

Digital/Web Advertising Placement Information and Material Spec Sheet

| Digital/Web Advertising Contacts | | | | | | | |
|---|--|---|---------|---------|---------|---------|------|
| Sales - Display / Online (New Jersey) Address 1 Upper Pond Road Parsippany, NJ 07054 Tel. 973-263-9191 Fax 973-263-9898 | Sales - Classified / Online (Chicago) Address 330 N. Wabash Avenue, Suite 39300 Chicago, IL 60611-5885 Tel. 800-262-2260 Fax 312-464-5909 Email classifieds@jamanetwork.com | Production / AMA Online Advertising Services Address 330 N. Wabash Avenue, Suite 39300 Chicago, IL 60611-5885 Email online-advertising@jamanetwork.com Jordynn Farrar (312) 464-4318 Fin Carter (312) 464-5711 Ahmed Avendano (312) 464-2506 | | | | | |
| Site / Platform List | Supported Banner Sizes, by Placement Type: | | | | | | |
| | Placement Type / Target | 728x90 | 120x600 | 160x600 | 300x250 | 300x600 | Var. |
| JAMA (<i>Journal of the American Medical Association</i>) http://www.jama.com | Run of Site (ROS) | ✓ | ✓ | ✓ | ✓ | ✓ | |
| JAMA Cardiology http://www.jamacardiology.com | Homepage Roadblocks | ✓ | | | ✓ | | |
| JAMA Dermatology http://www.jamadermatology.com | "Ads on Articles" | ✓ | | | ✓ | ✓ | |
| JAMA Facial Plastic Surgery http://www.jamafacialplasticsurgery.com | Interstitials* | | | | ✓ | | ✓* |
| JAMA Internal Medicine http://www.jamainternalmedicine.com | Email Content Alerts | ✓ | | | | | |
| JAMA Neurology http://www.jamaneurology.com | Riser | ✓ | | | | | |
| JAMA Oncology http://www.jamaoncology.com | Mobile | | | | ✓ | ✓ | |
| * Interstitial placements generally run a 300x250 banner, however if another ad unit is desired our production team will test it to ensure it performs correctly within our templates. | | | | | | | |
| Available Placement Type/Platform Definitions | | | | | | | |
| <p>Run of Site (ROS/General): Banner Placements on one, or more, of the JAMA Network sites. Special Targeting options available include, Geo-Targeting, User Content "Affinity", Mobile-only. JAMA Career Center Site: 728x90 and 120/160x600 only.</p> <p>Homepage Roadblocks: Sole sponsorship of all banner positions on one of the JAMA Network journal sites for defined time period: JAMA (1 week / Mon-Sun), Specialty Journal Sites (1 Month).</p> <p>"Ads on Articles": Banner Placements on one, or more, of the JAMA Network sites. Banners targeted to only Article content pages.</p> <p>Interstitials: Sole banner placement within single position page that surfaces to visitors on page load. Page content is obscured to ensure maximum focus on centered banner placement.</p> <p>Email Content Alerts: Top Position placement on JAMA Network Email Content Alert. Alert types include eTOC, Key Content, Online First Release options.</p> <p>Visitor Affinity Targeting: Special Targeting available for site placements that serves banners based on identified clinical/subject affinities of site visitors.</p> <p>Riser: 728x90 placement on JAMA Network research content article pages. Banner "rises" from bottom of page to float over content.</p> <p>Mobile: Placement on Mobile/Smartphone screen sizes formatted using responsive design.</p> | | | | | | | |

JAMA Network / AMA: Digital/Web Advertising Placement Information and Material Spec Sheet

Expandable Banners (Website Placements Only)

| Standard Banner Size | Max Expand Dimensions / Direction | Hot Spot | Max # of Panels | User Initiated Expansion | Expansion Collapse | z-index range for Banner Expansion | Max Initial File Load Size | Subsequent Max Polite File Load Size |
|----------------------|-----------------------------------|---|-----------------|--------------------------|--------------------|------------------------------------|----------------------------|--------------------------------------|
| 728x90 | 728x270 / Down | Not to exceed 1/4 size of original ad (collapsed size). Expansion only initiated when cursor rests on hotspot for at least 1-sec. | 3 | Mouse-over | Mouse-off | 5,999 – 1,999,999 | 60k | 100k |
| 120x600 | 400x600 / Left | | 3 | Mouse-over | Mouse-off | | 60k | 100k |
| 160x600 | 400x600 / Left | | 3 | Mouse-over | Mouse-off | | 60k | 100k |
| 300x250 | 500x250 / Left | | 3 | Mouse-over | Mouse-off | | 60k | 100k |
| 300x600 | 400x600 / Left | | 3 | Mouse-over | Mouse-off | | 60k | 100k |

Rich Media Audio/Video

| User Initiated Audio/Video Start | Audio/Video Stop | Animation Max Time | Max Looping | Max Initial File Load Size | Subsequent Max Polite File Load Size | Alt Text | Static Back-up File Required? |
|----------------------------------|------------------|--------------------|-------------|----------------------------|--------------------------------------|----------|-------------------------------|
| Mouse Click | Mouse-off | 30sec | 3x | 60k | 100k | 30 Char. | Yes |

Email Alert Schedule / Spec

| Site / Platform | Alert Type | Schedule | Specialty-Split Targeting? | Banner Size | File Type Accepted | Max File Size | Support Impr Tracker Pixel? |
|-----------------------------|-------------------|-----------------------|----------------------------|---------------|-------------------------------|---------------|-----------------------------|
| JAMA | eTOC (Issue) | Weekly (Tue.) | Yes | <i>728x90</i> | <i>GIF, Animated GIF, Jpg</i> | <i>60k</i> | <i>Yes</i> |
| | OLF / Key Content | Weekly (Varies) | Yes | | | | |
| JAMA Cardiology | eTOC (Issue) | Weekly (Wed's) | No | | | | |
| | OLF / Key Content | Weekly (Varies) | No | | | | |
| JAMA Dermatology | eTOC (Issue) | Monthly (2nd Thur.) | No | | | | |
| | OLF / Key Content | Weekly (Wed.) | No | | | | |
| JAMA Facial Plastic Surgery | eTOC (Issue) | Bi-Monthly (3rd Wed.) | No | | | | |
| | OLF / Key Content | Weekly (Thur.) | No | | | | |
| JAMA Internal Medicine | eTOC (Issue) | Monthly (1st Thur.) | Yes | | | | |
| | OLF / Key Content | Weekly (Mon.) | Yes | | | | |
| JAMA Neurology | eTOC (Issue) | Monthly (2nd Tue.) | No | | | | |
| | OLF / Key Content | Weekly (Mon.) | No | | | | |
| JAMA Oncology | eTOC (Issue) | Monthly (2nd Fri.) | No | | | | |
| | OLF / Key Content | Weekly (Thur.) | No | | | | |
| JAMA Ophthalmology | eTOC (Issue) | Monthly (2nd Tue.) | No | | | | |
| | OLF / Key Content | Weekly (Thur.) | No | | | | |
| JAMA Otolaryngology | eTOC (Issue) | Monthly (3rd Fri.) | No | | | | |
| | OLF / Key Content | Weekly (Thur.) | No | | | | |
| JAMA Pediatrics | eTOC (Issue) | Monthly (1st Tue.) | No | | | | |
| | OLF / Key Content | Weekly (Mon.) | No | | | | |
| JAMA Psychiatry | eTOC (Issue) | Monthly (1st Thur.) | No | | | | |
| | OLF / Key Content | Weekly (Wed.) | No | | | | |
| JAMA Surgery | eTOC (Issue) | Monthly (3rd Thur.) | No | | | | |
| | OLF / Key Content | Weekly (Wed.) | No | | | | |
| JAMA Network Open | New Issue Alert | Monthly (1st Sun.) | No | | | | |
| | New Content Alert | Weekly (Fri.) | No | | | | |

Same for All Alert Placements

Creative material is due via email to AMA Online Advertising Services (email: online-advertising@jamanetwork.com) a minimum of 7 business days prior to campaign/placement launch .

JAMA Network / AMA: Digital/Web Advertising Placement Information and Material Spec Sheet

Page Type Banner Placement Detail and Sample Images

Homepages

Desktop Platform

| Banner Position | Sizes Supported |
|-----------------|-----------------|
| Leader | 728x90 |
| Box (Right) | 300x250 |
| Anchor | 728x90 |

Mobile / Smartphone Platform

| Banner Position | Sizes Supported |
|-------------------------------|-----------------|
| Box (InLine-Below Feat. Art.) | 300x250 |

JAMA Network / AMA: Digital/Web Advertising Placement Information and Material Spec Sheet

Page Type Banner Placement Detail and Sample Images

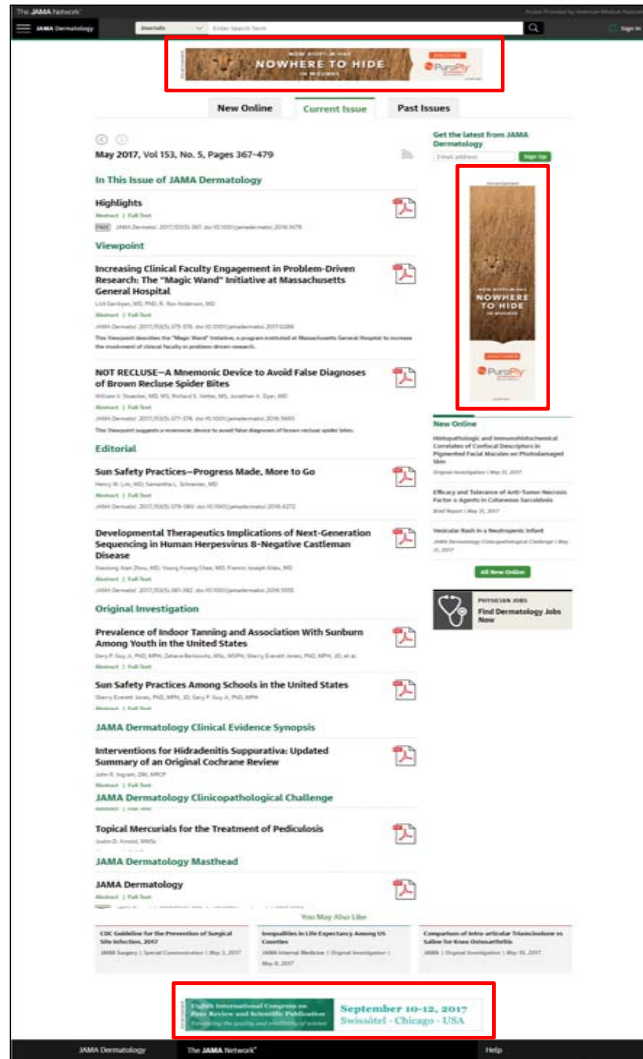
Table of Contents (TOC) / Article List Pages

Desktop Platform

| Banner Position | Sizes Supported |
|------------------------|------------------------------------|
| Leader | 728x90 |
| Skyscraper-Box (Right) | 120x600, 160x600, 300x250, 300x600 |
| Box (Right) | 300x250 |
| Anchor | 728x90 |

Mobile / Smartphone Platform

| Banner Position | Sizes Supported |
|------------------------------|-----------------|
| Box (InLine, Below Abstract) | 300x250 |



JAMA Network / AMA: Digital/Web Advertising Placement Information and Material Spec Sheet

Page Type Banner Placement Detail and Sample Images

Non-Research Article Page

Desktop Platform

| Banner Position | Sizes Supported |
|-----------------|------------------|
| Leader, Anchor | 728x90 |
| Box (Right) | 300x250, 300x600 |



Mobile / Smartphone Platform

| Banner Position | Sizes Supported |
|-----------------------------|------------------|
| Box (InLine-Below Abstract) | 300x250, 300x600 |
| Box (Anchor) | 300x250 |



JAMA Network / AMA: Digital/Web Advertising Placement Information and Material Spec Sheet

Page Type Banner Placement Detail and Sample Images

Research Article Page (Split-Screen View)

Desktop Platform

| Banner Position | Sizes Supported |
|-------------------------------|---|
| <i>Skyscraper-Box (Right)</i> | <i>120x600, 160x600, 300x250, 300x600</i> |
| <i>Riser</i> | <i>728x90</i> |

Mobile / Smartphone Platform

| Banner Position | Sizes Supported |
|------------------------------------|-----------------|
| <i>Box (InLine-Below Abstract)</i> | <i>300x250</i> |

The screenshot shows a desktop view of a research article on the JAMA Network. The article title is "Hierarchical Organization of Tau and Amyloid Deposits in the Cerebral Cortex" by Jorge Sepulcre et al. A red box highlights a "MIGRAINE" advertisement on the right side of the page. Another red box highlights a "gsk" advertisement at the bottom of the page.

The screenshot shows a mobile view of a research article on the JAMA Network. The article title is "JAMA Otolaryngology-Head & Neck Surgery". A red box highlights a "JN Reader" advertisement below the abstract.

JAMA Network / AMA: Digital/Web Advertising Placement Information and Material Spec Sheet

Page Type Banner Placement Detail and Sample Images

Interstitial

Desktop

The screenshot displays a desktop view of the JAMA Network website. An interstitial advertisement for Jardiance (empagliflozin) tablets is prominently featured in the center. The ad has a green header with the product name and a yellow heart icon. Below the header, it states: "Indicated to reduce the risk of CV death in adult patients with type 2 diabetes and established CV disease*". A note specifies: "Not for type 1 diabetes or diabetic ketoacidosis." There are two links: "> Prescribing Information and Patient Information" and "IMPORTANT SAFETY INFORMATION, INDICATIONS AND USAGE". Under "CONTRAINDICATIONS", it reads: "JARDIANCE should not be used in patients with a history of serious hypersensitivity to JARDIANCE or in patients with severe renal impairment, end-stage renal disease, or dialysis." The ad is labeled "ADVERTISEMENT" at the bottom. The background shows the JAMA Network interface with a search bar, navigation menu, and article content. The article title is "Tig Notaro: A Comedian Makes 'Sick' Humor the Main" and the date is "November 8, 2016". There are also social media icons and a "Download PDF" button visible.

JAMA Network / AMA: Digital/Web Advertising Placement Information and Material Spec Sheet

Online/Digital Advertising FAQ

Cancellation / Termination Questions

Does the AMA have defined cancellation or early termination policies?

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

CPM (ROS and Interstitial) Banner Placements:

- * On written notice to the Director of Sales, 30 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 30 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 Director of Sales, 30 days or more before the delivery/start date of the placement, advertiser may cancel placement without penalty.
- * For cancellations received from 30 to 15 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 15 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.

Banner Size and Format Requirements

Does the JAMA Network accept 3rd Party served materials?

Yes, we have worked with the following 3rd Party Servers: Pointroll, Atlas, Doubleclick (DFA/DCM), Mediamind (Eyeblaster). Please check with our production office if a different 3rd Party Server is required.

What are the accepted file formats for JAMA Network Banner placements?

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

Do the JAMA Network sites support Expandable Banners?

Yes, for most site positions. Expandable banners are not supported for Mobile/Smartphone serving, Interstitials, Email Alerts, the "Riser" position or serving on the JAMA Network Reader App. *Expandable banners must be 3rd Party served.* Please see the "Expandable Banner" section for detail on expansion size specs and restrictions.

For Expandable banners, does the Advertiser need to provide an iFrame Buster file?

Yes, ad banner placements on our website pages are served through an iFrame. If Expandable materials are to be served via 3rd Party, please identify and provide appropriate iFrame buster file. Expandable banners must be 3rd Party served

Does the JAMA Network accept Flash Materials?

No. As industry best practices and browser specifications have moved away from Flash as a digital advertising format, our ad server no longer allows the serving of Flash materials for placements.

Are back-up banners required for Rich Media materials?

Yes, a default, static, back-up ad file must be submitted for Rich Media serving campaigns.

Can Rich Media materials be set to "Auto-Play"?

No, banners must not be set to 'autoplay' when ads appear. Expansion, video-start and audio-start must be user initiated. Please see "Rich Media" section for rules on user initiated actions.

What banner sizes can run for Interstitial placements?

Interstitial placements on our network generally run a 300x250 banner, however if another ad unit is desired our production team will test it to ensure it performs correctly within our templates.

Do the JAMA Network sites support video advertisements?

Yes, however video content must be streamed via 3rd party serving.

Do the JAMA Network sites support materials with multiple hyperlinks?

Yes, 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.

JAMA Network / AMA: Digital/Web Advertising Placement Information and Material Spec Sheet

Online/Digital Advertising FAQ

General JAMA Network Online/Digital Advertising Questions

Who can I contact with specific questions regarding advertising materials?

Should you have any questions not covered here, or need any additional information, please contact your AMA Sales Rep or our online advertising team (online-advertising@jamanetwork.com).

Where can I find information on rates for advertising on the JAMA Network?

For questions regarding rates for JAMA Network print or digital/online advertising, please contact the JAMA Network Advertising Sales Office.

What Ad Server does the AMA use for their banner advertising?

The AMA uses the Doubleclick for Publishers ad serving platform.

How does the AMA handle Reporting and Billing for 3rd Party Served materials?

If campaign is being served via 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.

Are banners on the JAMA Network sites served through an iFrame?

Yes.

Are materials with Ad Blocking function (Ad Safe, DoubleVerify, etc) allowed to serve to the JAMA Network Sites?

Many advertisers now create their materials to include ad verification functionality, like DoubleVerify or Ad Safe. Contextual or Domain-Domain ad blocking from this setup does occasionally pose an issue for banners serving on our sites. Because the content of the JAMA Network Sites is non-Commercial, scientific in nature and geared toward the Medical Professional, we request that clients "Whitelist" our sites in order to ensure that their campaign serve correctly.

What special targeting options are available for Email Alerts?

The JAMA and JAMA Internal Medicine email alerts support selective subscriber targeting by Specialty. Geo-Targeting is not available for our Email Alert programs.

Submission / Ad Approval Questions

When are creative materials due for placements?

Creative material is due via email to AMA Online Advertising Services (email: online-advertising@jamanetwork.com) **a minimum of 7 business days prior to campaign/placement launch.**

What is the AMA's Ad Approval process?

All Advertising and Landing Pages are subject to AMA Editorial review. The AMA reserves the right to decline any submitted advertisement creative or campaign. Prior to the start of the campaign, the AMA will review the materials submitted and, once approved, set the campaign placement live.

Can creative/campaign materials be later updated or changed on the 'back-end' without prior AMA approval?

No. The JAMA Network has strict policies regarding pre-approval of all creative materials before they run live on our sites. New/Revised creatives (served locally or via 3rd Party) must be provided to the AMA for review, and approved by AMA, *before* changes are pushed live. Failure to secure pre-approval before serving may result in the campaign being paused while Ad Approval is being secured.

Does the AMA have defined rules regarding advertising placements that can be served on the JAMA Network?

Yes, all advertising must comply with the AMA's "Principles for Advertising and Sponsorship" (document available via: <http://jamanetwork.com/pages/advertisers>). Banners and Landing Pages must be oriented toward the professional. Banners must clearly indicate a product or company logo.

Do the JAMA Network sites utilize a Responsive platform design?

Yes, all of the JAMA Network family of journal sites utilize a responsive site design that optimizes screen sizes for viewing ease when viewed on Desktop, Tablet or Smartphone devices.

Placement and Position Questions

Are there sample screenshots available to show the various page/placement positions?

Yes, please see the Screenshot sample section in this document.

Is there a set email alert schedule available to review?

Yes, please see the Email Alert Schedule section in this document.

Is there any special targeting available for Email Alerts?

Some JAMA Network email alerts can be selectively targeted based on a recipients identified "Specialty" (please contact your AMA Sales contact for details). Email alerts cannot be Geo-Targeted.

Are the email alert subscriber lists, numbers or open rate data available for review?

Subscriber lists are not available for review, however data on list sizes, actual sends, opens and open rates can be requested from your JAMA Network Sales contact.

How are the ROS/Article (Ads on Articles) placements targeted?

ROS/Article placements are served only to positions on the JAMA Network Site's Article Content pages (Full-Text content).