

2017

Digital Media Planner

PAINMEDICINE NEWS

THE INDEPENDENT NEWSPAPER FOR MANAGING PAIN

www.PainMedicineNews.com

#1

Rank Among Pain Publication Websites
For Most Visited Website within the Past 6 Months*

*Kantar Media 2016 Website Usage in Pain Medicine

PainMedicineNews.com*		
Unit	Net CPM (Run of Site)	Net CPM (US only, specific targeted pages, etc.)
970 × 250 300 × 600	\$90	\$115
970 × 90	\$80	\$100
728 × 90 300 × 250	\$75	\$95
300 × 125	\$55	\$80

e-Newsletters*	
728 × 90	\$2,750
300 × 250	\$2,500
300 × 125	\$2,000
Advertorial Spotlight	\$2,500

*Minimum monthly buy is \$2,500 net.

All rates listed are net. e-Newsletter rates are per individual deployment.



ANESTHESIOLOGY NEWS

ClinicalOncology
NewsGastroenterology
Endoscopy News

GENERAL SURGERY NEWS

PAINMEDICINE NEWS

PHARMACY PRACTICE NEWS

Specialty Pharmacy
ContinuumIDSE Infectious Disease
SPECIAL EDITION

McMahon Publishing is a 45-year-old, family-owned medical publisher of clinical newspapers and specialty periodicals, and creates compelling medical education programs and custom publications.

Staff and Contact Information

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PAINMEDICINENEWS.COM

Ranked **#1** among pain publication websites for most visited website within the past 6 months*

* Kantar Media 2016 website usage in Pain Medicine



Website[†]

42,755

Page views per month

e-Newsletter[†]

10,550 Opt-in recipients

35% Open rate

[†] January-November 2016. Data supplied by Webtrends Data Analysis Systems and Robly

For more information, contact:

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970 x 250

300 x 250

300 x 250

300 x 600

300 x 125

728 x 90

970 x 90
or
728 x 90

300 x 250

300 x 250

300 x 250

300 x 125

300 x 250

728 x 90

320 x 50 or 728 x 90

300 x 250

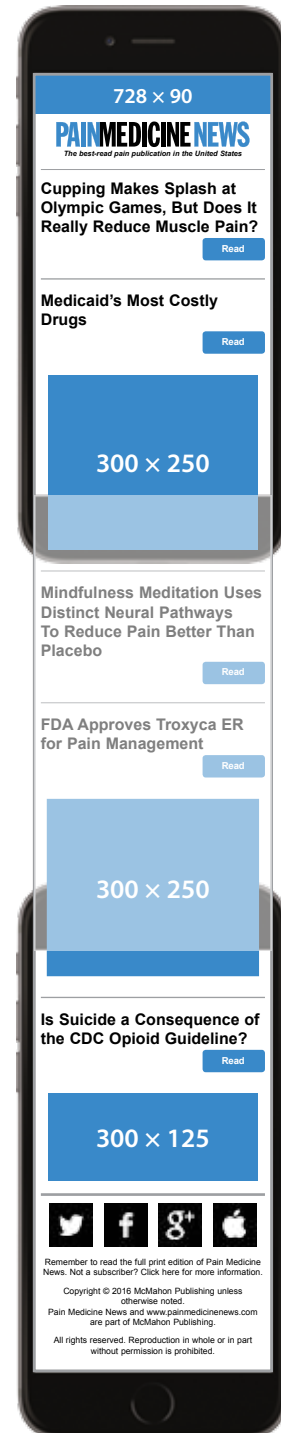
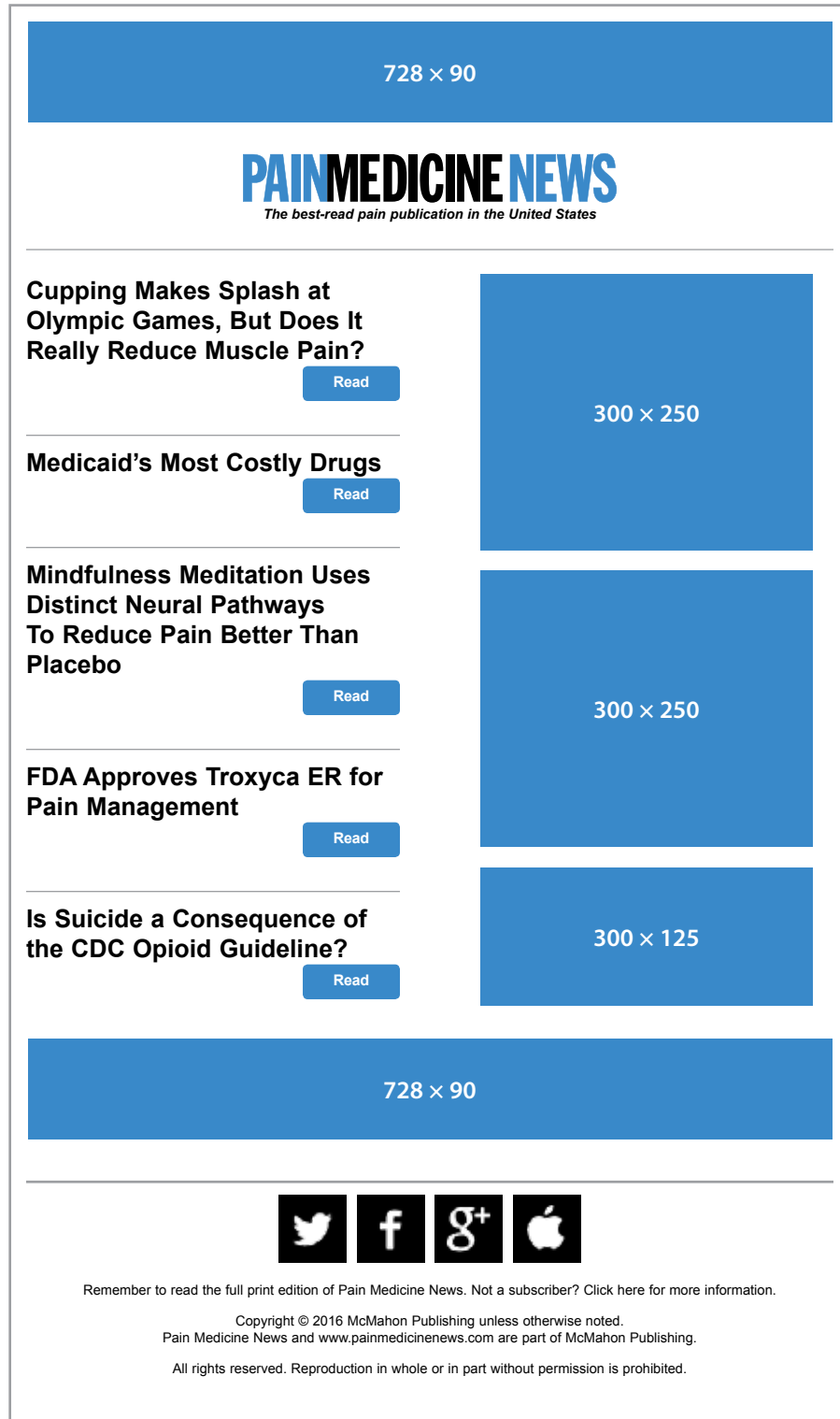
300 x 250

300 x 250

300 x 125

300 x 125

e-Newsletters



Digital Ad Specifications

Website

Desktop										
Dimensions	Name	Initial File Size	Polite File Size	Rich Media	Third Party	Expandable (user initiated)	Expandable Direction	Static Image	HTML 5	Flash
970 × 250	Billboard	50k	100k	Yes	Yes	-	-	jpg/gif	Yes	8.0 or above
970 × 90	Super Leaderboard	50k	100k	Yes	Yes	2× (970 × 180)	Down	jpg/gif	Yes	8.0 or above
728 × 90	Leaderboard	50k	100k	Yes	Yes	2× (728 × 180)	Down	jpg/gif	Yes	8.0 or above
300 × 250	Medium Rectangle	50k	100k	Yes	Yes	2× (600 × 250)	Right or Left	jpg/gif	Yes	8.0 or above
300 × 125	Half Medium Rectangle	50k	100k	No	Yes	-	-	jpg/gif	Yes	8.0 or above
300 × 600	Half Page/Filmstrip	50k	100k	Yes	Yes	2× (600 × 600)	Left	jpg/gif	Yes	8.0 or above
									Frame Rate	Border
									Animation/ Looping	Z-Index
									Unlimited	1,000,000
									Unlimited	2,000,000
									Unlimited	2,000,000
									Unlimited	3,000,000
									Unlimited	3,000,000
									Unlimited	3,000,000

Mobile									
Dimensions	Name	File Size	Rich Media	Third Party	Static Image	HTML 5	Flash	Border	Animation/Looping
728 × 90	Leaderboard (tablet)	30k	Yes	Yes	jpg/gif	Yes	No	1px	Yes
320 × 50	Mobile Leaderboard (smartphone)	30k	Yes	Yes	jpg/gif	Yes	No	1px	Yes
300 × 250	Medium Rectangle	30k	Yes	Yes	jpg/gif	Yes	No	1px	Yes
300 × 125	Half Medium Rectangle	30k	No	No	jpg/gif	Yes	No	1px	Yes
300 × 600	Half Page/Filmstrip	30k	Yes	Yes	jpg/gif	Yes	No	1px	Yes

Standard turnaround time is three days upon receipt of creative.

Submitted creative is subject to approval by the publication.

All DFA tags must be submitted as Internal Redirects with the exception of tracking pixels.

Site served SWF must be Adobe® Flash® version 10.1 or under and may not contain a hardcoded URL. Information on embedding the click tag within AS2 and AS3 can be found here: <http://getclicktag.com/get-clicktag-code/>.

All audio must be user initiated (via click). Expandables must be “click to expand” or “roll to expand” with a 1 sec delay. Any expanding or out-of-page media must have a clearly visible close button or “X.”

e-Newsletter

Dimensions	Name	File Size	Rich Media	Pixel Tracker	Static Image	HTML 5	Flash	Border	Animation/ Looping
728 × 90	Leaderboard	40k	No	Yes	jpg/gif	No	No	1px	Yes
320 × 50	Mobile Leaderboard	40k	No	Yes	jpg/gif	No	No	1px	Yes
300 × 250	Medium Rectangle	40k	No	Yes	jpg/gif	No	No	1px	Yes
300 × 125	Half Medium Rectangle	40k	No	Yes	jpg/gif	No	No	1px	Yes
300 × 600	Half Page/Filmstrip	40k	No	Yes	jpg/gif	No	No	1px	Yes

Animated gifs are permitted but only the first frame will display for many email clients. Please ensure the first frame has brand name and call to action.

DFA and Pointroll users must submit a 1x1 and click tracker.

Please submit digital ad materials to digitalads@mcmahonmed.com. In the submission e-mail, include the website name and the month in which the ad is scheduled to run.