

ACOEM SCIENCE IN THE NEWS

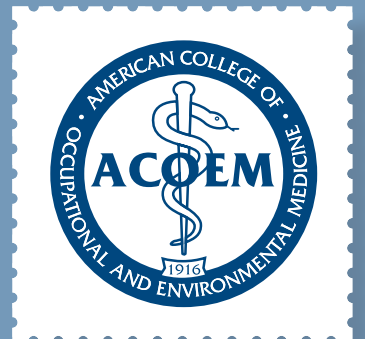
REACH

4,750

OCCUPATIONAL AND ENVIRONMENTAL MEDICINE PHYSICIANS

EVERY WEEK

MEDIA KIT



# 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/1 SKYSCRAPER/HALF 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.

Mobile version RSS Unsubscribe

Home About Scholarships Meetings Publications Resources **Sept. 28, 2010**

**Concentra**  
Unleash your  
We're here. For you.  
Concentra Urgent Care services are now available in more locations than any other provider.

**AMERICAN COLLEGE OF OCCUPATIONAL AND ENVIRONMENTAL MEDICINE**  
**Science Briefs**  
A weekly news and information source from the ACCOEM

Sept. 28, 2010  
ASCLS Quick Links Home About Scholarships Meetings Publications Resources

**Long-lasting sensory loss in WTC workers**  
Monell Chemical Senses Center  
New research from the Monell Center and collaborating institutions reports that workers exposed to the complex mixture of toxic airborne chemicals following the 9/11 disaster had a decreased ability to detect odors and irritants two years after the exposure. [MORE](#)

**More ways to improve cost of care**  
Beckman Coulter

**Cell find could boost cancer fight**  
UKPA via The Press Association  
A discovery about the behavior of cells in the intestine could help efforts to treat bowel cancer, a charity has said. Cancer Research UK scientists found that gut stem cells replace themselves in a completely different way from previously held theories. It was thought stem cells in the gut replaced each other according to a predetermined, hierarchical system which meant only a handful of stem cells were able to produce the many different types of stem cells in that part of the body. [MORE](#)

**4,223 whooping cough cases this year in California so far, highest in 55 years**  
Medical News Today  
The current 4,223 confirmed, probable and suspect cases of whooping cough (pertussis) reported in California up the September 21, 2010 is the highest since 1955, when there were 4,949 cases. With over three months to go till the end of the year, there is a good chance a new record will be broken. For this year so far, the state has a whooping cough rate of 10.79 cases per 100,000 people, says the California Department of Public Health. [MORE](#)

**Thermo Scientific Pacific Hemostasis**  
Thermo Scientific

**Bracing as an Option For Low Back Pain**  
The Summit 631 provides a therapeutic level of motion restriction for lower back pain. Click for more info. [www.aspenm.com](#)

**Fasting glucose and HbA1c may be useful to predict diabetes**  
Medscape Medical News  
Fasting glucose and glycated hemoglobin (HbA1c) levels may be useful to predict diabetes, according to the results of population-based analyses reported in Diabetes Care. "Although rheglog HbA1c is now recommended to diagnose diabetes, its test performance for diagnosis and prognosis is uncertain," writes Elizabeth Selvin, PhD, MPH, from the Johns Hopkins Bloomberg School of Public Health in Baltimore, and colleagues. "Our objective was to assess the test performance of HbA1c against single and repeat glucose measurements for diagnosis of prevalent diabetes and for prediction of incident diabetes." [MORE](#)

**More evidence links a virus to obesity, this time in children**  
Los Angeles Times  
New evidence indicates that children who are exposed to a virus called adenovirus-36 are more likely to be obese than those who are not exposed to it, and to be heavier than other obese kids who were not exposed to it, researchers said this week. The virus, known informally as Ad-36, is one of about 55 adenoviruses that are known to cause colds and is the only member of the family to be linked to obesity. But it is one of 10 bacteria and viruses that have been associated with a propensity for putting on plural pounds. [MORE](#)

**From the Technology Experts at Occupational Health Research**  
SYSTOC (see software has it all: cloud computing, remote access, tag2chart, exceptional support. See us at the UCAOA 2010 Conference in Orlando, FL. Booth # 704. [MORE](#)

**New test for heart, kidney transplant rejection**  
HealthDay News via Bloomberg Businessweek  
A new blood test may offer a quicker, noninvasive way to detect organ rejection in heart and kidney transplant patients before the new organs are damaged, say researchers from the Stanford School of Medicine in California. They found that levels of three easily measured proteins rise in the blood during acute rejection, in which a transplant patient's immune system attacks the new organ. [MORE](#)

**FDA panel endorses new digital mammography technology**  
Medscape Medical News  
The Radiological Devices Advisory Panel has told the U.S. Food and Drug Administration that it is unequivocally in favor of granting Hologic Inc. (Bedford, Mass.) a premarket approval application for its new breast imaging technology, the Selenia Dimensions 3-D system. The system captures 3-D images of the breast which, when properly read, can enhance the detection of tumors that may escape notice with currently available screening methods. It is also capable of acquiring conventional 2-D full-field digital mammography (2-D FFDM) images, and it is intended for use for the same clinical applications. [MORE](#)

**PRODUCT SHOWCASES**

**NeoFox Phase Measurement System**  
The new NeoFox Phase Measurement system is a fluorescence-based optical sensor system that helps you reduce costs, improve stability and make calibration easier for a wide variety of oxygen sensing setups. NeoFox is the benchmark device for measurement of fluorescence lifetime, phase and intensity and is particularly suited for applications where sensitivity to drift and system stability are critical. [More info](#)

**e-corder from EDAQ Inc.**  
e-corder units are used for the collection, display and analysis of signals from many types of laboratory instruments. They connect to Windows and Macintosh computers via USB, and are supplied with Chart and Scope software. Request price information. [More info](#)

**Magellan XHR Scanning Electron Microscope**  
The Magellan™ XHR SEM family of scanning electron microscopes (SEM) enables scientists and engineers to quickly see things they could not see before: highly-sensitive surface images, looking top-down or at an angle, and at resolutions below one nanometer. [More info](#)

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 4,750 occupational and environmental medicine physicians (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$1750/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Skyscraper/Half Skyscraper  
**\$2000/\$1000**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**150k**  
**75k**



Product Showcase  
**\$1250**

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**



Callout Text Ad  
**\$1000**

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**



Traditional Text Ad  
**\$500**

Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

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

## CONTACT US

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ACOEM SCIENCE IN THE NEWS, POWERED BY  
MULTIBRIEFS, PROVIDES NEWS AND INFORMATION  
TO PHYSICIANS IN THE OCCUPATIONAL AND  
ENVIRONMENTAL MEDICINE FIELD.

ACOEM Science in the News tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of physicians and other health care professionals specializing in the field of occupational and environmental medicine, ACOEM Science in the News 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.

ACOEM SCIENCE IN THE NEWS  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN ACOEM SCIENCE IN THE NEWS:



## CREDIBLE SOURCE

For over 93 years, our members have turned to the association as the informational authority of the industry. Advertising in ACOEM Science in the News solidifies your place among weekly information provided to ACOEM members.



## TARGETED DISTRIBUTION

Advertising in ACOEM Science in the News 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 ACOEM Science in the News 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, ACOEM Science in the News ensures your ad will be every week by our 4,750 subscribers.



## AFFORDABLE

Advertising in ACOEM Science in the News 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 ACOEM Science in the News 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 ACOEM Science in the News.



## TRACK CAMPAIGN EFFECTIVENESS

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