

ACCP NEWSBRIEF

REACH

13,800

PULMONARY, CRITICAL CARE, AND SLEEP PROFESSIONALS

EVERY WEEK

MEDIA KIT



**A**

**EDUCATION AND RESOURCES**

**Introducing ACCP NewsBrief**  
**A Message From Kalpalatha Guntupalli, MD, FCCP**  
**ACCP President**

I am pleased to introduce ACCP NewsBrief, a weekly e-newsletter to keep ACCP members informed of important developments within the ACCP and clinical chest medicine. This new resource provides timely and valuable information related to your ACCP membership, your medical practice, and your profession through consolidated articles sent directly to you in an easy-to-read e-mail. Most articles link to further details, so you can get the full story if you want more information. The newsletter format is mobile-ready and easily accessible from a computer, phone, or other mobile device. Plus, newsletter issues are archived—offering you the option to refer back to articles previously read.

Look for your issue of ACCP NewsBrief each Friday. I encourage you to review it regularly and stay informed. Your feedback is welcome. If you would like to make a comment or query, send an e-mail to [newsbrief@chestnet.org](mailto:newsbrief@chestnet.org).

**B**

**INNOVATIVE SYSTEMS**  
 The premier leader in pulmonary and cardiovascular respiratory equipment

**C**

**HEALTHCARE NEWS**

**Sleep apnea increases the risk of heart disease or death by two-thirds**  
**Los Angeles Times**

Moderate to severe obstructive sleep apnea increases the risk of coronary heart disease or death by 68 percent in men under the age of 70, but does not increase the risk for men over 70 or for women, researchers reported. Previous studies have also found an increased risk of death linked to the night-time breathing disorder, but the studies have generally involved only small groups of patients, often those who are hospitalized, and most included few or no women. The new study, reported in *Circulation: Journal of the American Heart Association*, is by far the largest study to date. [MORE](#)

**F**

**EVC Endoscope Cabinets**  
 Racks are available in sizes to store from 3 to 10 scopes with approximately 4 inches between each scope. [More info](#)

**C1**

**INTOUCH HEALTH**  
 Medical expertise at a member's bedside

**Survival after lung transplantation**  
**JAMA (subscription required)**

Caseloads vary substantially among lung transplant centers in the United States. To assess center effects on long-term survival following lung transplantation, Thabry and colleagues analyzed United Network for Organ Sharing registry data from 15 642 patients who underwent the procedure at 61 hospitals between 1987 and 2009. The authors report that 5-year survival rates ranged from 30 percent to 61 percent and that the marked variation in survival was only partly associated with center procedural volume. In an editorial, Livingston and Coe discuss methodological considerations in analyses of the procedural volume and outcome relationship. [MORE](#)

**Genetic screening may redefine medical treatments**  
**KGO-TV**

New research out of University of California, San Francisco shows that tracking a patient's genetic ancestry can improve the diagnosis of asthma and other lung diseases. The results could have broader implications for other diseases that also rely on standard benchmarks such as race, gender and age. [MORE](#)

**E**

**Replacement filters for scope washer**  
 It's a leading provider of the highest quality, 5000 compatible replacement filters for scope washers such as STERIS System 1, Olympus/Medtronic DSQ, Custom Ultrasonic, and JUSDP at up to 50% savings over the OEM. [MORE](#)

**Tight blood pressure control for patients with diabetes and coronary artery disease**  
**Medical News Today**

Patients with hypertension, diabetes and coronary artery disease who maintained their systolic blood pressure at less than 130 mm Hg did not have improved cardiovascular outcomes compared to patients with usual blood pressure control, according to a study in the July 7 issue of *Journal of American Medical Association*. [MORE](#)

**US Sees Decline in Cancer Death Rates**  
**Food Consumer**

The United States has seen a decline in the cancer death rates with big drops in leading cancer killers like colon and lung cancer, Reuters cited the American Cancer Society as. On average, the death rates for all cancers fell by 2 percent each year from 2001 to 2009 among men and 1.5 percent among women, the ACS said. [MORE](#)

**D**

**PRODUCT SHOWCASES**

**The Coram Advantage**  
 Coram is a national provider of home infusion services and specialty pharmacy distribution with more than 75 search locations across the country. Coram's nurses, pharmacists, dietitians and other clinical staff are known in the industry for providing a superior level of personalized care to thousands of home and infusion suite IV patients every day, including those with complex therapy needs. [More info](#)

**Find Physician Jobs Now**  
 Established in 1994 originally as PhysicianPracticeNetwork as an information resource for in-house recruiters and physicians, Practicum.com is one of the oldest, largest and most respected physician employment opportunity websites. Practicum.com was launched in 1995 as one of the first of four major medical employment websites. [More info](#)

**Meet Eagle Hospital Physicians**  
 At Eagle Hospital Physicians we create innovative solutions for resident care management so you can focus on your core business. We work with hospitals and physicians to ensure they succeed in meeting their pressing administrative and medical imperatives and also surpass their goals in performance and patient care. [More info](#)



MANY WAYS  
 TO DELIVER YOUR  
 MESSAGE  
 TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 13,800 pulmonary, critical care, and sleep professionals (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$3000/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$3000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$2950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. **More**

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**  
Max File Size **30k**



Callout Text Ad  
**\$2500**

Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. **More**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**  
Max File Size **30k**



Traditional Text Ad  
**\$1500**

Lorem ipsum  
dolor sit amet  
Lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing elit,  
sed do eiusmod  
tempor **More**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**  
Max File Size **15k**

# CONTACT US

**COLBY HORTON**  
VICE PRESIDENT OF PUBLISHING  
469.420.2601  
chorton@multibriefs.com

**BEN MAITLAND**  
DIRECTOR OF ADVERTISING SALES  
972.402.7025  
bmaitland@multibriefs.com

*ACCP NEWSBRIEF*, POWERED BY MULTIBRIEFS,  
PROVIDES WEEKLY NEWS AND INFORMATION TO  
CHEST PHYSICIANS WORLDWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times**, **JAMA**, **Science Daily** and the leading industry publications. Delivered to the inboxes of specialist physicians, allied health professionals, cardiovascular surgeons, and PhDs focusing on diseases of the chest, *ACCP NewsBrief* keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

*ACCP NEWSBRIEF*  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN **ACCP NEWSBRIEF:**



## **CREDIBLE SOURCE**

For over 75 years, our members have turned to the association as the informational authority of the industry. Advertising in *ACCP NewsBrief* solidifies your place among weekly information provided to ACCP members.



## **TARGETED DISTRIBUTION**

Advertising in *ACCP NewsBrief* allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## **OPT-IN SUBSCRIBER LIST**

Subscribers to *ACCP NewsBrief* have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## **RELEVANT CONTENT**

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## **FREQUENCY**

Frequency builds awareness. As a weekly publication, *ACCP NewsBrief* ensures your ad will be every week by our 13,800 subscribers.



## **AFFORDABLE**

Advertising in *ACCP NewsBrief* is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## **YOUR AD WILL GET THE ATTENTION IT DESERVES**

Each issue of *ACCP NewsBrief* has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## **IMMEDIATE RESPONSE TO YOUR AD**

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## **EXCEPTIONAL CREATIVE SERVICES**

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in *ACCP NewsBrief*.



## **TRACK CAMPAIGN EFFECTIVENESS**

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.