

## Special Delivery – The SMFM E-Newsletter

### Digital Advertising Rates and Specifications



### What is SMFM?

The Society was established in 1977 to give Maternal-Fetal Medicine (MFM) physicians and scientists a place to share knowledge, research and clinical best practices in order to improve care for moms and babies. Maternal-Fetal physicians are obstetricians with additional training in the area of high-risk, complicated pregnancies. We specialize in treating the un-routine. Because of our additional training, we are involved in the latest advancements in maternal and fetal care. Each year at The Pregnancy Meeting, more than 2,000 MFM physicians and researchers gather to share new clinical strategies and research. Our members also provide continuing education courses throughout the world.

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Advertising in SMFM's E-Newsletter, *Special Delivery*, allows you to reach a wide variety of maternal-fetal medicine specialists across the United States and internationally in an effective, cost-efficient way.

### General Advertising Policy

For complete Advertising Policy please see the Advertising Policy section of this document, please contact Julie Miller, Chief Relationship Officer at 202-517-6352 or [jmiller@smfm.org](mailto:jmiller@smfm.org)

All Online Advertising is clearly marked as ADVERTISEMENT and is separated from content. Advertisers will receive no advance knowledge of editorial content.

Advertising is reserved on a first come first serve basis.

All Ads are subject to editorial/publisher approval.

### Special Delivery

#### SMFM's Official Monthly eNewsletter

*Special Delivery*, the official monthly eNewsletter for the Society, features news and information for SMFM members. *Special Delivery's* high-value and relevant content is delivered directly to the member's inbox. Members turn to *Special Delivery* as the authority for maternal-fetal medicine related information and that is what we deliver. *Special Delivery* has a new, mobile friendly format and is the ideal vehicle to deliver your brand message and drive traffic to your site.

#### Average Monthly Stats

- Sent to over 2,500 SMFM Members
- 41% Average Open Rate (open rate is 18.3% higher than the industry average open rate!)

**Ad type: Full width rectangle**

## Rate

- \$1,500 per ad run – 2 issues
- \$2,500 per ad run (2 issues) for guaranteed ad placement beneath first content block

## Specs

- *Special Delivery* E-Newsletter: 560 x 160 static .PNG (preferred) or .JPG
- Advertising material must be received by the 25<sup>th</sup> of the month prior to issue month
- One external referring link per image. Additional referring link may be submitted for ad/image caption. Please submit referring links as separate URLs

**Ad type: Half width rectangle**

## Rate

- \$800 per ad run – 2 issues
- \$1300 per ad run (2 issues) for guaranteed ad placement beneath first content block

## Specs

- *Special Delivery* E-Newsletter: 270 x 160 static .PNG (preferred), or .JPG
- Material must be received by the 25<sup>th</sup> of the month prior to issue month
- Referring Links: 2 max. Please submit referring links as separate URLs

To view a sample layout of *Special Delivery*, please go to:

<http://tinyurl.com/pdj4t8c>

## Advertising Samples

### Full Width Rectangle – Premium Placement



Special Delivery  
The SMFM ENewsletter

Quick Link Quick Link Quick Link Quick Link Quick Link Quick Link

April 2015

#### President's Message

*Subheading Text Place Here*

This is dummy text used for testing. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

[Read More...](#)

#### Full width rectangle advertisement (premium placement)



#### Article Heading Place Here

*Subheading Text Place Here*

This is dummy text used for testing. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

**Advertising Samples**  
**Full Width Rectangle – Regular Placement and;**  
**Half Width Rectangle (below)**

aliquam quaerat voluptatem.

[Read More...](#)

**Full width rectangle advertisement (Regular Placement)**



**Half width rectangle advertisement (2 shown)**



SMFM | P: (202) 863-2476 | F: (202) 554-1132 | Email | Website

**For more information placing an ad in Special Delivery, submitting insertion orders and material deadlines, contact:**

Julie Miller  
Chief Relationship Officer  
[jmiller@smfm.org](mailto:jmiller@smfm.org)  
202-517-6352

## ADVERTISING POLICY

Principles Governing Advertising for electronic, print and location based advertising of the Society for Maternal-Fetal Medicine

These principles are applied by the Society for Maternal-Fetal Medicine (SMFM) in order to adhere to ethical standards of advertising and to assure the independence of SMFM-produced content.

SMFM is a nonprofit publisher of scientific and educational works in the field of maternal-fetal medicine. SMFM is not in business to make substantial revenue from advertising otherwise it will be treated outside of nonprofit status. SMFM may accept advertising as a benefit to Society members who may be interested in the products and/or services that commercial entities advertising with SMFM provide. Advertisements and commercial support allow the Society to offset general operating expenses and allow us to provide educational, professional and other services to our members at lower cost(s) to the member. *As a matter of policy, SMFM will sell advertising space on its website, electronic correspondence, print publications and on-site events when the inclusion of advertising does not interfere with the mission or objectives of the Society.*

To maintain the integrity of SMFM published content, advertising interests (i.e., advertising representatives, companies, or other advertisers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without reference to specific editorial content. SMFM's advertising sales representatives have no prior knowledge of specific editorial content before it is published. Planned placement of electronic or print advertising adjacent to (i.e., next to or within) editorial content on the same topic is prohibited. Advertisements that appear on a given page of the SMFM website and/or newsletter may coincidentally be related to the subject of an article, but such juxtaposition must be random.

The mention of any company, product, or service on the SMFM website, electronic correspondence, location-based or any advertisement in SMFM branded publications should not be construed as an endorsement by SMFM of the company, product, or service mentioned. It is the responsibility of the treating physician or other health care provider, relying on independent experience and knowledge of the patient, to determine drug dosages and the best treatment for the patient. SMFM members and other users of SMFM content are advised to check the appropriate medical literature and the product information currently provided by the manufacturer of each drug to be administered to verify approved uses; the dosage, method, and duration of administration; or contraindications. Users are also encouraged to contact the manufacturer with questions about the features or limitations of any products. SMFM assumes no responsibility for any injury or damage to persons or property arising out of or related to any use of the material contained in its electronic or print materials or to any errors or omissions.

By submitting advertisements for consideration, all advertisers agree to the Principles Governing Advertising in Publications of the Society for Maternal-Fetal Medicine and all advertising insertion order provisions, as amended from time to time.

### **SMFM's Role and General Eligibility Requirements for Print and Digital Advertising**

1. **SMFM's Discretion to Accept or Decline Advertising:** SMFM, in its sole discretion, reserves the right to accept or reject any submitted advertisement or to discontinue publication of any previously accepted advertisement.

2. SMFM Print Publications that Accept Ads: SMFM/AJOG annual meeting supplement (in joint agreement with AJOG's publisher Elsevier), SMFM Annual Meeting Preliminary Program, SMFM Annual Meeting Local Arrangements Directory and Annual Meeting Exhibitor Directory (currently known as "Exhibit Passport") may accept display ads.
3. SMFM Digital Publications that Accept Ads: the SMFM website, including the SMFM Career Center, SMFM Fellow Lecture Series, the SMFM Physician Locator Tool, SMFM *Special Delivery* eNewsletter, the Pregnancy Meeting website pages, meeting attendee resource and registration web pages, and the Pregnancy Meeting e-mail alerts, as well as the Pregnancy Meeting mobile app.
4. Classified Ads: SMFM/AJOG meeting supplement accepts classified ads, which are published in the print SMFM/AJOG supplement classifieds section.
5. Changes to Policy: SMFM may change this Advertising Policy at any time, but an advertisement for which the closing date occurs before the effective date of the policy change will not be subject to the new policy.

### **Eligible and Ineligible Advertisement Subject Matter**

1. Health Care Products or Services Referenced in Advertising: Products or services eligible for advertising shall be commercially available for, germane to, effective in, and useful in (a) the practice of medicine, (b) medical education, (c) practice management, or (d) health care delivery. Institutional advertising germane to the practice of medicine and public service messages of interest to physicians may be considered eligible for appearance in SMFM Publications.
2. Non-Health Care Advertising: In addition to health care products and services as described in No. 1 immediately above, other products and services that are offered by responsible advertisers and that are of interest to physicians and other health professionals are also eligible for advertising.
3. Equipment, Instruments, and Devices: SMFM determines on a case-by-case basis the eligibility of advertising for equipment, instruments, and devices intended for preventive, diagnostic or therapeutic purposes. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. This data may be either published or unpublished. Samples of equipment, instruments or devices should not be submitted.
4. Books: SMFM may request a copy of the book for review to determine its eligibility to be advertised.
5. CME Programs: Advertisements for Continuing Medical Education (CME) programs will be considered if the CME sponsor is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and is an accredited medical school (or hospital affiliated with such a school), a state or county medical society, a national medical specialty society, or other organization affiliated with the American Board of Medical Specialties (ABMS) member boards.
6. Calls for Patients to Participate in Clinical Trials or Clinical-Trial Matching Services: Advertisements containing such calls will be considered for eligibility if the trial is conducted by a party recognized by SMFM as a clinical research institution. Acceptance of an advertisement does not indicate approval of the call for patients; the advertiser is responsible for securing any necessary institutional review board approval.
7. Classified Advertising: The primary purpose of SMFM's classified advertising is to provide information related to physician placement opportunities ("help wanted" ads). SMFM will accept for advertising for placement in the classifieds section of the SMFM/AJOG supplement and as an SMFM online Career Center listing.
8. Miscellaneous Products and Services: Products or services that do not fall under the above classifications may be eligible for advertising if they satisfy the general principles



governing eligibility for advertising with SMFM and are not inconsistent with SMFM's mission.

9. Ineligible Advertising Subject Matter: Alcoholic beverages, tobacco products, and investment opportunities may not be advertised. Advertisements directed at patients or consumers are not eligible for inclusion in SMFM electronic, print or location based materials. Advertisements for dietary supplements and vitamin preparations are not eligible unless the U.S. Food and Drug Administration (FDA) has approved the claim(s) as to the safety and efficacy of the product for a disease state.
10. Contact: Advertisers, media buyers, and others with specific questions about advertising acceptability should contact Julie Miller, SMFM Chief Relationship Officer at; Email: [jmiller@smfm.org](mailto:jmiller@smfm.org).

### **Content of Advertisements**

1. FDA and Other Regulatory Requirements: All advertisements for pharmaceuticals, drugs, devices, and other regulated health care products must meet all applicable legal requirements, including regulations of the FDA regarding advertisement and promotion. FDA regulations contain exacting legal controls over the claims that drug advertisers may make for their products and may require advertisements to identify contraindications, side effects, etc. Adherence to FDA and other legal requirements concerning the content of drug advertising is the manufacturer's responsibility. SMFM's acceptance of an advertisement is not an indication that the advertisement is legally compliant. SMFM may require an advertiser to furnish a certification of legal compliance. SMFM advertising guidelines allow pharmaceutical manufacturers to run "corporate" or "teaser" ads prior to a product's official FDA approval. Such advertisements may not mention specific product names.
2. Advertising Message: An advertisement is the advertiser's message and should not be considered a reader's sole source of information regarding a product, service or therapy. All promotional claims must have complete citations of information to allow readers to critically evaluate the documentation.
3. Statistical or Research Claims: Claims that include statistical statements or clinical studies must be based on studies by qualified individuals and documented by specific references to content published in recognized scientific journals. Articles accepted for publication but not yet published may also be cited, but the name and issue date of the publishing journal must be furnished. Statements based on material approved by the FDA for the package insert are acceptable. Documentation based on scientific exhibits or personal communications are not acceptable.
4. Advertiser and Product Identified: The advertisement should clearly identify the advertiser of the product, service or therapy offered. In the case of pharmaceutical advertisements, the full scientific (generic) name of each active ingredient must appear. The only exceptions to this requirement are the "confidential reply box" option made available to classified advertisers of physician placement opportunities and the "corporate" or "teaser" type of advertisement mentioned in No. 1 immediately above, which may not state the name of a specific product until it receives FDA approval, but must provide the name of the advertising company.
5. Free Items and Contests: Electronic and print advertisements may not include offers for free merchandise or contests. Pregnancy Meeting exhibitor marketing materials distributed on-site at the exhibitor's booth or as part of a commercial support opportunity (such as a "door drop") purchased through the SMFM, may include information for free items or contests which are limited to said exhibitor's booth. Any give-away items or contests are subject to review by show management and must be approved prior to distribution.

6. **SMFM Name and Marks:** Use of a name, logo, trademark, or service mark of SMFM or its affiliates, except in reference citations, is not permitted without the express, written permission of SMFM, and the mere execution of an advertising agreement does not constitute written permission. Any reference to SMFM or its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to SMFM's prior written approval in each instance.
7. **Unacceptable Ads:** This class of advertisements includes those that contain unfair comparisons or unwarranted disparagement of a competitor's products or services; deceptive or misleading claims; offensive language or art; attacks or derogations of a personal, racial, sexual, or religious nature; or are demeaning or discriminatory toward an individual or group on the basis of age, sex, race, ethnicity, religion, sexual orientation, physical appearance, or disability.
8. **Advertorials:** Advertorials are not accepted for SMFM's electronic or print publications.

#### **Additional Guidelines for Print Advertisements**

1. **Ad Placement:** Advertisements will not be purposely placed adjacent to any editorial matter that discusses the product being advertised, nor adjacent to any article reporting research on the advertised product. Commercial advertisements in the SMFM/AJOG Annual Meeting Supplement are also subject to the publisher's (Elsevier) advertising policy. Advertisements may be interspersed in the SMFM Pregnancy Meeting Preliminary Program, Pregnancy Meeting Local Arrangements guide and Exhibitor Directory. Premium positions are available at extra cost to the advertiser.
2. **Separate from Editorial Content:** Layout, artwork, and format of advertisements shall be such as to be readily distinguishable from editorial content and to avoid any confusion with the editorial content of the SMFM Publication. The label "Paid Advertisement" may be required.
3. **Competitive Products:** SMFM will make every effort to separate ads for competing products, but shall have no liability in the event that ads for competing products run near or adjacent to each other.
4. **Inquiries:** Inquiries about advertising placement and current rates should be directed to Julie Miller, SMFM Director of Industry Relations at 202-863-2480; Email [jmiller@smfm.org](mailto:jmiller@smfm.org).

#### **Additional Guidelines for Digital Advertising**

1. **Ad Types:** Digital advertisements on the SMFM website pages may appear as static, non-animated, non-expanding advertisements only.
2. **Ad Placement:** Advertisements that appear on pages of the Society's website may coincidentally be related to the subject of an article, but such juxtaposition must be random.
3. **Confidentiality:** SMFM does not release personally identifiable data on the users of its websites or e-mail service to advertisers. Digital advertisers may receive reports that show aggregated data about response to their advertisements, including the number of ad impressions and the number of times an advertisement was accessed.
4. **Links Off-Site:** Advertisements may link off-site to a commercial website, provided that viewers are clearly informed that they are viewing an advertisement. SMFM may require that a disclaimer about the off-site website be included. The advertiser's website may not frame the Society's website content without express permission, shall not prevent the viewer from returning to the Society's website or other previously viewed screens, and may not redirect the viewer to a website the viewer did not intend to visit. SMFM reserves the right to disallow or remove links to other websites. The website URL to which the advertisement links must be provided to SMFM for review and prior approval, and must adhere to the following requirements:
  - a. The company sponsoring the website must be clearly displayed.



- b. No registration of personal information may be required before reaching the website.
- c. Expanded Ad Units: SMFM prohibits digital advertisements that automatically display additional content on a larger space than the advertisement itself (i.e., PointRoll or other expandable ad units). Digital advertisements that expand as a result of a specific user action (e.g., a click) are acceptable. SMFM reserves the right to approve the size and content of expanded ads.

### **Digital Sponsorships [Sponsorship being separate and distinct from Advertisements]**

**Availability.** SMFM has a limited number of opportunities for sponsored sections on the SMFM website.

**Selection of Supporters.** SMFM may accept or reject supporters for sections on the SMFM website in its sole discretion. When possible, SMFM will secure multiple supporters for a given sponsored section.

**Independence.** Advertisers that provide support for sections on the SMFM website shall have no involvement in content selection or development for those sections.

**Acknowledgements.** Sponsorship acknowledgment and editorial content must be clearly separated. Acknowledgment of support will not make any claims for any supporting company's product(s). SMFM determines final wording and position of the acknowledgments.

### **Miscellaneous Terms**

1. Payment for Advertising: In the event of nonpayment, SMFM reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to SMFM, and disallow placement of any additional advertisements or other sanctions such as releasing the advertisers reserved Pregnancy Meeting exhibit space until the payment obligation is met.
2. No Additional Conditions: SMFM will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in the SMFM rate card or with this Advertising Policy.
3. Incidental Damages: SMFM is not responsible for incidental or consequential damages for errors in displaying an ad or for failure to publish an ad. Should SMFM fail to publish an accepted ad for which an insertion order was received, SMFM will adjust the advertiser's or agency's account accordingly, and such adjustment shall be the advertiser's sole remedy.
4. Indemnification: In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless SMFM, its officers, directors, agents, volunteers, and employees against any and all expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.

**Application:** This advertising policy applies to the Society for Maternal-Fetal Medicine and any of the Society's affiliates or partner organizations which enter in to a joint advertising or sponsorship agreement with the SMFM.