</b>	<b>FAX:</b>	<b>EMAIL:</b>

<b>WEEKLY LITERATURE UPDATE AWARENESS ADS</b>				
<input type="checkbox"/> <b>PRIMARY CARE PHYSICIANS</b>				
	<b>1-Month</b>	<b>3-Months</b>	<b>6-Months</b>	<b>12-Months</b>
Banner	<input type="checkbox"/> \$840	<input type="checkbox"/> \$2,030	<input type="checkbox"/> \$3,550	<input type="checkbox"/> \$6,090
Tower	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,690	<input type="checkbox"/> \$2,960	<input type="checkbox"/> \$5,070
Both	<input type="checkbox"/> \$930	<input type="checkbox"/> \$2,230	<input type="checkbox"/> \$3,900	<input type="checkbox"/> \$6,690
<b>MONTH(S):</b>				
<hr/>				
<input type="checkbox"/> <b>SPORTS MEDICINE PROFESSIONALS</b>				
	<b>1-Month</b>	<b>3-Months</b>	<b>6-Months</b>	<b>12-Months</b>
Banner	<input type="checkbox"/> \$1,210	<input type="checkbox"/> \$2,890	<input type="checkbox"/> \$5,050	<input type="checkbox"/> \$8,670
Tower	<input type="checkbox"/> \$ 995	<input type="checkbox"/> \$2,405	<input type="checkbox"/> \$4,215	<input type="checkbox"/> \$7,215
Both	<input type="checkbox"/> \$1,325	<input type="checkbox"/> \$3,175	<input type="checkbox"/> \$5,530	<input type="checkbox"/> \$9,520
<b>MONTH(S):</b>				
<hr/>				
<input type="checkbox"/> <b>PHYSICAL THERAPISTS</b>				
	<b>1-Month</b>	<b>3-Months</b>	<b>6-Months</b>	<b>12-Months</b>
Banner	<input type="checkbox"/> \$810	<input type="checkbox"/> \$1,945	<input type="checkbox"/> \$3,395	<input type="checkbox"/> \$5,825
Tower	<input type="checkbox"/> \$670	<input type="checkbox"/> \$1,620	<input type="checkbox"/> \$2,830	<input type="checkbox"/> \$4,855
Both	<input type="checkbox"/> \$890	<input type="checkbox"/> \$3,140	<input type="checkbox"/> \$3,735	<input type="checkbox"/> \$6,400
<b>MONTH(S):</b>				
<hr/>				
<input type="checkbox"/> <b>SPEECH PATHOLOGISTS/AUDIOLOGISTS</b>				
	<b>1-Month</b>	<b>3-Months</b>	<b>6-Months</b>	<b>12-Months</b>
Banner	<input type="checkbox"/> \$155	<input type="checkbox"/> \$375	<input type="checkbox"/> \$655	<input type="checkbox"/> \$1,130
Tower	<input type="checkbox"/> \$130	<input type="checkbox"/> \$310	<input type="checkbox"/> \$550	<input type="checkbox"/> \$ 945
Both	<input type="checkbox"/> \$170	<input type="checkbox"/> \$410	<input type="checkbox"/> \$730	<input type="checkbox"/> \$1,245
<b>MONTH(S):</b>				
<hr/>				
<b>SUBTOTAL:</b>				
<b>DISCOUNT:</b>				
<b>TOTAL:</b>				
<b>Specifications and Instructions:</b> Advertisers can change their ad as frequently as monthly. We recommend that				

advertisers' ads link to their ecommerce home page or a web page they control which appeals to the Doody's *Weekly Literature Update* audience. Provide ad images in the appropriate size as a .GIF or .JPG file. Banner Ad Specifications are: 728 pixels wide x 90 pixels high. Tower Ad Specifications are: 120 pixels wide x 600 pixels high. Ads must be a static image within the supplied specifications; we will not accept applets, animation or JavaScript. Doody Enterprises is not responsible for the viability of a sponsor's link. Send artwork and URL by email to: Rich Lampert at ([rich@doody.com](mailto:rich@doody.com)) with a copy to Melissa Kansa ([melissa@doody.com](mailto:melissa@doody.com)) by Monday of the week two weeks prior to the first day of the desired month for the Ad to run.

<b>2014 Schedule:</b>			
<b>Ad Month:</b>	<b>Artwork Deadline:</b>	<b>Ad Month:</b>	<b>Artwork Deadline:</b>
January 2014	December 16, 2013	July	June 16
February	January 20	August	July 21
March	February 17	September	August 18
April	March 17	October	September 22
May	April 21	November	October 10
June	May 19	December	November 17

**Payment Information:**

Payment type:    ☐ MasterCard    ☐ Visa    ☐ Check    ☐ Other (Specify)

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Address: (If different than above) \_\_\_\_\_

Name: (as appears on card): \_\_\_\_\_ Signature: \_\_\_\_\_

**Terms and Conditions:** Doody Enterprises reserves the right to decline any advertising. The advertiser assumes all liability for the content of advertising and indemnifies Doody Enterprises, Inc., and any of its agents against all liability for any and all claims resulting from publishing such advertising. Doody Enterprises' maximum liability for breach of this agreement will be an amount equal to the sums paid by the advertiser hereunder. Space is assigned when an invoice is issued and placements are on a first paid, first placed basis. Invoices are payable on receipt with payment due in net thirty (30) days. A ten percent (10%) late fee to be assessed for each 30 days for which payment is not received beyond 30 calendar days. Ads may not run if account payments are not timely. **AD RATES ARE IN NET US DOLLARS AND PAYMENT IS REQUIRED ON US BANKS ONLY.**

**Please reserve the Doody's WLU Awareness Ad(s) as I have indicated above for timing, position, size and rate. I agree to the terms and conditions as described on this Insertion Order and signify my agreement by signing and dating below:**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_