

THYROID WEEKLY

REACH

13,800

THYROID HEALTH PROFESSIONS AND PATIENTS

EVERY WEEK

MEDIA KIT



AMERICAN
THYROID
ASSOCIATION

FOUNDED 1923

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.

This message contains images. If you don't see images, click here to view.

Mobile version RSS Subscribe Unsubscribe

Home Join Follows Corner April 12, 2010

A

Mindray Medical International Limited

AMERICAN THYROID ASSOCIATION Thyroid Weekly

B

Endocrine disruptors: Babies absorb the most Bisphenol A

Science Daily

The normally active substance bisphenol A is contained in many synthetic and packaging materials. As a result, the substance can find its way into the food chain and the human organism. Just who is exposed and to what extent is shown in a new study from ETH Zurich: babies who are fed with polycarbonate bottles are especially at risk. [MORE](#)

Your Source for Sensitive Autoimmune Diagnostics

C

thyroid cancer pro Supporting Thyroid Cancer Care

New arrhythmia drug provides only modest efficacy and no clear safety benefits say researchers

Cedars-Sinai Medical Center

In a rigorous new review of the antiarrhythmic drug dronedarone (Multaq), researchers at the Cedars-Sinai Heart Institute conclude that the controversial drug is only modestly effective and has no clear safety benefits. The review, to be published in the issue of the *Journal of the American College of Cardiology*, assessed data on dronedarone submitted during the drug's FDA approval process and determined that dronedarone is 50 percent less effective than amiodarone (Cordarone), a frequently used treatment for atrial fibrillation, a common type of heart rhythm disorder. [MORE](#)

Its five o'clock somewhere - how about a chemical cocktail?

EmpowerHER

While interviewing a cancer researcher a few years ago, she made a comment to me almost in passing that was so powerful it has stuck with me. She said, "all cancers are the result of a combination of environmental and genetic factors." Throughout our lives we are exposed to an enormous range of man-made chemicals, from food, water, medicines, cosmetics, clothes, shoes and the air we breathe. So when I learned about a new European study, State of the Art Report on Mixture Toxicity, it caught my attention. [MORE](#)

E

Abbott Laboratories

Abbott is a global, brand-based health care company devoted to discovering new medicines, new technologies and new ways to manage health. Our products span the continuum of care from nutritional products to medical devices and pharmaceutical therapies. [MORE](#)

Newborn screening in the 21st century: What PAs need to know

Journal of the American Academy of Physician Assistants

Newborn screening has long been recognized as one of the success stories in public health. Each year, thousands of infants with congenital conditions are identified, treated, and possibly spared potentially devastating consequences with a minimum of risk. This article reviews the changing nature of newborn screening with an emphasis on what the primary care physician assistant needs to know when made aware of an abnormal screening result. [MORE](#)

OJ can reduce the impact of fast food: study

The Toronto Star

If you're looking for a high-fat, high-carb, fast-food meal, you might want to have a large drink of orange juice with it. According to a study published in the March issue of *The American Journal of Clinical Nutrition*, the impact of a high-fat, high-carbohydrate meal can be neutralized or reduced if it is accompanied by a glass of orange juice. [MORE](#)

C1

Light of Life Foundation checkyourneck.com

Robotic thyroid removal

wrvq

Thyroid cancer strikes a very high percentage of young women. And removing the cancer can mean surgery and a noticeable scar on the neck. But a robot is giving patients another option. Instead of removing the thyroid through the neck, doctors can take it out through an incision under the arm. [MORE](#)

Study: Fit teens can overcome obesity genes

AOLNews

Teens who are genetically predisposed to obesity can trump their DNA with an hour of daily exercise, new research shows. Science has so far linked several genes to obesity, but one in particular, the "fat mass-and-obesity-related gene", seems especially important in determining one's body fat destiny. But a new study of 752 teens, from 10 countries across Europe, suggests that active teens can overcome the genetic mutation and maintain a healthy body mass. [MORE](#)

D

PRODUCT SHOWCASES

Ultrasonix's SonoX TOUCH

Sodium Iodide I-123 capsule

Thyrogen

In a trauma setting, time to assess and make a diagnosis is critical. That's why we designed the SonoX TOUCH EMed with a unique interface that will guide you through an exam and only show you the buttons and presets required for your current task. [More info](#)

Sodium Iodide I-123 capsules are indicated for use in the evaluation of thyroid function and/or morphology. Each gelatin capsule contains not more than 30 µg of sodium hydroxide and not more than 15 of sodium. [More info](#)

Thyroid cancer is treatable, but it does require a lifetime of careful monitoring. Traditionally, patients go off their thyroid hormone therapy once a year to prepare for tests and endure weeks or months of hypothyroidism. Thyrogen® (thyrotropin alfa for injection) allows patients to avoid hypothyroidism. [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 the 13,800 Thyroid Health Professions and Patients (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
150k



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**



Callout Text Ad
\$2000

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
\$1500

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

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

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

THYROID WEEKLY, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION
TO PHYSICIANS AND SCIENTISTS WHO
SPECIALIZE IN THE RESEARCH AND TREATMENT
OF THYROID DISEASES AND THEIR PATIENTS.

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 and is delivered to the inboxes of physicians, scientists, researchers, teachers and patients who spend billions of dollars a year on products and services - the top-tier people in the industry.

THYROID WEEKLY
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN THYROID WEEKLY:



CREDIBLE SOURCE

For over 87 years, our members have turned to the association as the informational authority of the industry. Advertising in Thyroid Weekly solidifies your place among weekly information provided to ATA members.



TARGETED DISTRIBUTION

Advertising in Thyroid Weekly 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 Thyroid Weekly 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, Thyroid Weekly ensures your ad will be seen every week by our 13,800 subscribers.



AFFORDABLE

Advertising in Thyroid Weekly 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 Thyroid Weekly 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 Thyroid Weekly.



TRACK CAMPAIGN EFFECTIVENESS

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