

2010 SPECIAL ISSUES†

EFFECTIVE JANUARY 1, 2010

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SPECIAL ISSUE	ISSUE	CLOSING DATE	SPECIALTIES Δ	AUDIENCE	DIRECT MAIL \diamond	ONLINE**
February Resident Reach	2/25	2/5	Over 100 specialties!*	Final-year residents & fellows	30,000	Yes
In Practice 2–3 Years	3/25	3/5	Over 50 specialties!* IM, IM subspecialties, Pediatric subspecialties, Surgical subspecialties, and more	Physicians in practice two and three years	30,000	Yes
In Practice 4–5 Years	4/29	4/9	Over 50 specialties!* IM, IM subspecialties, Pediatric subspecialties, Surgical subspecialties, and more	Physicians in practice four and five years	30,000	Yes
MD Career Path Resource Guide \square	6/3	5/14	Over 100 specialties!*	Final-year residents, fellows, & program directors	30,000	Yes
Specialty Delivery \square	9/9	8/20	CD, D, END, FM, GE, HEM/ONC, HOSP, ID, IM, NEP, N, ORS, ENT, PUD, DR, R, RHU, U	Final-year residents, fellows, & physicians in practice three years or fewer	30,000	Yes
October Resident Reach	10/14	9/24	Over 100 specialties!*	Final-year residents & fellows	30,000	Yes
November Resident Reach	11/18	10/29	Over 100 specialties!*	Final-year residents & fellows	30,000	Yes

†Subject to change

Δ Specialty abbreviations are derived from the AMA's self-designated practice specialties list. *Call (800) 635-6991 for complete list and ad classifications.

**Processing fees may apply to post listings to the searchable part of the website. PDFs of each booklet will be posted to NEJM CareerCenter.

\diamond Counts are estimates based on data collected by the AMA and are subject to change.

\square Convention distribution. See reverse side for more details.

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