

2021 Digital Media Planner

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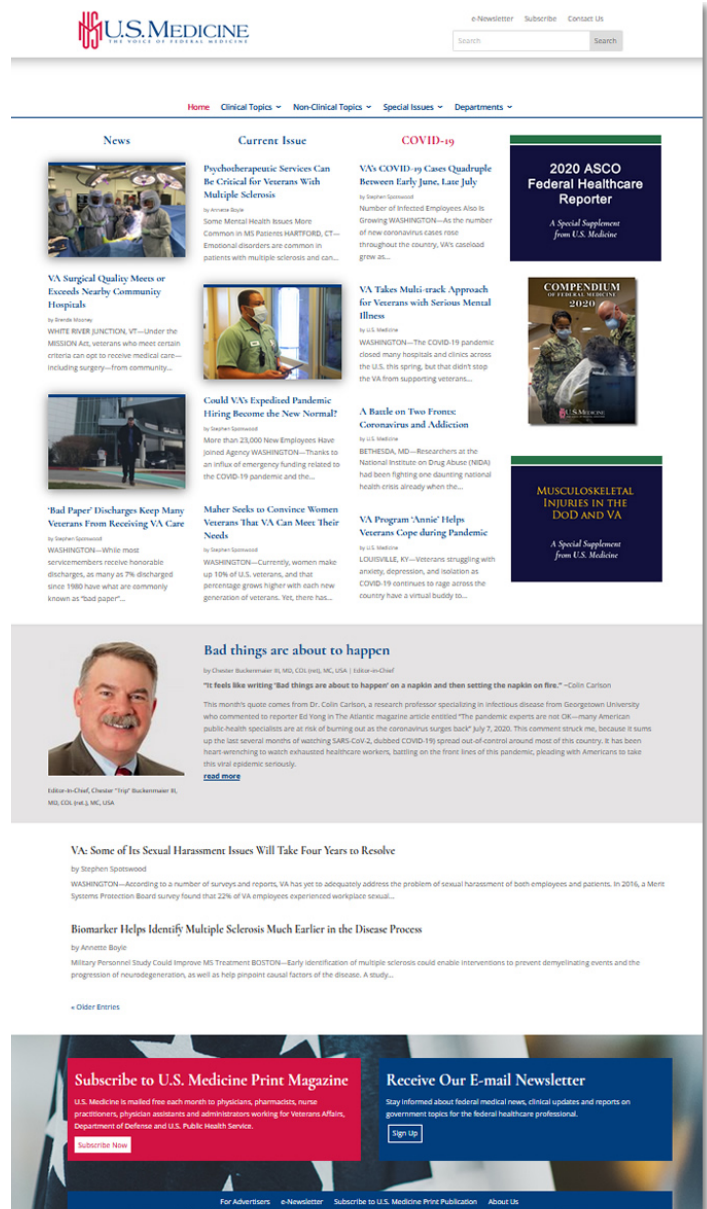
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USMedicine.com

USMedicine.com serves the physicians, pharmacists, nurse practitioners, physician assistants and administrators working in Veterans Affairs, Military Health System and the U.S. Public Health Service. The federal market represents the largest integrated healthcare in the United States, providing healthcare to 18 million veterans, active duty and retired servicemembers and their dependents, plus those served by the U.S. Public Health Service.



The screenshot shows the USMedicine.com website interface. At the top, there is a navigation bar with links for Home, Clinical Topics, Non-Clinical Topics, Special Issues, and Departments. Below this is a grid of news articles. The main grid includes articles such as 'Psychotherapeutic Services Can Be Critical for Veterans With Multiple Sclerosis', 'VA Surgical Quality Meets or Exceeds Nearby Community Hospitals', 'VA Takes Multi-track Approach for Veterans with Serious Mental Illness', 'Could VA's Expedited Pandemic Hiring Become the New Normal?', 'A Battle on Two Fronts: Coronavirus and Addiction', 'Maber Seeks to Convince Women Veterans That VA Can Meet Their Needs', and 'VA Program "Annie" Helps Veterans Cope during Pandemic'. To the right of the main grid is a sidebar with three featured supplements: '2020 ASCO Federal Healthcare Reporter', 'COMPENDIUM FOR FEDERAL HEALTHCARE REPORTER 2020', and 'MUSCULOSKELETAL INJURIES IN THE DOD AND VA'. Below the main grid, there is a featured article titled 'Bad things are about to happen' with a photo of Dr. Colin Carlson. At the bottom of the page, there are two subscription boxes: 'Subscribe to U.S. Medicine Print Magazine' and 'Receive Our E-mail Newsletter'. The footer contains links for Advertisers, e-Newsletter, and About Us.

U.S. Medicine eNewsletter

Deployed 2-3 times each month

U.S. Medicine Direct is deployed 2-3 times a month, provides subscribers breaking news, web-only exclusives and an advance look at articles running in the current issue of *U.S. Medicine*. Editor-in-Chief Chester ‘Trip’ Buckenmaier III, MD introduces the newsletter with his opinion and comments on current federal healthcare issues.

Advertising Opportunity

Leaderboard: 728 x 90 - Exclusive Advertiser
PLUS: 1,000 impressions ROS (value add) usmedicine.com including premium position on current newsletter articles. Extending the ads to the U.S. Medicine website broadens the reach of your message from the newsletter to website visitors.

- Highly targeted list of 11,000 Federal Healthcare subscribers
- Average Open Rate: 10.7%
- Average Click-through Rate: 40%

Rates & Specs

\$2,800 per deployment (net)

Banner Advertising Specs

File Size: 50k GIF/JPEG, Target URL: Required
Click tags and impression tags accepted
3rd - Party, Flash, Rich Media - not accepted

Run-of-Site Ad Units (value add):

728 x 90

300 x 250

320 x 50 – mobile

Creative Files

DoubleClick tags

JPG, GIF, SWF - with click-through URL

HTML5 (provided as a third-party tag)

File Size: 100k

Expandable creatives: must be click-to-expand.

Animation creative Max length 15 seconds, max 5 loops



The screenshot shows the top portion of the U.S. Medicine eNewsletter. At the top left is the U.S. Medicine logo and the text 'U.S.M. - October 2019 Direct' and 'usmedicine.com'. Below this is a 'Leaderboard' section with a large orange banner that reads 'Your Ad Here 728 x 90px'. Underneath the banner are several article highlights with 'Read More' links. The first article is 'VA Facing Critical Healthcare Staffing Shortages in Near Future' with a sub-headline 'WASHINGTON - Oversight agencies are sounding the alarm that VA is plagued with large staffing shortages in critical areas, including physicians, registered nurses, physician assistants, psychologists and physical therapists, as well as human resource specialists. The shortages, and the barriers that stand in the way of VA hiring and retaining employees, could become increasingly problematic in the next few years as more employees become eligible for retirement, according to the warnings.' The second article is 'New Comprehensive VA/DoD Guideline Seeks to Stem Tide of Suicide' with a sub-headline 'WASHINGTON - In recent decades, suicide rates have soared in the United States, increasing 25% from 1999 to 2016. The issue has been especially acute among military servicemembers and veterans. During the same time period, the DoD's active component suicide rate leapt from 10.7 to 21.5 suicide-related deaths per 100,000 servicemembers. Veterans, meanwhile, have a 21% higher suicide rate than age- and sex-matched civilian cohorts, resulting in a shocking average of 20 veterans taking their lives each day.' The third article is 'Women, Chronically Ill Veterans Value Veterans Choice Access Most' with a sub-headline 'HINES, IL - Women and veterans with multiple comorbidities used and valued the Veterans Choice Program (VCP) more than other veterans, according to recent research by the VA. To help these veterans and others, the VA has taken steps under the MISSION Act to improve access and communication with community providers so that they better understand the unique concerns of veterans and how to work with the VA to provide continuity of care.' Below these highlights is a 'FROM THE EDITOR IN CHIEF' section featuring a photo of Chester 'Trip' Buckenmaier III, MD and a quote: 'I like four most beautiful words in our common language: I told you so.' -Came Vidal (1925-2012). The text continues: 'I wrote an editorial in U.S. Medicine on June 10, 2018, entitled 'If you tell it big enough and tell it frequently enough, it will be believed.' The topic of the editorial dealt with the uncomfortable emergence of the vaping phenomenon that has been penetrating deep into the country's school-age population as a modern method for using the highly addictive drug nicotine. In my original editorial, I asked the following rhetorical questions: 'What consequences will arise for the next generation from the marketing tall tales of the vaping industry?' Happily, the question has been answered in the past few weeks, as a sixth young person died from lung disease linked to vaping, and many others are being treated for severe respiratory illness.'

U.S. Medicine eNewsletter

Single Topic, Exclusive Sponsor

Exclusive sponsorship of a 3 to 4 article
single topic eNewsletter.

Advertising Opportunity

Medium Rectangle: 300 x 250px - Exclusive Advertiser
Includes: 1,000 impressions ROS (value add)
usmedicine.com including exclusive position on current
newsletter articles. Extending the ads to the U.S. Medicine
website broadens the reach of your message from the
newsletter to website visitors.

- Highly targeted list of 11,000 Federal Healthcare subscribers

Rates & Specs

\$5,000 per deployment (net) three times minimum

Banner Advertising Specs for Newsletter

File Size: 50k GIF/JPEG, Target URL: Required

Click tags and impression tags accepted

3rd - Party, Flash, Rich Media - not accepted

Run-of-Site Ad Units (value add):

728 x 90

300 x 250

320 x 50 – mobile

Creative Files

DoubleClick tags

JPG, GIF, SWF - with click-through URL

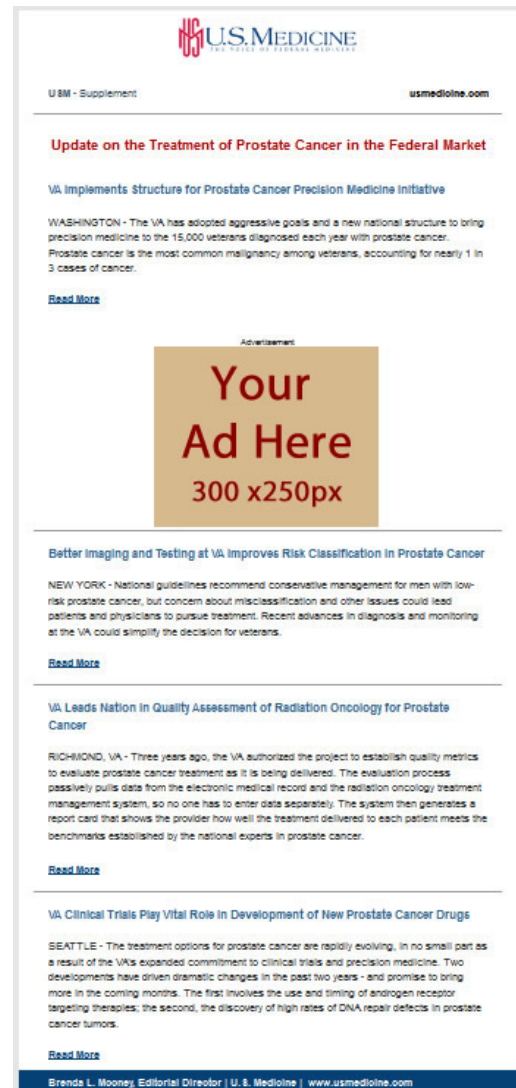
HTML5 (provided as a third-party tag)

File Size: 100k

Expandable creatives: must be click-to-expand.

Animation creative Max length 15 seconds,

max 5 loops



The screenshot shows a sample of the U.S. Medicine eNewsletter layout. At the top is the U.S. Medicine logo and the URL usmedicine.com. Below the header, there are several article teasers. The first article is titled "Update on the Treatment of Prostate Cancer in the Federal Market" and discusses the VA's implementation of a structure for prostate cancer precision medicine. The second article is titled "Better Imaging and Testing at VA Improves Risk Classification in Prostate Cancer" and mentions national guidelines for low-risk prostate cancer. The third article is titled "VA Leads Nation in Quality Assessment of Radiation Oncology for Prostate Cancer" and describes a project in Richmond, VA to evaluate prostate cancer treatment. The fourth article is titled "VA Clinical Trials Play Vital Role in Development of New Prostate Cancer Drugs" and mentions developments in Seattle. In the center of the newsletter, there is a large brown box with the text "Your Ad Here 300 x250px". At the bottom of the newsletter, there is a footer with the name of the Editorial Director and the website URL.