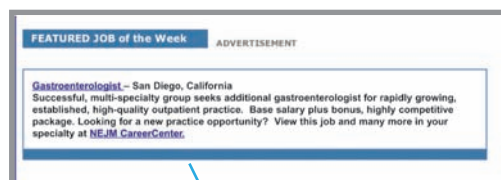


Sponsor an e-mail message that physicians ask to receive.

The NEJM Resident e-Bulletin sponsorship program.

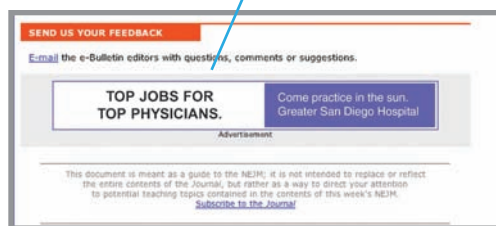


Your message above the masthead delivers a potent branding message.



Within the body of the Resident e-Bulletin, you can include a "Featured Job of the Week" listing.

The perfect spot for a quick, memorable "take-away" to leave with the reader.



E-mail marketing succeeds best if the reader is interested and engaged. That is why the NEJM Resident e-Bulletin is such a powerful vehicle for advertisers trying to reach young physicians.

SPONSOR A WEEKLY E-MAIL TARGETED SPECIFICALLY TO RESIDENTS AND FELLOWS

Sponsors receive three messaging opportunities:

- A message at the top of the e-mail
- A "Featured Job of the Week" listing in the middle
- A banner ad at the bottom

AVAILABLE EXCLUSIVELY FOR REGISTERED, OPTED-IN PHYSICIANS

The NEJM Resident e-Bulletin is distributed exclusively to opted-in medical students or residents who are subscribers or registered users of nejm.org. This fact, combined with the excellence and reputation of the Journal, results in an impressive rate of viewership and click-through.

TARGETED SPECIFICALLY AT THE "SWEET SPOT" FOR RECRUITERS

The content of the NEJM Resident e-Bulletin focuses on learning opportunities – ideal for residents and chief residents. Since there are many job seekers among these users, the NEJM Resident e-Bulletin is a powerful vehicle for recruitment advertisers.

FIND OUT MORE ABOUT SPONSORING THE RESIDENT E-BULLETIN

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