



www.usmedicine.com

# 2019 Digital MEDIA PLANNER

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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.

### Average Site Traffic:

17,000 Average Monthly Users  
22,000 Average Monthly Sessions  
32,000 Average Monthly Pageviews  
65,000 Average Monthly Ad Impressions

### Run-of-Site Banner Advertising Rates:

\$75 CPM  
25% SOV – 15,000 monthly impressions

### Ad Serving Platform:

DoubleClick for Publishers

### Run-of-Site Ad Units:

728 x 90  
300 x 250  
300 x 50 - mobile  
320 x 50 - mobile

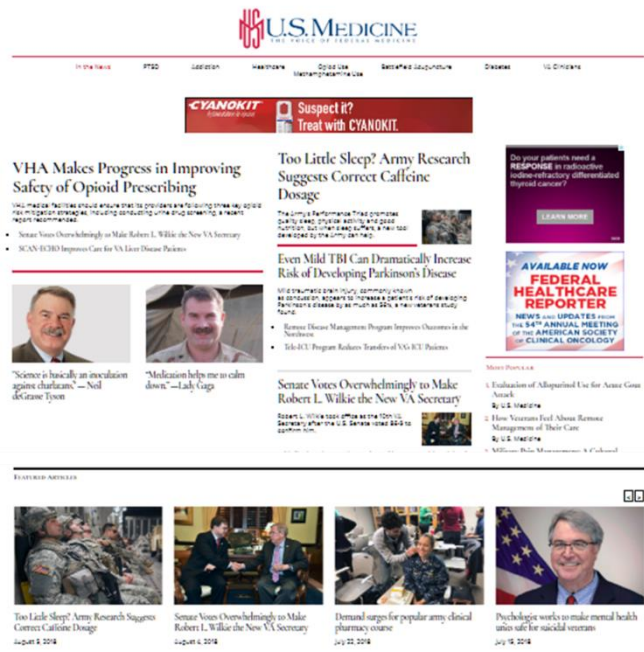
### Creative Files

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



## U.S. Medicine eNewsletter – Deployed 3-times per month

*U.S. Medicine Direct* is deployed 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.

### Average eNewsletter Traffic:

9,250 Average Subscribers  
19% Average Unique Opens  
25% Average Click Through Rate

### Frequency 3-times Monthly:

10<sup>th</sup> of the month  
20<sup>th</sup> of the month  
30<sup>th</sup> of the month

### Ad Unit:

Leaderboard: 728 x 90 – **Exclusive Advertiser**

### Rates:

\$ 2,300 per deployment (net)

### Banner Advertising Specs

File Size: 50k GIF/JPEG, Target URL: Required  
3<sup>rd</sup>-Party, Flash, Rich Media - not accepted



The screenshot shows the top portion of the eNewsletter. It features the U.S. Medicine logo and the word 'HIGHLIGHTS' in red. Below the logo is a blue banner for a Philips advertisement: 'PHILIPS Reduced scan times. Improved performance.' with a 'Read more >' link. The main content area is titled 'U.S. Medicine News Update' and includes a link to 'VA Secretary Nominee Promises Opposition to Healthcare Privatization'. Below this is a news snippet: 'WASHINGTON - The Senate Committee on Veterans' Affairs has approved the nomination of Robert L. Wilkie. Passage by the full Senate is required before he takes office. In hearings on his nomination, Wilkie vowed to oppose privatization of the VA and to work for fully funding. [Read More](#)'. A section titled 'HIGHLIGHTS FROM THE JULY ISSUE' follows, with a link to 'House Subcommittee Pushes for Burn Pit Exposure Answers'. Another news snippet: 'WASHINGTON - The VA and its partners are pursuing research, including six major studies, to better understand the potential health effects of burn pit exposures. At a House Committee on Veterans' Affairs subcommittee hearing, lawmakers expressed urgency in getting answers about the health effects of exposure to open burn pits, which were used as a common waste disposal method at military sites in Iraq and Afghanistan. [Read More](#)'. A final link: 'VA Faces Healthcare Staffing Shortages, Barriers to Hiring Facility Leaders' is shown with a news snippet: 'WASHINGTON - A facility-specific survey found that 138 of 140 VA facilities reported shortages of medical officers, with psychiatry and primary care positions being the most frequently listed. Nursing shortages plagued 108 VAMCS, with inadequate staffing of staff nurses and practical nurses being the most frequently reported, according to a recent report from the VA Office of Inspector General. [Read More](#)'.

## U.S. Medicine eNewsletter – Single Topic, Exclusive Sponsor

Exclusive sponsorship of 2 to 3 article single topic eNewsletter.

### Average eNewsletter Traffic:

9,250 Average Subscribers  
17% Average Unique Opens  
25% Average Click Through Rate

### Ad Unit:

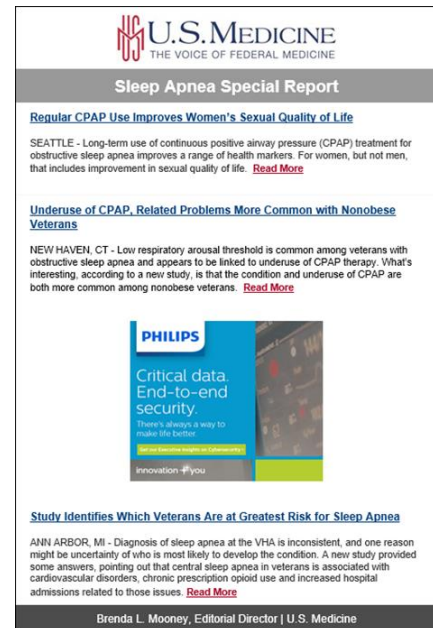
300 x 250 – **Exclusive Advertiser**

### Rates:

\$ 5,000 per deployment (net), Minimum 3 times

### Banner Advertising Specs

File Size: 50k GIF/JPEG, Target URL: Required  
3<sup>rd</sup>-Party, Flash, Rich Media - not accepted



The screenshot shows a single-topic eNewsletter page. It features the U.S. Medicine logo and the title 'Sleep Apnea Special Report'. Below the title is a link to 'Regular CPAP Use Improves Women's Sexual Quality of Life'. A news snippet: 'SEATTLE - Long-term use of continuous positive airway pressure (CPAP) treatment for obstructive sleep apnea improves a range of health markers. For women, but not men, that includes improvement in sexual quality of life. [Read More](#)'. Another link: 'Underuse of CPAP, Related Problems More Common with Nonobese Veterans' is shown with a news snippet: 'NEW HAVEN, CT - Low respiratory arousal threshold is common among veterans with obstructive sleep apnea and appears to be linked to underuse of CPAP therapy. What's interesting, according to a new study, is that the condition and underuse of CPAP are both more common among nonobese veterans. [Read More](#)'. A Philips advertisement banner is displayed: 'PHILIPS Critical data. End-to-end security. There's always a way to make life better. [See how Philips helps you.](#) Innovation + you'. A final link: 'Study Identifies Which Veterans Are at Greatest Risk for Sleep Apnea' is shown with a news snippet: 'ANN ARBOR, MI - Diagnosis of sleep apnea at the VHA is inconsistent, and one reason might be uncertainty of who is most likely to develop the condition. A new study provided some answers, pointing out that central sleep apnea in veterans is associated with cardiovascular disorders, chronic prescription opioid use and increased hospital admissions related to those issues. [Read More](#)'. The footer identifies Brenda L. Mooney, Editorial Director | U.S. Medicine.