

AMA Digital/Web Advertising Contacts

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AMA Digital/Web Advertising Site / Platform List

The JAMA Network		
JAMA (Journal of the American Medical Association) http://www.jama.com	The JAMA Network Reader (Mobile Application) http://mobile.jamanetwork.com/	
JAMA Cardiology http://www.jamacardiology.com	JAMA Dermatology http://www.jamadermatology.com	JAMA Facial Plastic Surgery http://www.jamafacialplasticsurgery.com
JAMA Internal Medicine http://www.jamainternalmedicine.com	JAMA Neurology http://www.jamaneurology.com	JAMA Oncology http://www.jamaoncology.com
JAMA Ophthalmology http://www.jamaophthalmology.com	JAMA Otolaryngology - Head & Neck Surgery http://www.jamaotolaryngology.com	JAMA Pediatrics http://www.jamapediatrics.com
JAMA Psychiatry http://www.jamapsychiatry.com	JAMA Surgery http://www.jamasurgery.com	
JAMA Career Center http://www.jamacareercenter.com/	American Medical Association (Corporate) http://www.ama-assn.org/	

Banner/Placement Size Availability by Site/Platform¹

Banner Size / Unit	Platform / Placement Type	Max File Size	JAMA Network ² Websites	JAMA Netw. Email Alerts ³	JAMA Career Center	AMA Corporate Website	JAMA Network Reader App ⁴
728x90	Website, Email Alert, J/N Reader App ⁴	40k	✓	✓	✓	✓	✓
120x600	Website	40k	✓		✓		
160x600	Website	40k	✓		✓		
300x250	Website	40k	✓			✓	
300x600	Website	40k	✓				
320x50	Mobile/Smartphone Optimized Sites ⁵ , J/N Reader App ⁴	40k	✓				✓
Interstitial ⁶	Website	40k	✓				

AMA Digital/Web Advertising Placements - Banner Sizes (Site / Email Alert / Mobile⁴)

The AMA's Digital/Web Advertising business offers several options for reaching our site visitors. In preparing your campaign, please take the following program ad unit/size and page placement options into consideration:

Ad Placement	Definition	728x90	120x600	160x600	300x250	300x600	320x50 ⁵
JAMA Network ² (Sites)	Ad placements across one of the JAMA Network websites	✓	✓	✓	✓	✓	✓
JAMA Career Center (Site)	Ad placements across the JAMA Career Center website	✓	✓	✓			
AMA Corporate Site	Ad placements across the American Medical Association Website	✓			✓		
JAMA Website Homepage Roadblock	Exclusive (100%) placement on JAMA website Homepage for one week (Mon-Sun).	✓			✓		
JAMA-(Specialty) Website Homepage Roadblock	Exclusive (100%) placement on the Homepage of a JAMA-(Specialty) website for calendar month.	✓			✓		
Interstitial ⁶	Ad placement across one of the JAMA Network websites				✓ ⁶		
JAMA Network Email Alert (eTOC, Online First) ³	Exclusive placement on JAMA Netw. email alert: eTable of Contents / Online First Alert.	✓					
JAMA Network Reader Mobile Application	Ad placement on the JAMA Network Reader App Mobile Platform	✓					✓

¹ Contact site advertising sales representative for specific website/platform availability

² JAMA, JAMA "Specialty" (Dermatology, Facial Plastic Surgery, Internal Medicine, Neurology, Ophthalmology, Otolaryngology, Pediatrics, Psychiatry, Surgery)

³ E-Mail Alert placements support non-Flash materials only.

⁴ Please see following section on JAMA Network Reader Mobile App for specific setup, format, delivery and banner restriction information for Mobile App placements.

⁵ Mobile optimized placements; formatted for viewing on smartphone devices. Non-Flash materials only.

⁶ For Interstitial placements on our sites, our standard banner size is 300x250, however if another ad unit is desired our production team will test it to ensure it performs correctly within our templates.

Rich Media / Video-Audio / Flash Materials^{7,8}

(Site / Email Alert Placements)⁴

Please note - ad banner placements on our website pages are served through an iFrame. If Expandable or Flash materials are to be served via 3rd Party, please identify and provide appropriate iFrame buster files.⁸ Expandable banners must be 3rd Party served.

Expandable Banners

Banner	Expandable Dimensions ⁹	Expansion Direction ⁹	Max # of Panels	Hot Spot	z-index range for Banner Expansion	User Initiated Expansion	Expansion Collapse	Max Initial File Load Size	Subsequent Max Polite File Load Size	Non-Flash Back-up File Required? ¹⁰
728x90	728x270	Down	3	Not to exceed 1/4 size of original ad (collapsed size). Expansion only initiated when cursor rests on hotspot for at least 1-sec.	5,999 – 1,999,999	Mouse-over	Mouse-off	40k	80k	Yes
728x90	728x270	Down	3			Mouse-over	Mouse-off	40k	80k	Yes
120x600	400x600	Left	3			Mouse-over	Mouse-off	40k	80k	Yes
160x600	400x600	Left	3			Mouse-over	Mouse-off	40k	80k	Yes
300x250	500x250	Left	3			Mouse-over	Mouse-off	40k	80k	Yes
300x600	400x600	Left	3			Mouse-over	Mouse-off	40k	80k	Yes

Audio/Video

Ad Type	Max Initial File Load Size	Subsequent Max Polite File Load Size	Accepted Formats	User Initiated Audio/Video	Audio/Video Stop	Animation Max Time	Max Looping	Alt Text	Non-Flash Back-up File Required? ¹⁰
Website Ads	40k	80k	FLV	Mouse Click	Mouse-off	30sec	3x	30 Char.	Yes
Mobile Platforms ¹²									
Email Alerts	Email alerts do not support Rich Media or Flash materials; only GIF, Animated GIF or JPEG materials can run in our email alerts.								

Flash Specs

Ad Type	Flash Version	Action Script Version	Max Flash Weight	Click Tag Required? ¹¹	Back-up File Required? ¹⁰	Max GIF Weight	Frame Rate	Max Looping
Website Ads	Up to 10.1	Vers. 2 / 3	80k	Yes	Yes; GIF	40k	18fps	3x
Mobile Platforms ¹²								
Email Alerts	Email alerts do not support Flash materials; only GIF, Animated GIF or JPEG materials can run in our email alerts							

⁴ Please see following section on JAMA Network Reader Mobile App for specific setup, format, delivery and banner restriction information for Mobile App placements.

⁶ For Interstitial placements on our sites, our standard banner size is 300x250, however if another ad unit is desired our production team will test it to ensure it performs correctly within our templates.

⁷ Accepted File Formats: HTML, HTML5, Flash, GIF, Animated GIF, JPEG - please check with our production office if a different file format is required.

⁸ Accepted 3rd Party Servers: Pointroll, Atlas, Doubleclick (DFA), Mediamind (Eyeblander) - please check with our production office if a different 3rd Party Server is required.

⁹ Expandable Banners must be 3rd Party served.

¹⁰ Back-up File Requirement; A default, non-Flash, ad file must be submitted for visitors without Flash or JavaScript

¹¹ Click Tag; Flash Ads must have Click Tag encoded in the creative

¹² Our Mobile platform placements do not support Flash or expandable materials; only HTML, standard JavaScript, GIF, Animated GIF or JPEG materials are viable. If a different file format is desired, please contact our production team who will advise on, and test, any other formats.

JAMA Network Reader Mobile App

Overview

- * The JAMA Network Reader is a 'web app', or browser-based, mobile application leveraging HTML5 technology to provide mobile (smartphone/tablet) and desktop users a dedicated platform for accessing JAMA Network scientific journal content. Users can access the app from any device running an HTML5-compliant
- * This web application is limited to banner advertisements (728x90, 320x50). Banners may be targeted directly to a general audience (all app) or specific JAMA Specialty Journal content.
- * Advertisements may link to an external website. External website will open in a new browser window.
- * 728x90 banners serve to mobile devices with a 9" screen or greater, including Apple's iPad, MacBook Air, MacBook Pro; Microsoft Surface tablet; Android tablets of any kind, and PC/desktop machines running Google Chrome, Firefox, or Safari.
- * 320x50 banners serve to devices with a 7" screen or smaller, including Apple's iPad Mini, iPhone, iPod Touch; any Microsoft Windows smartphone; any Android Smartphone or mini-tablet, Google Nexus tablet, Kindle Fire, etc...
- * Ad creatives do not need to be created for specific Operating Systems. The JAMA Network Reader Mobile App utilizes delivery directly from an Ad Server (DFP), much like a traditional website.
- * Ads may be targeted for smartphone or tablet screen sizes, and they may be targeted for specific pages and content areas within the app. Ads may not be targeted by specific device-manufacturers or by specific devices or operating systems.

File Requirements

Advertisements must be HTML5-compatible and follow these general guidelines:

- * Content must not expand beyond the 728x90 or 320x50 parameters. These strict ad 'containers' enable distribution of the ads to any device. Any creative beyond these dimensions will not be visible.
- * 728x90 banners serving to the App to be viewed on PC/desktop platforms may be Flash materials (governed by the Flash spec rules detailed above). Banners serving to mobile devices (728x90 or 320x50) cannot be Flash materials.
- * Rich Media content must be coded according to HTML5 Standards (<http://bit.ly/MjNP8>)
- * Video content must be streamed from a 3rd Party Server.
- * All videos must be run through JavaScript based on the video server's requirements. The <embed> tag is not supported. Video served with ad banners has no time-limit for JAMA Network Reader Mobile App placements.
- * URLs must target a new page, ie: <a target="_blank" href=<http://jamanetwork.com>>JAMA
- * Back-up Static Ads are required for all Rich Media creatives.
- * Advertisers should *not* include the label "Advertisement" within their ad creative. Advertisers should *not* code the 'close' functionality within the ad creative. The template ad containers within The JAMA Reader contain the label "Advertisement" and will contain a 'close' button that will permit users to dismiss the ad slot.
- * Advertisers should *not* program videos to 'autoplay' when ads appear. In Safari on iOS devices (iPod Touch, iPhone, iPad Mini, iPad), where the user may be on a cellular network and be charged per data unit, preload and autoplay are disabled for all streaming videos. No data is loaded until the user initiates it.
- * Product information must be coded within a div in the HTML. A template ad can be viewed here: <http://bit.ly/U0m0lx>. Full instructions for coding this advertisement, including scrollable PI content, are included on pages 4 and 5 (following) of this spec sheet.

Ad/Material Submission Instructions

- * Creative material is due via email to AMA Online Advertising Services (via email: online-advertising@jamanetwork.com):
 - > Website Placements: minimum of 7 business days prior to campaign/placement launch
 - > JAMA Network Reader App Placements: minimum of 14 business days prior to campaign/placement launch
- * All changes to campaign materials (served locally or via 3rd Party) must be reviewed and approved by the AMA prior to live serving of the revised material.
- * All Advertising and Landing Pages are subject to AMA Editorial review. The AMA reserves the right to decline any submitted advertisement creative or campaign.
- * All advertising must comply with the AMA's "Principles for Advertising and Sponsorship". Banners and Landing Pages must be oriented toward the professional. Banners must clearly indicate a product or company logo.
- * If campaign is being tracked by client/3rd party server, access the 3rd Party server account must be provided to AMA Online Advertising Services, for impression/billing reconciliation, by the 20th day of the month in which campaign is active.
- * Hyperlinking: A maximum of 5 Click-through URL's are permitted. Advertisement must link directly to client website, which must clearly display the sponsoring company/entity. Linking to 3rd party websites or interstitial registration pages is not permitted.
- * Industry sponsored CME may not be directly promoted on the AMA websites.
- * Neither the ad materials or landing page of the advertiser site should offer a "gift" to viewers.

Cancellation and Termination

Advertisers may cancel the entire Insertion Order, or any portion thereof, as follows:

Run-of-Site and Interstitial Banner Placements:

- * On written notice to the Publisher, 14 days or more before the campaign start date, advertiser may cancel all, or a portion of the campaign, without penalty.
- * For cancellations received less than 14 days before the campaign start date, the advertiser will incur a late-cancellation penalty charge equal to 50% of the campaign amount that was reserved for delivery within the first 30 days of the campaign.
- * For cancellations received after the start date of a campaign, but within the first 14 days of the campaign month/segment, the advertiser will be responsible for charges incurred for all served impressions/placements and a late-cancellation penalty charge equal to 50% of the remaining un-served (reserved) impressions/placements to the campaign's end-date or the current calendar month-end (whichever comes first).
- * For cancellations received after the start date of a campaign, after first 14 days of the campaign month/segment, the advertiser will be responsible for charges incurred for all served impressions/placements and a late-cancellation penalty charge equal to 50% of the campaign's remaining un-served (reserved) impressions/placements scheduled for the following 30 days (to be invoiced in full at the next month-end billing cycle).

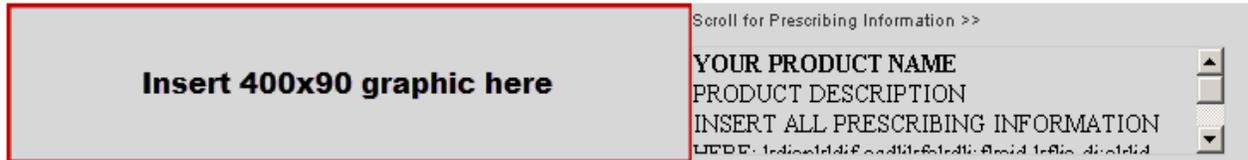
Flat-fee or Fixed-Delivery Placements (including but not limited to Roadblocks, eTOC's, Online First Alerts and all other email products):

- * On written notice to the Publisher, 14 days or more before the delivery/start date of the placement, advertiser may cancel placement without penalty.
- * For cancellations received from 13 to 7 days before the delivery/start date of the placement, the advertiser will incur a late-cancellation penalty charge equal to 50% of the canceled placement's contracted value.
- * For cancellations received less than 7 days before the delivery/start date of the placement, the advertiser will incur a late-cancellation penalty charge equal to 100% of the canceled placement's contracted value.



The JAMA Network Reader Advertisement Specifications

How to Create a JAMA Network Mobile Application 728x90 Scrolling Advertisement



All red text should be updated with location of files and prescribing information

1. Create Table with Width of 728 `<table width="728" cellspacing="0" cellpadding="0">`
2. Create Table Row `<tr>`
3. Create 2 `<td>` table cells


```

      <td height="90" width="400" rowspan="2" align="left">
        <a target="_blank" href="http://www.jamanetwork.com">
          
        </a>
      </td>
      <td height="20" width="328"
        style="background-image:url('https://www.ama-assn.org/resources/apps/publishing/mobile/326x90background.png');
        background-repeat: repeat">
        <font face="arial" size="1" color="#343434">Scroll for Prescribing Information >></font>
      </td>
    
```
4. Create another `<tr>` table row
5. Create 1 more `<td>` cell


```

      <td height="70" style="background-image:url('https://www.ama-assn.org/resources/apps/publishing/mobile/326x90background.png');
        background-repeat: repeat">
    
```
6. Create a `<div>` (this is what allows the scrolling of the text)


```

      <div style="height: 60px; width: 310px; border:1px solid #ccc; font-size: 0.9em; overflow:auto; position:relative;">
        <b>YOUR PRODUCT NAME</b>
        <br/>
        PRODUCT DESCRIPTION
        <br/>
        INSERT ALL PRESCRIBING INFORMATION HERE: kdjapklidf asdijfakdlj;fkajd kfija dj;akljd kljasdkfj a;dkjaki jsdklj;f alsdkjf
    
```

FULL HTML ON NEXT PAGE



The JAMA Network Reader Advertisement Specifications

COMPLETE HTML CODE

```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
  <title></title>
</head>
<body bgcolor="FFFFFF">
  <table width="728" cellspacing="0" cellpadding="0">
    <tr>
      <td height="90" width="400" rowspan="2" align="left">
        <a target="_blank" href="http://jamanetwork.com">
          
        </a>
      </td>
      <td height="20" width="328" style="background-image:url('http://www.ama-
      assn.org/resources/apps/publishing/mobile/326x90background.png'); background-repeat:
      repeat">
        <font face="arial" size="1" color="#343434">Scroll for Prescribing
        Information >></font>
      </td>
    </tr>
    <tr>
      <td height="70" style="background-image:url('http://www.ama-
      assn.org/resources/apps/publishing/mobile/326x90background.png'); background-repeat:
      repeat">
        <div style="height: 60px; width: 310px; border:1px solid #ccc;
        font-size: 0.9em; overflow:auto; position:relative;">
          <b>YOUR PRODUCT NAME</b>
          <br/>
          PRODUCT DESCRIPTION
          <br/>
          INSERT ALL PRESCRIBING INFORMATION HERE:  kdjapkl djf
          asdljkfakdlj;fkajd kflja dj;akljd kljasdkfj a;dkjakl jsdklj;f alsdkjf kl;asjdkl
          faj;dklsj akl;jdakldjklf jadkljf akl;dj fklajdkl afjkl dj
        </div>
      </td>
    </tr>
  </table>
</body>
</html>

```

