Annals of Internal Medicine®

I.M. MATTERS from ACP®

ACP Hospitalist®

ACP Digital Advertising Opportunities

2027 MEDIA KIT

ACP®
American College of Physicians
Leading Internal Medicine, Improving Lives

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About American College of Physicians

The American College of Physicians (ACP) is a national organization of internal medicine physicians and is the largest medical specialty organization and second-largest physician group in the United States. ACP has chapters in all 50 states and 17 chapters internationally. Its membership numbers over **163,000** and includes internal medicine physicians, internal medicine subspecialists, medical students, residents, and fellows.

To fulfill the ACP Vision–**To be recognized globally as the leader in promoting quality patient care, advocacy, education, and career fulfillment in internal medicine and its subspecialties**–ACP publishes print and online medical journals and publications, including *Annals of Internal Medicine, I.M. Matters from ACP,* and *ACP Hospitalist*, as well as books and self-assessment programs; distributes weekly and monthly electronic newsletters; holds educational meetings and conferences that grant Continuing Medical Education (CME) credit; and provides career guidance and Maintenance of Certification (MOC) preparation for members and others.

Who Are Internal Medicine Physicians

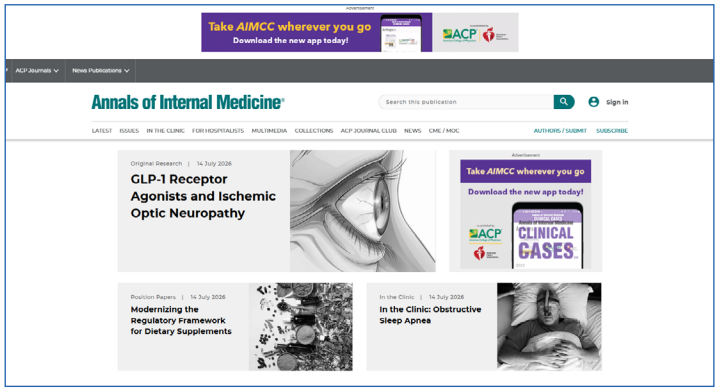
Internal medicine physicians, sometimes known as internists or doctors of internal medicine, specialize in adult medicine and are specially trained to solve diagnostic problems; manage severe long-term illnesses; and help patients with multiple, complex chronic conditions. Internal medicine physicians provide comprehensive, longitudinal patient care and have lifelong relationships with their adult patients. Other medical professionals often call on internal medicine physicians for their ability to connect the dots, help solve problems, and identify solutions.

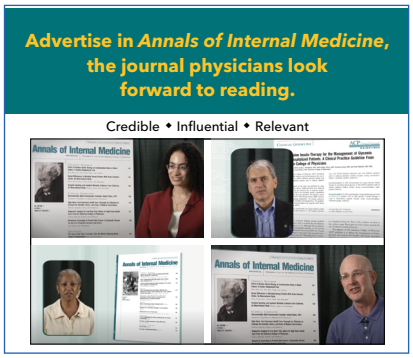
Internal medicine physicians complete a 3-year internal medicine training program after medical school that focuses on how to prevent, diagnose, and treat diseases that primarily affect adults.

Subspecialty internal medicine physicians complete additional training in allergy and immunology, cardiology, critical care medicine, endocrinology, gastroenterology, geriatrics, hematology, hospice and palliative medicine, infectious diseases, nephrology, oncology, pulmonology, or rheumatology.

Internal medicine physicians serve and lead in many diverse roles and settings. Their training uniquely qualifies them to practice primary care and follow patients over the duration of their adult lives. Some internal medicine physicians provide outpatient care, whereas others, sometimes referred to as "hospitalists," focus on caring for patients in hospital settings or combine these facets of care and provide both outpatient and inpatient care. Most hospitalists in the United States are internal medicine physicians. Internal medicine physicians also practice in other clinical settings, such as rehabilitation centers, long-term care facilities, and health clinics.

ACP publications, websites, electronic newsletters, and podcasts provide the most effective placements when you are advertising to physicians in internal medicine, internal medicine subspecialties, and other hard-to-reach specialties. Seventy-three percent* of internal medicine physicians who receive *Annals* read it.







Click to View Video

**Source: M3 MI, May 2026 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Table 402*

Annals of Internal Medicine

Annals of Internal Medicine is a peer-reviewed journal and has been published for 100 years. Its mission is to promote excellence in medicine, enable physicians and other health care professionals to be well-informed members of the medical community and society, advance standards in the conduct and reporting of medical research, and contribute to improving the health of people worldwide.

Annals publishes original research; scholarly, evidence-based reviews; clinical guidelines; commentaries; and editorials. In addition, the journal publishes papers related to medical education, health policy, ethics, and the history of medicine and essays that convey the art of medicine.

I.M. Matters News is a feature published by ACP within *Annals of Internal Medicine* to provide internal medicine physicians and internal medicine subspecialists with timely news updates on clinical research, policy, medical education, and other topics.

Annals of Internal Medicine publishes new articles online every Tuesday, with print issues on the third Tuesday of each month.

In addition, 4 electronic newsletters transmit current news from *Annals* to opt-in subscribers. Latest From *Annals* is delivered weekly, while Annals Trending Articles, Annals Fresh Look, and Current Issue from *Annals* are delivered monthly.





About Our Editor in Chief

Christine Laine, MD, MPH, FACP, Editor in Chief of *Annals of Internal Medicine*, is a nationally renowned academic general internal medicine physician and Professor of Medicine, Sidney Kimmel Medical College, Thomas Jefferson University, in Philadelphia, where she continues to teach and see patients. Dr. Laine is also a member of the U.S. National Academy of Medicine.

She received her medical degree from State University of New York at Stony Brook, completed residency training in internal medicine at The New York Hospital (Cornell University), and earned a fellowship in general internal medicine and clinical epidemiology at Beth Israel Hospital (Harvard University). In addition, Dr. Laine earned her master's degree in public health, with a concentration in quantitative methods and clinical epidemiology, at Harvard University.

100 YEARS
1927 - 2027

Annals of Internal Medicine by the Numbers

Published: Monthly in print and weekly online

Established: 1927

Projected 2027 Circulation: 97,030

Acceptance rate for Original Research: approximately 5%

67%* of internal medicine physicians receive *Annals of Internal Medicine*–more than other internal medicine publications.

49%* of internal medicine physicians currently read *Annals of Internal Medicine*–more than other internal medicine publications.

9,167,000* minutes per month were spent on Annals.org.

Manuscript Submissions: 3,000+ manuscripts annually

Audited by: Alliance for Audited Media

**** M3 MI Medical/Surgical Media Measurement, 2026***

Annals of Internal Medicine: Print Opportunities

Print Opportunities

Annals of Internal Medicine is mailed monthly to paid members of ACP and subscribers. *Annals* offers tactical opportunities to promote your brands' messages to our dedicated physician audience:

1. Circulation

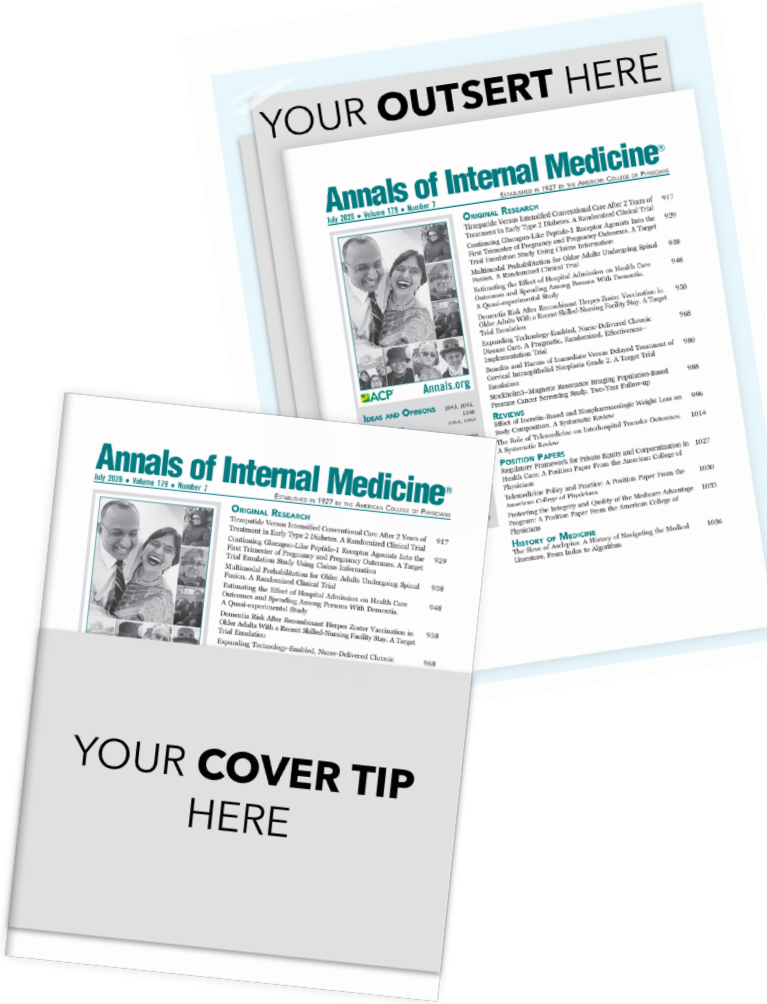
- **Full Circulation** advertising guarantees that your message will reach an audience of 97,030 respected physician readers of *Annals of Internal Medicine* monthly. When you advertise to *Annals*' full circulation, you can further increase the visibility of your product and impact of your message when you secure a valuable premium position for your ad.
- **Targeted Circulation** advertising provides the strategic benefit of targeting your ads in *Annals of Internal Medicine* to your selected audience of physicians. ACP will match your target lists to the *Annals* mailing list for this purpose. *Annals* offers rates for ads of at least 2 pages. Premium positions are not available for targeted advertisements.

2. Cover Tips/Outserts positioned on the front cover or polybagged with *Annals of Internal Medicine* provide prominent and effective placement opportunities for reaching your campaigns' target audiences. In addition to offering an advantageous position, Outserts provide opportunities for capturing the attention of your campaigns' target audiences with eye-catching custom print supplements and promotional advertisements. Cover Tips and Outserts can be sent to the entire circulation of *Annals of Internal Medicine* or to your matched target list. All Cover Tips and Outserts are subject to the publisher's approval and specific dimension requirements.

3. Premium Positions strengthen the viewability of your messages. Ads located on the back cover, the inside front cover, and adjacent to the Table of Contents provide strategic placements for your messages; other tactical positions are also available. Premium positions are available for ads run in the full circulation.

4. 2027 Advertising Incentive Programs for full circulation advertisers offer substantial savings for your advertising budget. These programs end with the December 2027 issue.

- **Prescribing Information (PI) Page Discount**
  - Run 3 or more PI pages and receive 50% off the black-and-white per-page rate starting with page 3.
- **ACP Combo Buys**
  - Advertise in an issue of *Annals of Internal Medicine* and receive a 50% discount off the cost of a Latest From *Annals* e-newsletter in the same month.
  - Purchase a Cover Tip or Outsert, and receive a 25% discount off the cost of a print advertisement in the same month's issue of *Annals of Internal Medicine*.
- **Buy 10, Get 2 Free**
  - Advertise in any 10 issues of *Annals of Internal Medicine* and receive 2 additional ad insertions free.
  - Ads must be for the same product; a full page is the minimum qualifying size; does not apply to cover positions.
  - If ads with different number of pages are run, the free ads will be calculated on the average of the 10 qualifying ad units.
  - Free ads count toward earned frequency.
  - Paid ads must run before free ads are placed.



Seven compelling reasons to place your clients' ads in *Annals of Internal Medicine*

1. Target Audience:

- **Specialized Readership:** The journal is widely read by internal medicine physicians, internal medicine subspecialists, and other health care professionals who are key decision makers in prescribing medications.
- **Engaged Audience:** These professionals are directly involved in the diagnosis, treatment, and management of various medical conditions, making them an ideal audience for your brand's messages.

2. Credibility and Trust:

- **Reputation:** *Annals of Internal Medicine* is a highly respected and peer-reviewed medical journal, known for its rigorous standards and quality content.
- **Trustworthy Source:** Ads placed in such a reputable journal are likely to be viewed with greater trust and credibility, enhancing the perceived reliability of the advertised products.

3. Wide Reach:

- **Subscription Base:** The journal has a large and loyal subscriber base, ensuring that your messages reach a significant number of your target audience.

4. Engagement:

- **High Engagement:** Internal medicine physicians read the journal thoroughly as they seek the latest research, reviews, and clinical guidelines. This leads to high engagement with both our content and your message.
- **Long Shelf Life:** *Annals of Internal Medicine* issues are often kept for reference. This means your ads can be seen multiple times over an extended period.

5. Contextual Relevance:

- **Editorial Environment:** Ads in *Annals* are highly relevant to its audience due to the content readers are engaging with, such as original research articles, clinical trials, and emerging medical technologies.
- **Educational Value:** Your message in this setting can also serve an educational purpose, informing your target audience about new drugs, therapies, and innovations in the medical field.

6. Competitive Advantage:

- **Influence on Prescribing Behavior:** Exposure to targeted, relevant ads in a leading journal like *Annals of Internal Medicine* may influence prescribing behavior, benefiting your brand through increased awareness.

7. Integration Opportunities:

- **Multichannel Strategies:** Advertisers can leverage both print and digital versions of the journal. In combination with our electronic newsletters, podcasts, video options, cover tips, and outserts, you will be able to create a comprehensive marketing plan.

Overall, advertising in *Annals of Internal Medicine* provides your clients with a unique opportunity to reach a highly relevant, engaged, and influential audience in a trusted and professional environment.



Annals of Internal Medicine: Print Advertising Rates, Dates, and Specifications

2027 *Annals of Internal Medicine* Black-and-White Rates

Description	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1x	$11,000	$9,905	$8,230	$7,145	$5,485
3x	$10,955	$9,860	$8,200	$7,095	$5,460
6x	$10,915	$9,790	$8,190	$7,080	$5,455
12x	$10,810	$9,740	$8,145	$7,015	$5,360
18x	$10,560	$9,520	$7,950	$6,840	$5,325
24x	$10,280	$9,250	$7,715	$6,660	$5,145
36x	$10,020	$9,005	$7,520	$6,485	–
48x	$9,775	$8,810	$7,325	$6,355	–
60x	$9,540	$8,590	$7,155	$6,200	–
72x	$9,335	$8,415	$7,015	$6,075	–
96x	$9,280	$8,365	$6,955	$5,990	–
120x	$9,265	$8,355	$6,935	$6,020	–
144x	$9,220	$8,300	$6,915	$5,995	–
168x	$9,165	$8,255	$6,890	$5,965	–
192x	$8,980	$8,080	$6,730	$5,835	–

2027 Color Charges

Description	Add to Earned Black-and-White Ad Unit Cost
Second Color	$905
Matched Color	$1,390
Three- and Four-Color	$3,015
Five-Color	$4,580

Color charges are commissionable.

2027 Issues and Closing Dates

Annals Issue	Space Closing Date	Cover Tips/Outserts Due	Run of Book Ad Materials Due
January	12/3/2026	12/9/2026	12/14/2026
February	1/7/2027	1/13/2027	1/18/2027
March	2/4/2027	2/10/2027	2/15/2027
April	3/11/2027	3/17/2027	3/22/2027
May	4/8/2027	4/14/2027	4/19/2027
June	5/6/2027	5/12/2027	5/17/2027
July	6/10/2027	6/16/2027	6/21/2027
August	7/8/2027	7/14/2027	7/19/2027
September	8/12/2027	8/18/2027	8/23/2027
October	9/9/2027	9/15/2027	9/20/2027
November	10/7/2027	10/13/2027	10/18/2027
December	11/4/2027	11/8/2027	11/15/2027

2027 Premium Position Charges

Description	Add to Earned Black-and-White Ad Unit Cost
Back Cover	100%
Cover 2	100%
Page Facing Table of Contents	100%
Any other special requested position	15%

Rates are effective January 1, 2027. Premium positions are contracted for a 1-year period. Failure to fulfill this contract will result in the forfeiture of the advertiser's right of first refusal for the forthcoming year. All commitment letters for renewal of premium positions for 2027 must be received by the Director of Advertising Sales by November 1, 2026.

2027 Demographic and Regional Targeted Advertising

New insertion orders and match files for targeted advertising must be submitted 10 business days before the insertion order due date shown in the schedule of Publication and Closing Dates.

- Minimum insert size: 2 pages.
- Targeted advertising count toward earned frequency on full-run advertising pages.
- Call the Director of Advertising Sales for insert quantities.

2027 Production Charges (noncommissionable)

Bindery-mailing stop charge	$605
Label processing fee	$3,025
Plate-change charge per color	$605

2027 Rates for Up to 15,000 Circulation

	1-Page BW ROB	1-Page 4C ROB	2-Page Insert	4-Page Insert	6-Page Insert	8-Page Insert
1x	$6,445	$9,460	$12,890	$25,780	$38,670	$51,560
3x	$6,435	$9,450	$12,870	$25,740	$38,610	$51,480
6x	$6,395	$9,410	$12,790	$25,580	$38,370	$51,160
12x	$6,330	$9,345	$12,660	$25,320	$37,980	$50,640
18x	$6,170	$9,185	$12,340	$24,680	$37,020	$49,360
24x	$6,025	$9,040	$12,050	$24,100	$36,150	$48,200
36x	$5,870	$8,885	$11,740	$23,480	$35,220	$46,960
48x	$5,735	$8,750	$11,470	$22,940	$34,410	$45,880
60x	$5,585	$8,600	$11,170	$22,340	$33,510	$44,680
72x	$5,480	$8,495	$10,960	$21,920	$32,880	$43,840
96x	$5,350	$8,365	$10,700	$21,400	$32,100	$42,800
120x	$5,260	$8,275	$10,520	$21,040	$31,560	$42,080
144x	$5,160	$8,175	$10,320	$20,640	$30,960	$41,280
168x	$5,050	$8,065	$10,100	$20,200	$30,300	$40,400
192x	$4,955	$7,970	$9,910	$19,820	$29,730	$39,640

2027 Rates for 15,001–25,000 Circulation

	1-Page BW ROB	1-Page 4C ROB	2-Page Insert	4-Page Insert	6-Page Insert	8-Page Insert
1x	$8,010	$11,025	$16,020	$32,040	$48,060	$64,080
3x	$7,985	$11,000	$15,970	$31,940	$47,910	$63,880
6x	$7,950	$10,965	$15,900	$31,800	$47,700	$63,600
12x	$7,880	$10,895	$15,760	$31,520	$47,280	$63,040
18x	$7,685	$10,700	$15,370	$30,740	$46,110	$61,480
24x	$7,485	$10,500	$14,970	$29,940	$44,910	$59,880
36x	$7,320	$10,335	$14,640	$29,280	$43,920	$58,560
48x	$7,125	$10,140	$14,250	$28,500	$42,750	$57,000
60x	$6,955	$9,970	$13,910	$27,820	$41,730	$55,640
72x	$6,805	$9,820	$13,610	$27,220	$40,830	$54,440
96x	$6,670	$9,685	$13,340	$26,680	$40,020	$53,360
120x	$6,525	$9,540	$13,050	$26,100	$39,150	$52,200
144x	$6,405	$9,420	$12,810	$25,620	$38,430	$51,240
168x	$6,285	$9,300	$12,570	$25,140	$37,710	$50,280
192x	$6,155	$9,170	$12,310	$24,620	$36,930	$49,240

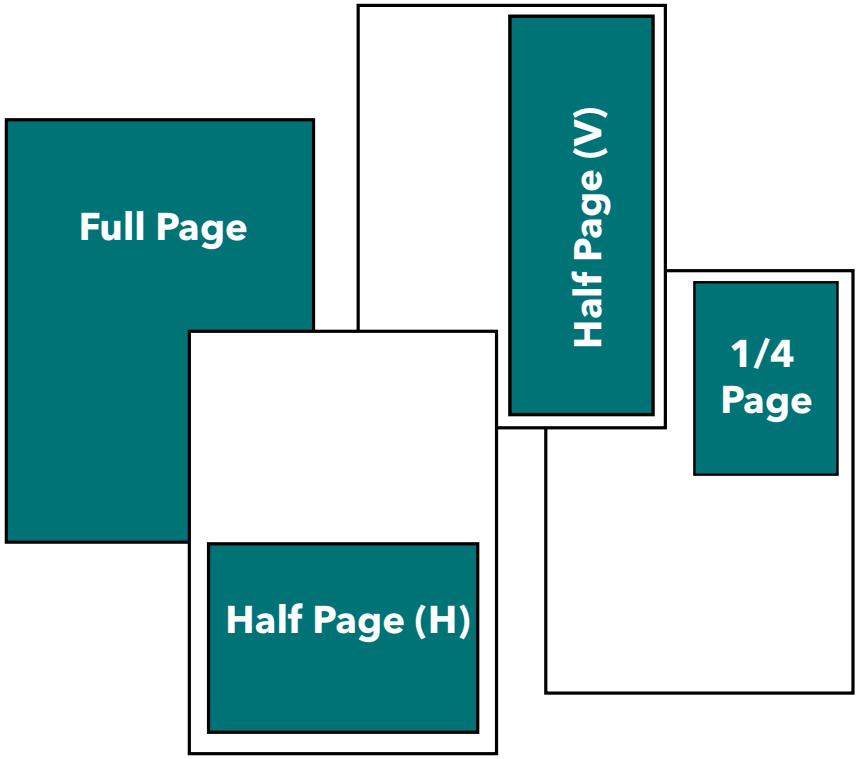
2027 Rates for 25,001–50,000 Circulation

	1-Page BW ROB	1-Page 4C ROB	2-Page Insert	4-Page Insert	6-Page Insert	8-Page Insert
1x	$9,425	$12,440	$18,850	$37,700	$56,550	$75,400
3x	$9,400	$12,415	$18,800	$37,600	$56,400	$75,200
6x	$9,350	$12,365	$18,700	$37,400	$56,100	$74,800
12x	$9,260	$12,275	$18,520	$37,040	$55,560	$74,080
18x	$9,035	$12,050	$18,070	$36,140	$54,210	$72,280
24x	$8,820	$11,835	$17,640	$35,280	$52,920	$70,560
36x	$8,600	$11,615	$17,200	$34,400	$51,600	$68,800
48x	$8,385	$11,400	$16,770	$33,540	$50,310	$67,080
60x	$8,175	$11,190	$16,350	$32,700	$49,050	$65,400
72x	$8,010	$11,025	$16,020	$32,040	$48,060	$64,080
96x	$7,850	$10,865	$15,700	$31,400	$47,100	$62,800
120x	$7,690	$10,705	$15,380	$30,760	$46,140	$61,520
144x	$7,530	$10,545	$15,060	$30,120	$45,180	$60,240
168x	$7,380	$10,395	$14,760	$29,520	$44,280	$59,040
192x	$7,220	$10,235	$14,440	$28,880	$43,320	$57,760

Annals of Internal Medicine: Print Advertising Rates, Dates, and Specifications

Mechanical Specifications

Ad Unit Size	Nonbleed Width x Depth	With Bleed Width x Depth
Full Page	–	8 5/8″ x 11 1/4″
Full Page (trim)	8 1/4″ x 10 13/16″	–
2/3 Page	4 1/2″ x 10″	–
1/2 Page Horizontal	7″ x 4 7/8″	8 5/8″ x 5 3/8″
1/2 Page Vertical	3 7/16″ x 10″	3 5/8″ x 11 1/4″
1/3 Page Vertical Column	2 1/8″ x 10″	–
1/4 Page	3 7/16″ x 4 7/8″	–



***Annals of Internal Medicine* uses web offset reproduction.**

Trim Size: 8 1/4″ x 10 13/16″

Live Area: Keep important images and text at least 0.25″ from trim.

Binding: Perfect

Paper Stock:
Cover: 7-Point Coated FreeSheet #3 Matte
Inside Pages: 38-lb Coated Groundwood Text

Insertion Orders, Electronic Files, Contracts

Supply Insertion Orders to: John Carney at **jcarney@acponline.org** and Kevin Bolum at **kbolum@acponline.org**.

Submitting Display Ads Electronically

Ads may be submitted by e-mail to John Carney at **jcarney@acponline.org** or uploaded directly to the *Annals* secure sFTP site. For assistance with sFTP address, username, and password, contact John Carney at **jcarney@acponline.org** or 215-351-2419. An e-mail notification of the upload should be sent to John Carney.

All ads, including spreads, should be supplied in single-page format.

DO NOT send your files before thoroughly reviewing the information provided in the guidelines at the website listed below.

If your ad files do not conform to these specifications, we cannot guarantee placement in the issue originally requested.

For a complete guide to aid you in the digital art creation process, visit the following website: quad.com/clients/prepress-tools.

Annals of Internal Medicine: Print Advertising Rates, Dates, and Specifications

Cover Tip Specifications

Minimum cover tip commitment for pricing purpose is 15,000.

Minimum size is 5.5″ (spine to face) × 4″ (head to foot). Maximum size is 7.5″ (spine to face) × 5.5″ (head to foot).

Maximum total thickness is 0.0625″.

Tips with inserts must be of uniform thickness, requiring that the insert be folded so that the filled pocket causes minimal thickness variance.

The finished piece must be wafer sealed at the top and side.

Orders are accepted on a first-come, first-served basis.

Contract or insertion order with creative and mockup or schematic (for approval) must be received no later than 4 weeks prior to the issue date.

Finished pieces must be submitted 10 days prior to the deadline date for editorial and bindery approval.

Outsert Specifications

Minimum outsert commitment for pricing purpose is 15,000.

Outserts on *Annals of Internal Medicine* must be smaller than the trim size of the publication which is 8.25″ x 10.8125″. Outserts under 7″ x 10″ must be of uniform thickness and have a maximum thickness of 0.0625″ or additional postage may be required.

All outserts must weigh less than 3.1 ounces.

Orders are accepted on a first-come, first-served basis.

Contract or insertion order with creative and mockup or schematic (for approval) must be received no later than 4 weeks prior to the issue date.

Proofs or mockups must be submitted 10 days prior to the deadline date for editorial approval.

Competitive separation cannot be guaranteed for cover tips, outserts, or other premium positions.

Shipping Outserts and Cover Tips

All Cover Tips and Outserts for all issues of *Annals of Internal Medicine* must be shipped to:

Annals of Internal Medicine
Quad
N61 W23044 Harry's Way
Sussex, WI 53089
Attn: Susan Grabinski
skgrabinski@quad.com
414-566-2100

The following information MUST appear on the outside of each carton:

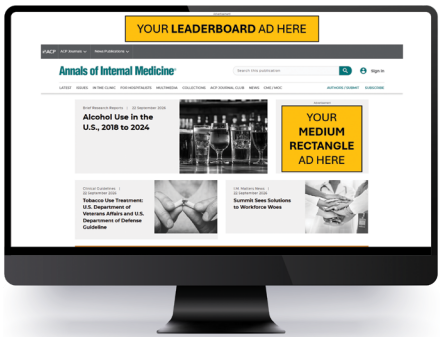
- *Annals of Internal Medicine*
- Advertiser and product name
- Issue date for insertion
- Cover tip or outsert size and quantity in each carton

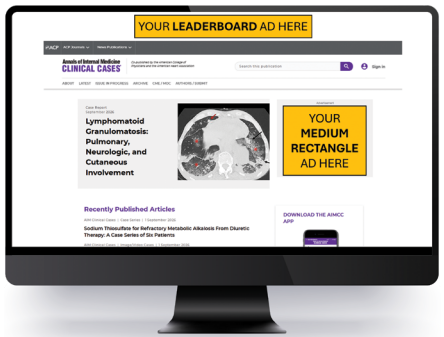
For more information regarding requirements and shipment procedures, consult the 2027 ACP Cover Tip Information Guide and the 2027 *Annals of Internal Medicine* Outserts Specifications.

Annals of Internal Medicine: Digital Opportunities

Annals of Internal Medicine

Annals.org, the online version of *Annals of Internal Medicine*, provides the content available in the print issue along with web exclusive features and opportunities for readers to interact with authors, editors, and each other. With ad positions located above the fold and an average viewability score of 78%, placement on Annals.org ensures that no impressions are wasted and that ads are delivered to the intended audience. Annals.org also offers you the opportunity to geotarget your ads.





Annals of Internal Medicine: Clinical Cases

Annals of Internal Medicine: Clinical Cases is published in partnership between the American College of Physicians and the American Heart Association. It is a peer-reviewed, open access journal that publishes case reports, case series, medical image/video cases and clinical reflections across the spectrum of medicine.

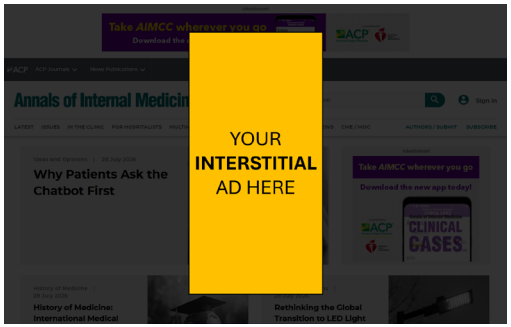
The primary missions of the journal are to contribute to the scientific body of knowledge and provide an accessible educational resource for the research and clinical communities. Suitable article topics are those that provide educational value, advance knowledge, or complement evidence.

Two advertising positions, leaderboard and right rail, are available in the following sizes: 728 × 90 leaderboard, 300 × 250 medium rectangle in the right rail, and 300 × 50 and 320 × 50 for the mobile leaderboard. (All ads must be in GIF or JPG format.)

Interstitial ads are one of the most effective ad formats. They open in the center of the screen as the website is opened and obscure the website's content for a short period of time. This permits the exclusive viewing of your message. Interstitials are available in 300 × 250 and 300 × 600. (All ads must be in GIF or JPG format.)

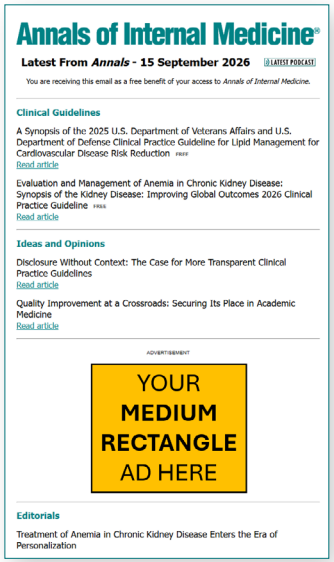
Banner Specs	Leaderboard	Medium Rectangle	Interstitial
Size	**728 x 90 (300 x 50 or 320 x 50 mobile)**	**300 x 250**	**300 x 250 or 300 x 600**
Format	GIF, JPG, 3rd Party Tags	GIF, JPG, 3rd Party Tags	GIF, JPG, 3rd Party Tags
Max Weight	100K	100K	100K
3rd-Party Server	Yes	Yes	Yes
Expandable Dimensions	728 x 270	600 x 250	–
Expansion Direction	Down	Left	–
Max # of Panels	3	3	3
User-Initiated Expansion	Rollover	Rollover	Rollover
Panel Close	Roll off	Roll off	Roll off
Close Button Requirements	Close X	Close X	Close X
Backup File Required	Yes; GIF/JPG	Yes; GIF/JPG	Yes; GIF/JPG

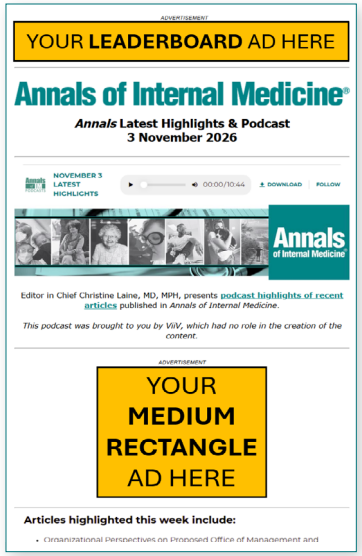
Expandable banners must be served by third party.

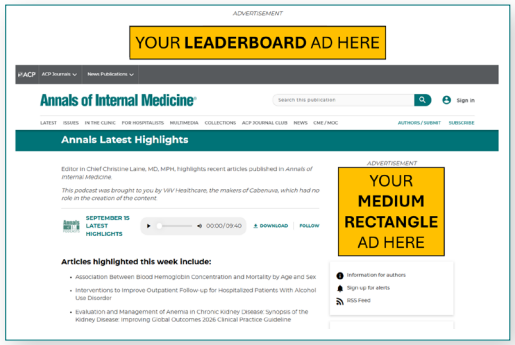


Annals of Internal Medicine: Electronic Newsletter Opportunities

Advertising in the *Annals* family of electronic newsletters provides you with access to a very large audience of physicians and other health care professionals who have opted to receive them. These electronic newsletters offer a 300 × 250 advertising position and provide 100% Share of Voice (SOV). (All ads must be in GIF or JPG format.) Animated files must be GIFs. Nonanimated files work better as JPGs if they contain gradations, color screens, or photographs. No Flash.







Latest From *Annals*

Each Tuesday, Latest From *Annals* subscribers receive this electronic newsletter, which contains the most recently published articles from *Annals of Internal Medicine* and online-first content to keep physicians up to date with the best *Annals* content. Latest From *Annals* is available to members and others who have opted to receive it.

Latest From *Annals*—TARGETED will be e-mailed to your target audience each Tuesday to coincide with the release of Latest From *Annals*. Your designated audience will receive your message in a 300 × 250 ad placed in the middle of the most current *Annals* content. In addition, the content in the ad's linked webpage will deliver your detailed information to meet your objectives. Physician-level data will be reported for TARGETED ads. 100% SOV.

Projected circulation: 415,700

Delivered: Weekly on Tuesday

Advertising Rate: $8,000 per week

Annals Latest Highlights & Podcast

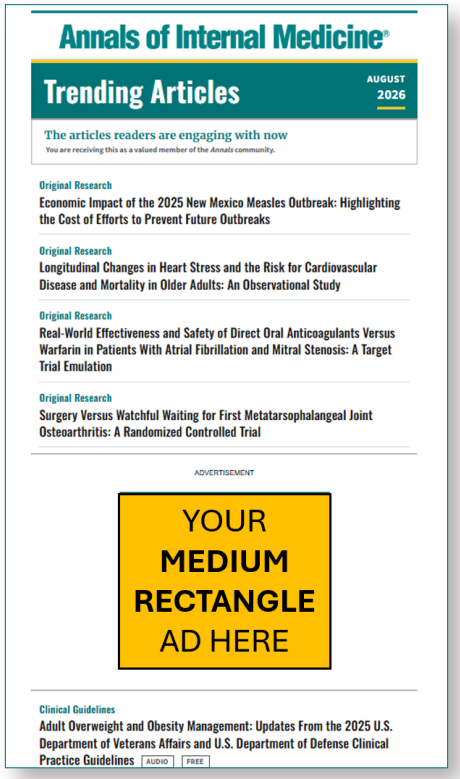
This feature offers *Annals'* busy physician audience with an alternative source for keeping up to date on the latest medical literature from *Annals of Internal Medicine*. Introduced by the Editor in Chief, Dr. Christine Laine, the podcast features highlights of recent articles in *Annals of Internal Medicine*. Both the e-newsletter announcing the podcast and the landing page offer advertising opportunities, and the podcast itself offers the opportunity for two 15–30 second audio commercials at the introduction and conclusion. Two podcasts are delivered each month. 100% SOV.

Projected circulation: Your Target List

Delivered: Twice monthly on the first and third Tuesdays

Advertising Rate: $8,000 per month

Annals of Internal Medicine: Electronic Alerts Opportunities



Annals Trending Articles

This e-alert is delivered to subscribers on the first Thursday of the month. It provides recipients with the 10 most accessed (or popular) articles published on Annals.org during the previous month. 100% SOV.

Projected circulation: 403,200

Delivered: Monthly on first Thursday

Advertising Rate: $6,000 per month



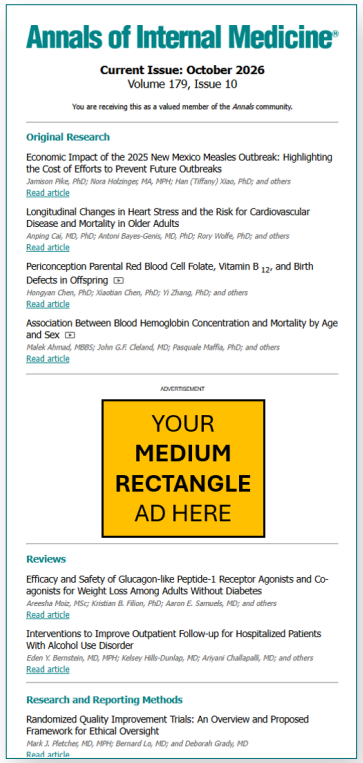
Annals Fresh Look

This e-alert features thoughts and reflections on *Annals* content from the perspective of residents, fellows, and other early career physicians and subspecialty internal medicine. The blog also features content from medical students, medical educators, and others interested in the training and experience of early career physicians. Annals Fresh Look is delivered on the third Wednesday of the month. 100% SOV.

Projected circulation: 232,300

Delivered: Monthly on third Wednesday

Advertising Rate: $6,000 per month



Current Issue From *Annals*

The Current Issue From *Annals* electronic Table of Contents, delivered the third Wednesday of each month, includes the monthly issue of *Annals of Internal Medicine*. 100% SOV.

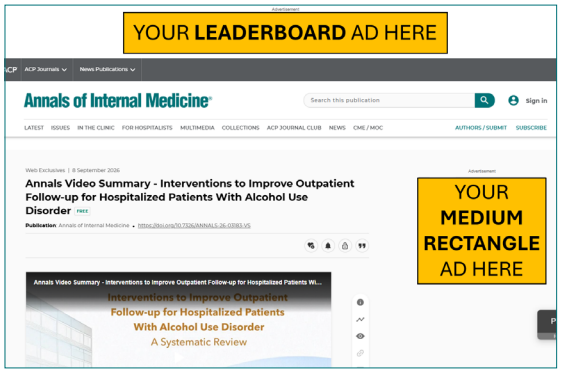
Projected circulation: 415,700

Delivered: Monthly on third Wednesday

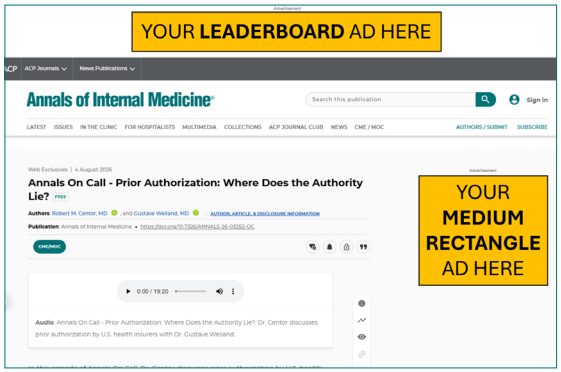
Advertising Rate: $8,000 per month

Annals of Internal Medicine: Additional Sponsorship Opportunities

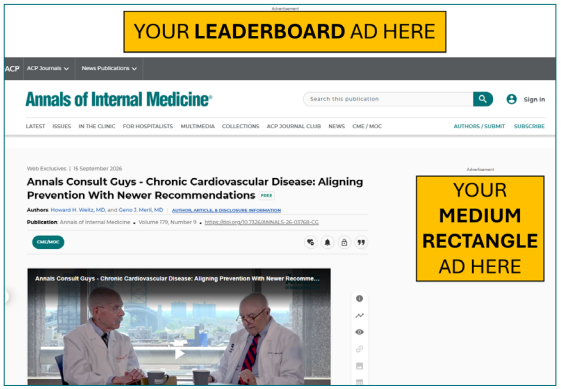
Annals.org offers the following web-exclusive video, podcast, and other digital features that provide valued medical information to ACP members and other physicians. Contact Kevin Bolum, Director of Advertising Sales, for details and availability.



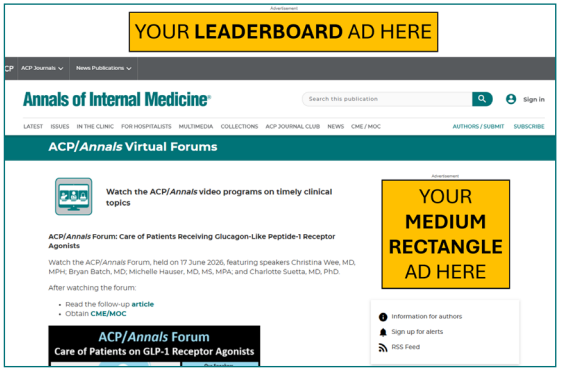
Annals Video Summaries. These brief videos showcase the focal points of selected systematic reviews in an easy-to-understand summary format using engaging animation, voiceovers, and illustrations. Each Annals Video Summary includes a link to the related article where you can read about the study and data methods in more detail.
https://www.acpjournals.org/topic/web-exclusives/annals-video-summary



Annals On Call. This biweekly podcast is hosted by University of Alabama at Birmingham internal medicine physician Dr. Robert Centor. Each episode focuses on a clinically influential article published in *Annals*. In addition to sharing his own perspective on the material, Dr. Centor interviews topic experts to discuss, debate, and share insights. More than 100 podcasts have been distributed via Annals.org and numerous podcast content aggregators. Clinicians can receive CME credits and MOC points by listening to episodes and completing a short quiz.
https://www.acpjournals.org/topic/web-exclusives/annals-on-call



Annals Consult Guys. This lively video talk show series features Thomas Jefferson University internal medicine physicians Dr. Geno Merli and Dr. Howard Weitz. A new video is published each month, and the collection includes more than 105 episodes. Viewers can earn CME credits and MOC points for correctly answering a quiz from an episode less than 3 years old.
https://www.acpjournals.org/topic/web-exclusives/annals-consult-guys



ACP/*Annals* Virtual Forums. *Annals* and ACP have collaborated to conduct live online forums that convene topic experts on timely clinical topics. The forums are recorded and subsequently published on Annals.org.
https://www.acpjournals.org/journal/aim/forums

I.M. Matters from ACP: Digital Opportunities

I.M. Matters from ACP is written for general internal medicine physicians and internal medicine subspecialists. Many internal medicine physicians are primary care physicians who provide disease prevention services, diagnosis, and treatment to adults and adolescents.

Others have chosen to specialize in one of internal medicine's 15 subspecialties: cardiology, gastroenterology, nephrology, endocrinology, hematology, rheumatology, neurology, pulmonary medicine, oncology, infectious diseases, allergy and immunology, sports medicine, critical care medicine, hospice and palliative medicine, or geriatrics.

I.M. Matters from ACP, published monthly online, presents news about clinical medicine, practice trends, the business of medicine, and national advocacy efforts for internal medicine physicians. *I.M. Matters from ACP* features a wealth of information on the clinical and business aspects of running a practice, including:

- in-depth features on the latest news and clinical issues in internal medicine;
- a practice management section with up-to-date regulatory news and practical advice;
- perspectives from ACP leaders and others in the medical community; and
- conference coverage from ACP's annual meeting and other scientific meetings, focusing on subspecialties as well as health care policy.

About Our Editor

Jennifer Kearney-Strouse is the Executive Editor of *I.M. Matters from ACP*. She has a master's degree in journalism from Temple University. Jennifer is a member of the Association of Health Care Journalists and the American Copy Editors Society (ACES) and is board certified as an Editor in the Life Sciences (ELS).

IMMattersacp.org provides news and information for internal medicine physicians about the practice of medicine and the policies, products, and activities of ACP. Two advertising positions are available on IMMattersacp.org: 728 × 90 leaderboard, 300 × 250 medium rectangle in the right rail, and 300 × 50 and 320 × 50 for the mobile leaderboard. Interstitials are also available in 300 × 250 and 300 × 600. Geotargeting is available. (All ads must be in GIF or JPG format.)

Banner Specs	Leaderboard	Medium Rectangle	Interstitial
Size	**728 x 90 (300 x 50 or 320 x 50 mobile)**	**300 x 250**	**300 x 250 or 300 x 600**
Format	GIF, JPG, 3rd Party Tags	GIF, JPG, 3rd Party Tags	GIF, JPG, 3rd Party Tags
Max Weight	100K	100K	100K
3rd-Party Server	Yes	Yes	Yes
Expandable Dimensions	728 x 270	600 x 250	–
Expansion Direction	Down	Left	–
Max # of Panels	3	3	3
User-Initiated Expansion	Rollover	Rollover	Rollover
Panel Close	Roll off	Roll off	Roll off
Close Button Requirements	Close X	Close X	Close X
Backup File Required	Yes; GIF/JPG	Yes; GIF/JPG	Yes; GIF/JPG

Expandable banners must be served by third party.

I.M. Matters from ACP by the Numbers

Published: Monthly online

Established: 1981

2,252,000* minutes per month were spent on IMMattersacp.org.

2025 Eddie & Ozzie Awards Finalist

2026 APEX Grand Award

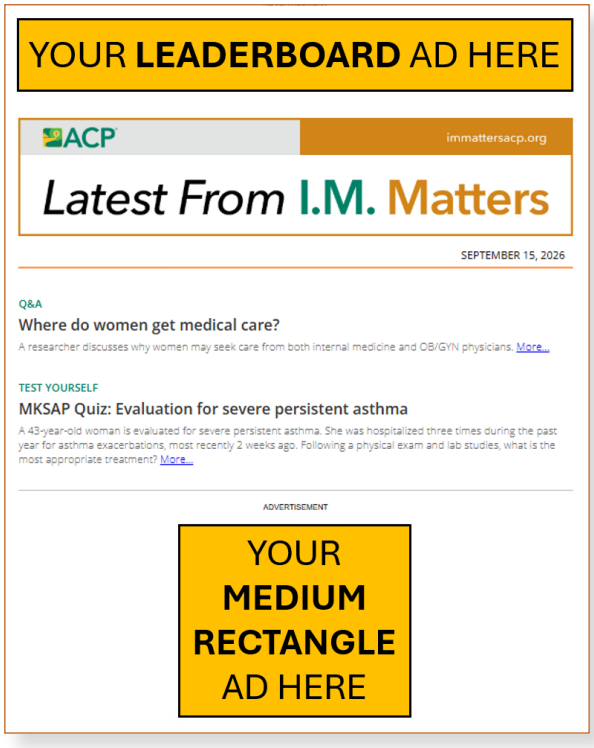
2026 APEX Award of Excellence

**** M3 MI Medical/Surgical Media Measurement, 2026***



I.M. Matters from ACP: Electronic Newsletter Opportunities

ACP publishes several electronic newsletters: *Latest From I.M. Matters* and *I.M. Matters from ACP* electronic table of contents, *ACP Diabetes Monthly,* and *ACP Gastroenterology Monthly*. Advertising in these ACP electronic newsletters provides you with access to a very large audience of physicians and other health care professionals. Each of these e-newsletters offers 728 × 90 leaderboard and 300 × 250 center advertising spaces, and all are 100% Share of Voice. (All ads must be in GIF or JPG format.) Animated files must be GIFS. Nonanimated files work better as JPGs if they contain gradations, color screens, or photographs. No Flash.



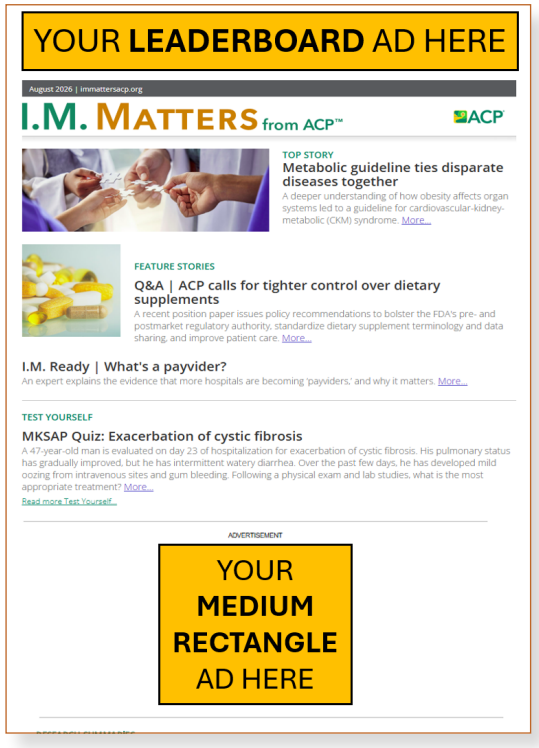
Latest From I.M. Matters

I.M. Matters publishes feature stories, Q&As, College news and perspectives, FDA updates, and the latest research from top academic journals. Latest From *I.M. Matters*, an email delivered three to four times per month on Tuesdays, includes the most recent articles published online at IMMattersacp.org. 100% SOV.

Projected circulation: 164,200

Delivered: Weekly on Tuesday

Advertising Rate: $6,000 per week



***I.M. Matters* from ACP** (electronic TOC)

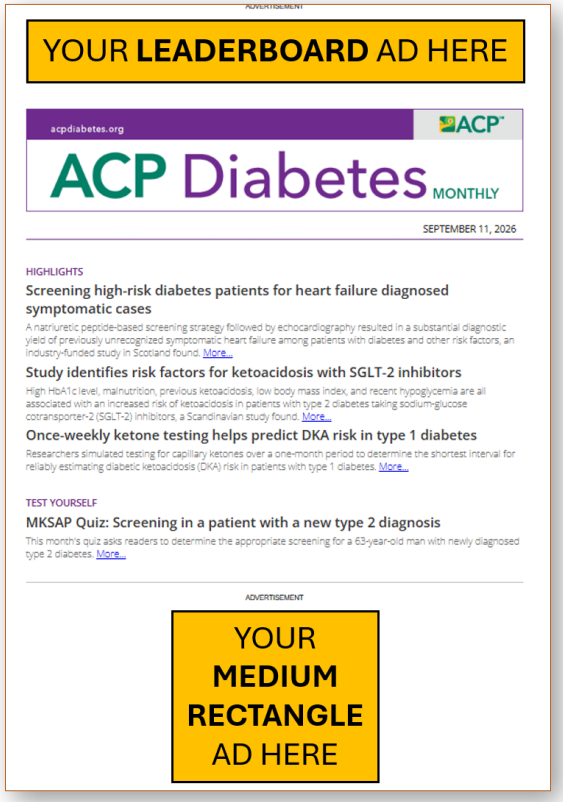
The *I.M. Matters* from ACP electronic table of contents, delivered on the last Tuesday of each month, includes all of the content in that monthly issue. 100% SOV.

Projected circulation: 164,200

Delivered: Last Tuesday of each month

Advertising Rate: $6,000 per month

I.M. Matters from ACP: Other Electronic Newsletter Options



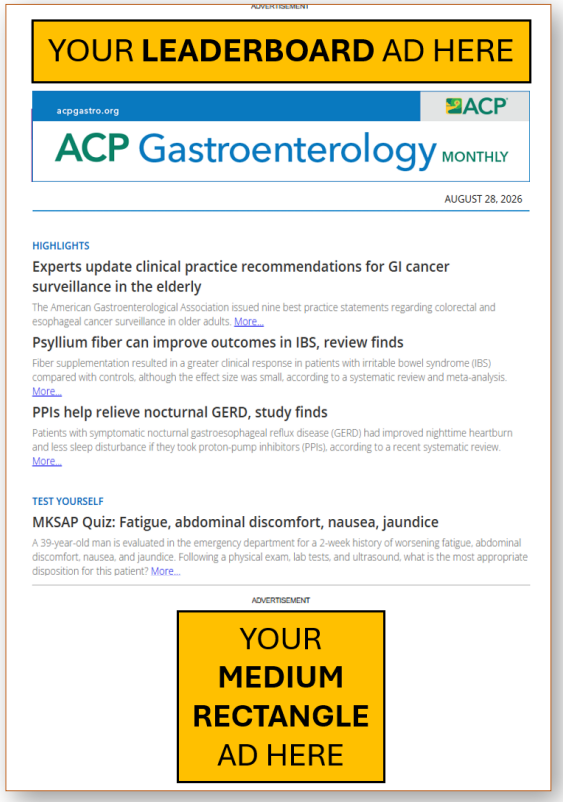
ACP Diabetes Monthly

ACP Diabetes Monthly delivers a monthly summary of the most compelling news stories about diabetes, including the latest research and clinical news, clinical guidelines, and FDA drug actions. This e-newsletter is delivered on the second Friday of the month. 100% SOV.

Projected circulation: 164,200

Delivered: Monthly on second Friday

Advertising Rate: $6,000 per month



ACP Gastroenterology Monthly

ACP Gastroenterology Monthly provides a monthly summary of the most relevant news in gastroenterology and hepatology, including the latest research, clinical guidelines, and FDA drug actions. This e-newsletter is delivered on the fourth Friday of the month. 100% SOV.

Projected circulation: 162,300

Delivered: Monthly on fourth Friday

Advertising Rate: $6,000 per month

ACP Hospitalist

ACP Hospitalist, published weekly exclusively in a digital format, provides news for hospitalists, including advances in technology, clinical medicine, and inpatient protocols.

ACP Hospitalist has been published since 2007 and features news and information about the practice of hospital medicine delivered weekly by an opt-in subscription e-newsletter. Hospital-based internal medicine physicians and third-year residents make up its primary audience. *ACP Hospitalist* departments include:

Success Story: Features successful initiatives led by or involving hospitalists.

Your Career: Reports on practice trends, compensation, and scheduling, as well as tips on how to improve career satisfaction.

Your Practice: Provides practical information to help hospitalists improve day-to-day practice in such areas as transitions of care and patient interactions.

Coding Corner: Advises readers on documenting conditions to receive appropriate reimbursement.

Clinical Medicine: Gathers expert perspectives and research data to provide insight into timely clinical topics.

Conference Coverage: Keeps hospitalists informed about developments at ACP, the Society of Hospital Medicine, and other professional societies.

Perspectives: Provides a forum for readers to publish articles on self-identified topics of interest to hospitalists.

Brief Case: Features summaries of real-life inpatient cases written by hospital physician readers.

About Our Editor

Stacey Butterfield is an award-winning journalist who has worked on *ACP Hospitalist* since its inception in 2007 and became its Editor in Chief in 2015. She has a master's degree in communication, policy, and health from the University of Pennsylvania.



ACP Hospitalist by the Numbers

Published: Weekly online each Wednesday, with an e-mail summary of its latest news sent to subscribers.

Established: 2007

Over 75% of all hospitalists are trained in general internal medicine.

3,555,000* minutes per month were spent on ACPHospitalist.org.

2025 Eddie & Ozzie Awards Finalist

2026 APEX Award of Excellence

**** M3 MI Medical/Surgical Media Measurement, 2026***

ACP Hospitalist: Digital and Electronic Newsletter Opportunities

ACPHospitalist.org covers the latest trends in hospital medicine, including advances in health technology, clinical controversies, staffing and scheduling innovations, salary trends, reimbursement news affecting hospitalists, patient safety and quality issues, evidence-based medicine, and new drug approvals.

Two advertising positions are available on ACPHospitalist.org: 728 × 90 leaderboard, 300 × 250 medium rectangle in the right rail, and 300 × 50 and 320 × 50 for the mobile leaderboard. In addition, interstitials are available in 300 × 250 and 300 × 600. (All ads must be in GIF or JPG format.)

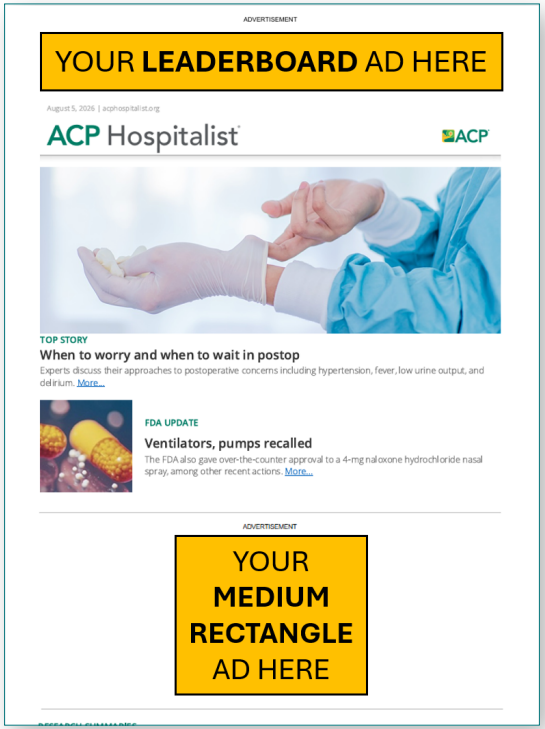
Animated files must be GIFS. Nonanimated files work better as JPGs if they contain gradations, color screens, or photographs. No Flash.

Banner Specs	Leaderboard	Medium Rectangle	Interstitial
Size	**728 x 90 (300 x 50 or 320 x 50 mobile)**	**300 x 250**	**300 x 250 or 300 x 600**
Format	GIF, JPG, 3rd Party Tags	GIF, JPG, 3rd Party Tags	GIF, JPG, 3rd Party Tags
Max Weight	100K	100K	100K
3rd-Party Server	Yes	Yes	Yes
Expandable Dimensions	728 x 270	600 x 250	–
Expansion Direction	Down	Left	–
Max # of Panels	3	3	3
User-Initiated Expansion	Rollover	Rollover	Rollover
Panel Close	Roll off	Roll off	Roll off
Close Button Requirements	Close X	Close X	Close X
Backup File Required	Yes; GIF/JPG	Yes; GIF/JPG	Yes; GIF/JPG

Expandable banners must be served by third party.



Electronic Newsletter Opportunity



ACP Hospitalist

ACP Hospitalist provides hospitalists, residents, and others working in a hospital with news features and research summaries relevant to hospital medicine every Wednesday. This e-newsletter offers 728 x 90 leaderboard and 300 x 250 medium rectangle advertising spaces (All ads must be GIF or JPG format.) 100% SOV.

Projected circulation: 84,100

Delivered: Weekly on Wednesday

Advertising Rate: $4,000 per week

ACP Internal Medicine Meeting 2027: Advertising Opportunities

ACP Internal Medicine Meeting 2027 is the premier scientific meeting in internal medicine where physicians enjoy the best national faculty, a broad array of clinical and practice topics, interactive and hands-on sessions, and opportunities to interact with friends and colleagues.

ACP will hold ACP Internal Medicine Meeting 2027 in Los Angeles, California from April 15–17, 2027. This meeting is expected to attract more than 6,500 primary care physicians and offers attendees the opportunity to earn CME credits/ABIM MOC points and obtain state CME certificates.

ACP Internal Medicine Meeting 2027 offers pharmaceutical companies, physician recruiters, and others the opportunity to interact with thousands of internal medicine physicians, hospitalists, and subspecialists in the Exhibit Hall. In addition to securing a booth, you can advertise in *Internal Medicine Meeting 2027 News* (e-newsletter) and the *Internal Medicine Meeting 2027 Digital Daily* as well as sponsoring other meeting activities to further increase your product's exposure.

Internal Medicine Meeting 2027 News (E-Newsletter)

Internal Medicine Meeting 2027 News is the official publication of Internal Medicine Meeting 2027.

This e-newsletter contains the headlines of the day and the Read Today's Edition link to the *Internal Medicine Meeting 2027 Digital Daily*. Attendees rely on *Internal Medicine Meeting 2027 News* to make last-minute plans, review the previous day's lectures, or choose the symposia they want to attend. *Internal Medicine Meeting 2027 News* will also be e-mailed to all *I.M. Matters from ACP* subscribers who are not attending the meeting.

With 100% SOV, sponsorship of *Internal Medicine Meeting 2027 News* ensures that your message is seen by physicians who are on the front lines of patient care and helps you:

- Increase traffic to your booth.
- Announce new products.
- Inspire health care professionals to engage with your content and continue to seek more information on established technology.

Attendees will have no trouble keeping current on meeting news and your news.

- April 15, 16, and 17, 2027
- Cost $8,000 per day

Digital Ad Specifications:

- 728 × 90 leaderboard placed above e-newsletter masthead
- 300 × 250 medium rectangle placed in the middle of issue's content
  (All ads must be in GIF or JPG format.)







ACP Internal Medicine Meeting 2027: Advertising Opportunities

Internal Medicine Meeting 2027 Digital Daily

The *Internal Medicine Meeting 2027 Digital Daily* will be delivered each day of the meeting to all meeting attendees through a link from *Internal Medicine Meeting 2027 News*. It will also be delivered via e-mail to all recipients of *I.M. Matters from ACP* who are not attending the meeting.

The *Internal Medicine Meeting 2027 Digital Daily* provides timely information from leadership meetings, summaries of the keynote address and other highlighted sessions, Exhibit Hall listings, and other pertinent information to increase the satisfaction of physicians attending the 3-day meeting.

Attendees will have no trouble keeping current on meeting news and your news. Advertisers will have the opportunity to include live links and embedded video in your advertisements.

- April 15, 16, and 17, 2027
- 3-day pricing



Size and Rates for 3 Days

Page Size/Location Description	Dimensions (pixels)	Dimensions* (inches)	Cost for 3 Days
Back Cover	800 x 1200 pixels	8.33″ x 12.5″	$18,090
Inside Front Cover	800 x 1200 pixels	8.33″ x 12.5″	$18,090
Full page	800 x 1200 pixels	8.33″ x 12.5″	$8,000
1/2 page vertical	375 x 1150 pixels	3.9″ x 11.98″	$6,655
1/2 page horizontal	750 x 575 pixels	7.81″ x 5.98″	$6,655
1/4 page	375 x 575 pixels	3.9″ x 5.98″	$5,195

* Dimensions based on 96 pixels per inch (PPI).

Advertising Policies and Guidelines

ACP Advertising Policies

Independence. ACP's educational programs, products, services, policies, and advocacy positions are independent of outside influence, preserve the independent judgment and professionalism of members, and are sensitive to the potential for perceived conflicts of interest (COIs). Neither sponsors nor advertisers develop or influence ACP content.

Recognition and Disclosure. ACP recognizes the support of sponsors in a manner clearly distinguishable from scientific or clinical content and discloses sufficient detail to enable others to reach independent conclusions about potential conflicts of interest.

Alignment. ACP accepts sponsorship and grants only for activities that are consistent with its Mission.

Balance and Reliance. ACP favors multiple and varied sponsors and takes steps to obtain sponsorship or grants for single activities from more than one entity. ACP monitors the amount of funding from sponsors to ensure it is not overly reliant on support from external entities.

Content/Advertising Distinction. Advertising in ACP products, publications, and digital properties is easily distinguishable from editorial content. At live meetings, advertising and exhibits are separate and clearly distinguishable from ACP-endorsed scientific or clinical content.

General Guidelines

Ads will be accepted for products or services not in any of the categories listed in Acceptable Advertising for Products and Services but closely related to the practice of medicine, provided they meet all other requirements.

ACP does not assume responsibility concerning advertisers or your positions, practices, services, or products, nor does the publication of advertisements constitute or imply endorsement.

ACP is not liable for failure to print, publish, or circulate any accepted ad. ACP will try to place such ads in subsequent issues of ACP publications.

ACP reserves the right to hold the advertiser and/or its ad agency jointly and separately liable for money due and payable to the publisher.

ACP reserves the right to change its advertising policies at any time.

For products not previously advertised in ACP publications and for products previously advertised but being submitted with new copy or layout, the following must be submitted to the Advertising Production Manager at least 2 weeks before the closing date:

- 2 copies of the proposed ad
- 2 copies of the FDA-approved package insert for pharmaceuticals and biologicals

Ads containing claims for superiority must be supported by evidence available to ACP and to readers of ACP publications upon request.

For ads containing citations, the following parameters apply:

- Reference material should be published or in press.
- Cited material may not reference articles "submitted for publication" or "data on file." To be accepted, citations must reference the title of the article, publication, and date, or include a URL where the citation may be found.

Acceptable Advertising for Products and Services

Advertising will be accepted for products or services directly relevant to the practice of medicine, including:

- Products approved by the FDA for prescription or application by physicians and announcement advertising for pending products that comply with FDA guidelines.
- Drugs approved by the FDA for nonprescription (over-the-counter) sales.
- Nutritional products, if the ad relates the product to medical care and the promotion of good health.
- Equipment directly applicable to medical practice, such as diagnostic devices; devices with scientifically established efficacy; and equipment, hardware, and software for practice or business management.
- Books, journals, and products related to the acquisition of medical information.
- Medical services and physician support services.
- Medical positions offered and sought.
- Any ACP-approved product, program, or service.

Advertising will be accepted as a service and must be relevant to the practice of medicine or services directed to physicians, such as public service messages or positions with equal opportunity employers.

Advertising Policies and Guidelines

Unacceptable Advertising

- Ads for tobacco products.
- Ads not in accord with the ethical principles of the ACP Ethics Manual and College policy.
- Ads that convey ethnic, religious, gender, sexual orientation, or age bias or prejudice.
- Ads that resemble editorial material, content, or format.
- Ads for drugs and diagnostic tests that are not FDA approved for general use.
- Ads that represent or imply single sponsorship of editorial content.
- Ads that contain exaggerated or extravagantly worded copy.

Digital Advertising Guidelines

Advertising on article pages is not sold against a particular article's content and is not positioned on any page where CME/MOC is offered. Specific advertisements may not be sold to be intentionally juxtaposed with or appear in line with or adjacent to a particular article on the same topic. Because digital advertisements rotate in various positions, adjacency may occur coincidentally or at random.

Specialty- or topic-specific advertising can be accepted for online article collections and for associated e-alerts. Multiple ad positions on each page are available, and advertising is always solicited from more than one organization.

Advertising must not resemble editorial material, content, or format. Digital advertisements must be readily distinguishable from editorial content, and the word "Advertisement" must be displayed. Digital advertisements may link off-site to a commercial or other website; however, websites shall not prevent the viewer from returning to the ACP website or other previously viewed screens and shall not redirect the viewer to a website the viewer did not intend to visit. ACP reserves the right to not link to and to remove links to other websites.

All advertising (including print, e-mail, and online advertisements) must be reviewed and approved by the Editorial and Publishing staff; rights are reserved to reject or cancel any advertisement at any time.

Advertising for products that are not directly related to health care is permitted, and a group of staff at ACP (the Editor in Chief of *Annals of Internal Medicine*, Senior VP for Medical Education, VP for Publishing, and Director of the Center for Ethics and Professionalism) have the responsibility to decline advertising requests that may conflict with the mission of ACP, are inconsistent with ACP policy, may reflect poorly upon the organization, or may damage medical professionalism.

ACP does not assume responsibility for advertisers' positions, practices, services, or products, nor does the publication of advertisements constitute or imply endorsement.

ACP is not liable for failure to print, publish, or circulate any accepted ad. ACP will try to place such ads in subsequent issues of ACP publications.

ACP attempts to obtain multiple and varied advertisers/sponsors in all cases for all products, services, events, and publications.

Premium positions may make it impossible to comply with requested competitive separation.

Rights Reserved by ACP

To seek the opinions of consultants in determining the eligibility of products and suitability of claims. ACP expects the medical department of a company to approve both product and ad copy before submission.

To require submission of scientific documentation that supports the medical use of any product represented by a submitted ad.

To reject any ad or classified notice.

To make the final decision regarding the acceptability of all products, ad copy, and services to be advertised or exhibited.

To change these standards in light of developments in medicine and industry.

To request a change in position for an ad if the ad will be adjacent to related editorial material.

To make the final decision regarding the acceptability of all products, ad copy, and services to be advertised or exhibited.

To change these standards in light of developments in medicine and industry.

Advertising Billing Policies

Agency Commission

15% net 30 days.

Advertising Policies and Guidelines

Earned Rate Policy

ACP will continue to calculate earned frequencies on the basis of an individual advertiser's parent company's (and related subsidiaries') total pages placed in all ACP publications. The total number of full or fractional pages used in any ACP journal within the contract year determines the frequency rate.

Advertisers will be billed at the one-time rate unless they send a contract or letter to the Director of Advertising Sales stating the number of pages that will be used in a 12-month period. Subsidiaries and/or parent companies considered as one advertiser are entitled to a combined rate when requested. Insert rates may be combined with run-of-book rates for calculating frequency discounts.

All contracts are based on a calendar year (January through December) unless otherwise requested in writing.

Payment Policy

Prepayment may be required on or before the closing date for the first 3 advertisements for new clients. Appropriate credit referrals may be requested.

Short Rates and Rebates

If the number of ad pages contracted for is not used within a 12-month period (from contract start date), the advertiser will be short-rated. Advertisers will receive a rebate if, within the 12-month period, they have used sufficient additional insertions to earn a lower rate than that which they had been billed. The publisher agrees that there are no hidden rates, rebates, or agreements affecting rates and that rates stated are minimum.

Advertising Incentive Programs

Advertisers are responsible for managing and advising the publisher of advertising incentive program usage.

Ad Placement

Competitive products are separated by no fewer than 4 pages, contingent on the requirements of a specific issue. Inserts in *Annals* are placed at form breaks. *Annals* advertisements are placed within the front and back sections, separated by the editorial section.

Every attempt is made to rotate the run-of-book ads to ensure fairness and equality. Actual rotation is contingent on the composition and number of similar products appearing within each issue.

Digital Advertising Cancellation Policies

Advertisers may cancel the entire Insertion Order or any portion of it as follows:

Run-of-Site and Interstitial Banner Programs: On written/e-mail notice to the Director of Advertising Sales, advertiser may cancel all or a portion of the campaign without penalty 14 days or more before the campaign start date. For cancellations received within 14 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery within the next 30 days.

Flat-fee or Fixed-Placement Programs, including but not limited to eTOCs and all other e-mail products: On written/e-mail notice to the Director of Advertising Sales 14 days or more before the start date of the campaign, advertiser may cancel without penalty. For cancellations received within 14 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery.

Print Advertising Cancellation Policies

Advertisers may cancel the entire Insertion Order or any portion of it as follows:

Cancellations requested by written/e-mail notice to the Director of Advertising Sales prior to the Insertion Order date for the particular issue can be made without penalty.

Cancellations requested by written/e-mail notice to the Director of Advertising Sales after Insertion Order date for the particular issue are liable for a payment equal to a single black-and-white page at the one-time frequency rate unless the Agency can substitute another product in its place.

Annals of Internal Medicine®

I.M. MATTERS from ACP®

ACP Hospitalist®

ACP Digital Advertising Opportunities

ACP®
American College of Physicians
Leading Internal Medicine, Improving Lives

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