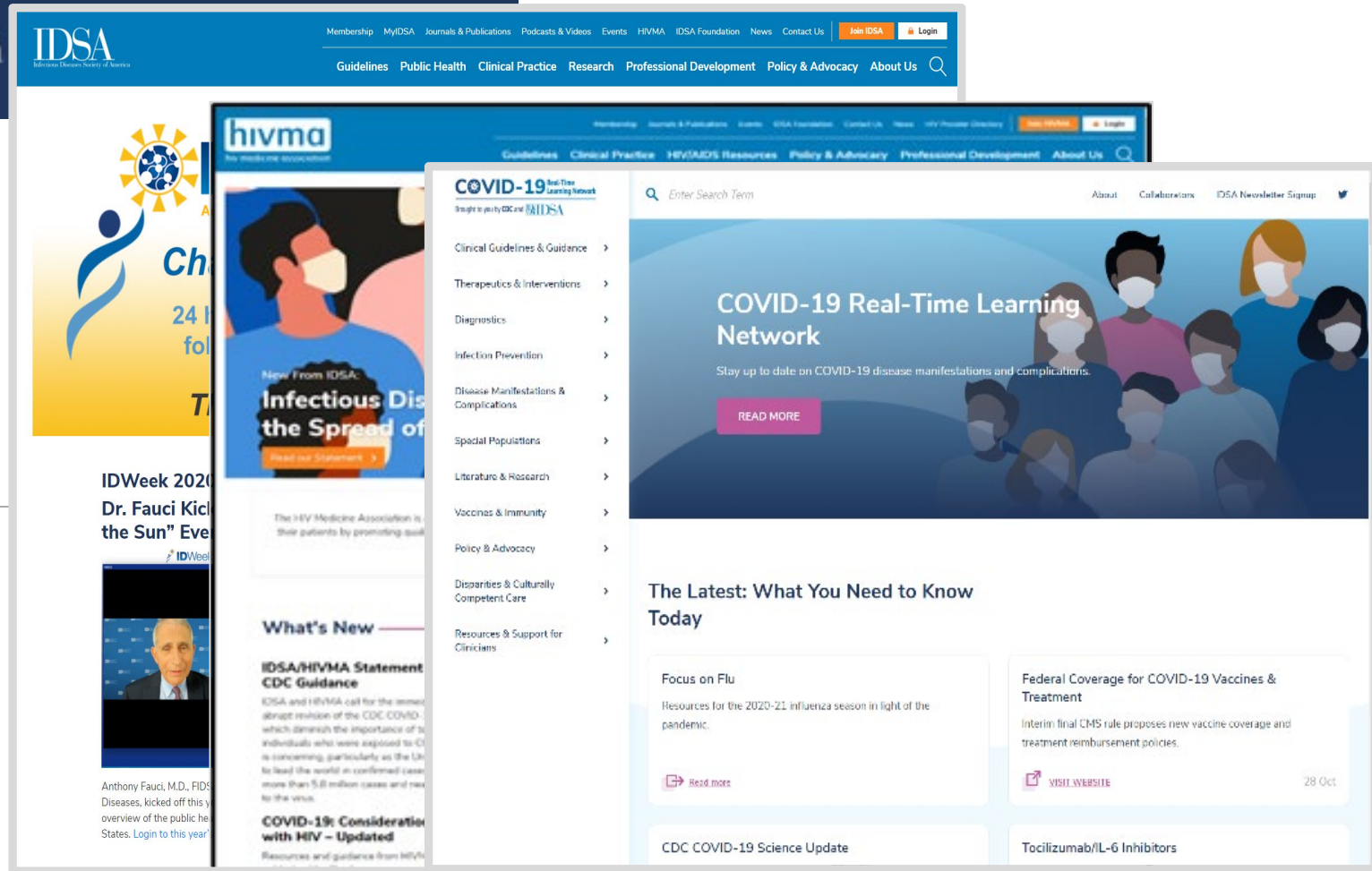
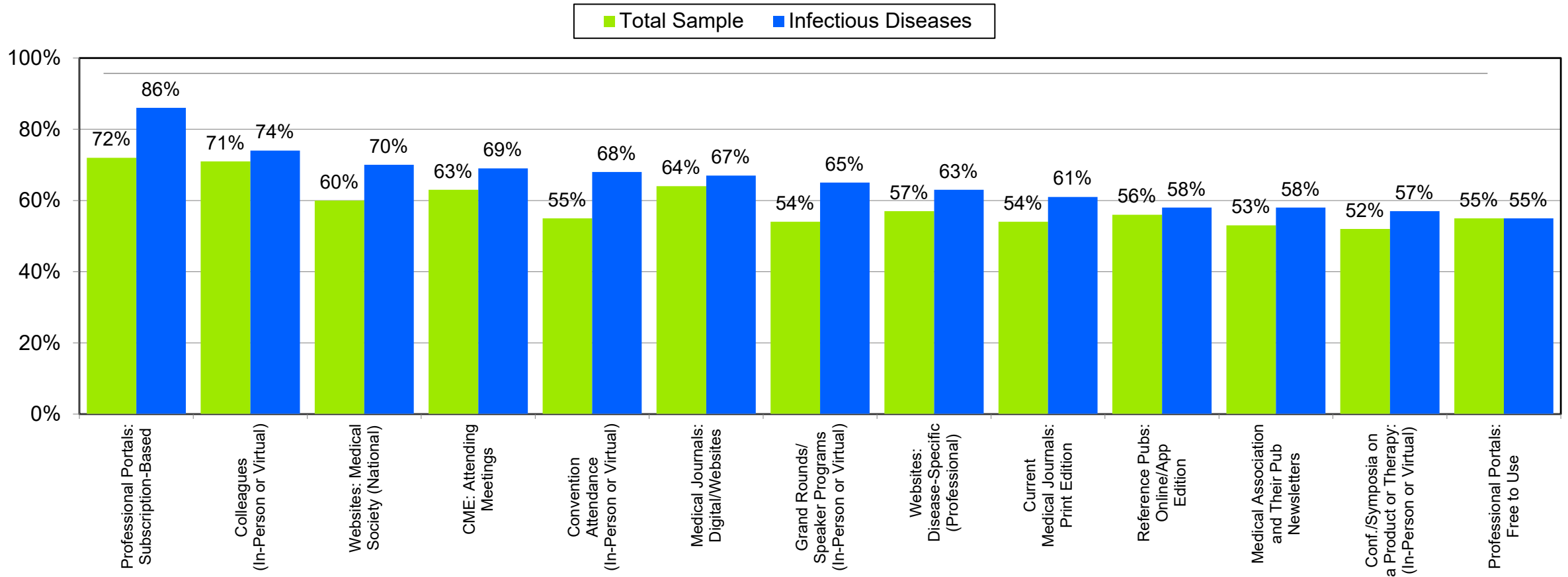




2025 Digital Advertising Rates & Specifications



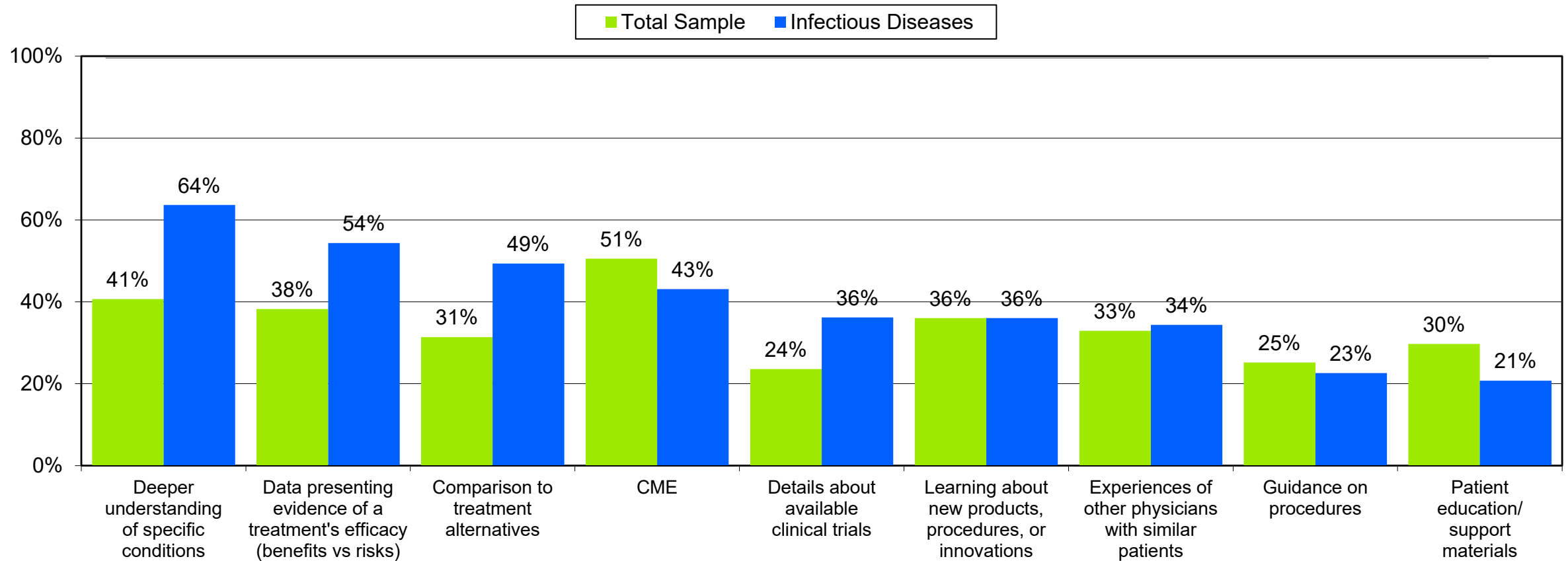
Sources of Information – Importance



How important are each of the following sources for helping you stay well-informed about new medical developments?

Source: Kantar S&I 2023

Types of Information Like to Acquire via... Medical Society Websites



Source: Kantar S&I 2023

IDSA DIGITAL NETWORK

Infectious Diseases Society of America (IDSA) <https://www.idsociety.org>

HIV Medicine Association (HIVMA) <https://www.hivma.org>

COVID-19 (Real-Time-Learning Network) <https://www.idsociety.org/policy--advocacy/covid-19>

175k US Only Monthly Impressions
Average CTR: 0.08% |
Practice Guidelines Average CTR: 0.14%

New From IDSA: Infectious Diseases Specialists Call on Public to Wear a Mask, Slow the Spread of COVID-19

What's New

IDSA/HIVMA Statement on Changes to CDC Guidance

IDSA and HIVMA call for the immediate reversal of the...
Infectious Diseases Specialists to FDA: Don't Cut Corners in COVID-19 Vaccine Approval
Response from IDSA President to Announcement of Emergency Use Authorization for Convalescent Plasma to Treat COVID-19

Infectious Disease Society of America Guidelines on the Diagnosis of COVID-19: Serologic Testing

Serologic tests to assess acute respiratory syndrome...
We Are ID Petition
Twenty-three Institutions Receive the IDSA Antimicrobial Stewardship Centers of Excellence Designation

#MaskUpAmerica Help keep America open for business.

COVID-19 Antibody Testing Guidelines 8/29/2020

Dr. Anthony Fauci Shares ID Insights on COVID-19 8/25/2020

IDSA Media Briefing: Convalescent Plasma and COVID-19 Treatment 8/25/2020

IDSA on Twitter

Tweets by @idsoc

Yara Wadud Center @YaraWadudCenter
Social distancing helps prevent the spread of #COVID19, but can be very challenging in U.S. jails & prisons. Telle MC Infectious Disease Physician Dr. Aysse Wuoroi joined @TheDoctors to explain the danger of the pandemic for inmates & staff. [#IDSA COVID-19 recommendations.](#)

New in the Journals

COVID-19 re-infection by a phylogenetically distinct SARS-CoV-2 strain confirmed by whole genome sequencing [?](#)

Cluster of SARS-CoV-2 infections linked to music clubs in Osaka, Japan; asymptotically infected persons can transmit the virus as early as 7 days after infection [?](#)

Impact of the Centers for Medicare and Medicaid Services Seeps Core Measure on Antibiotic Use [?](#)

Cardiovascular Disease Risk Management in Persons Living With HIV: Does Clinician Specialty Matter? [?](#)

Journals

CID Clinical Infectious Diseases
Clinical Infectious Diseases (CID), one of the most highly cited journals in the fields of infectious diseases.

JID Journal of Infectious Diseases
Founded in 2004, The Journal of Infectious Diseases (JID) is the premier global publication for infectious diseases.

OFID Open Forum Infectious Diseases
Open Forum Infectious Diseases (OFID) provides a global forum for the publication of infectious diseases research.

Public Health, Professional Development, Policy & Advocacy, About Us, HIVMA Resources, Policy & Advocacy, Professional Development, About Us, COVID-19, HIVMA Resources, Policy & Advocacy, Professional Development, About Us

New From IDSA: Infectious Diseases Specialists Call on Public to Wear a Mask, Slow the Spread of COVID-19

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Infectious Diseases Specialists to FDA: Don't Cut Corners in COVID-19 Vaccine Approval
We Are ID Petition

COVID-19: Considerations for People with HIV - Updated

Resources and guidance from HIVMA for clinicians and public health officials.

Three Decades of the Ryan White HIV/AIDS Program Have Set an Example, and a Path Forward

Today we mark 30th anniversary of the Ryan White HIV/AIDS Program, a lifelong program passed as the Ryan White Comprehensive AIDS Resources Emergency (CARE) Act by Congress in 1990 with overwhelming bipartisan support.

A COVID-19 Cases Approach 5 Million in U.S., Infectious Disease Leaders Call on White House for Unified Action on Masks

In a letter sent to Vice President Mike Pence today, leaders of the Infectious Diseases Society of America and HIV Medicine Association are urging the White House to launch a strong federal directive calling for mask requirements in all states to curtail the spread of COVID-19 across the country, protect the economy and safety research schools.

COVID-19 RESOURCE CENTER

Ending the HIV Epidemic: A Plan for America

Science Speaks

COVID-19: When will FDA convene an independent advisory committee for monoclonal antibody EUA? [?](#)

To End the HIV Epidemic among Latine populations, look at the big picture and meet HIV [?](#)

IDWeek 2020: Smallpox eradication offers lessons 40 years on, but they're not easy [?](#)

IDWeek: A talk examines micro-epidemics, and the elusive solutions: their experts [?](#)

Featured Guideline

Infectious Disease Society of America Guidelines on the Treatment and Management of Patients with COVID-19

ID/HIV Career Center

Infectious Disease Physician ^{of}
Company: St. Luke's University Health Network, the region's largest, most collaborative health system, is a high-quality hospital, and one of the nation's 100 Top Hospitals, serving a 40,000+ infectious disease population. Physician to be part of an expanding group. The...

Infection Prevention and Control Physician ^{of}
Company: Transilva General Hospital Location: Transilva, ON, CAN
Infection Prevention and Control Physician Position of Infection Diseases - Department of Medicine, University Health Network, University of Toronto, the University Health Network (UHN), in conjunction with the Faculty of Medicine...

Infectious Disease Physician ^{of}
Company: Parkview Health Location: Parkview, MI
Dr. Sam Parkview Physician's Group (PCG) Infectious Diseases - Department of Medicine, MD WISCONSIN Full-time (1.0 FTE) position on 4 day work week. One week of each week and 100% weekend and 24/7 on-call and 24/7 on-call of PCG to addition to one week...

HIVMA Resources, Policy & Advocacy, Professional Development, About Us, COVID-19, HIVMA Resources, Policy & Advocacy, Professional Development, About Us

COVID-19 Real-Time Learning Network
Stay up to date on COVID-19 disease manifestations and complications.

The Latest: What You Need to Know Today

Focus on Flu
Resources for the 2020-21 influenza season in light of the pandemic.

Federal Coverage for COVID-19 Vaccines & Treatment
Written final CMS rule proposes new vaccine coverage and treatment reimbursement policies.

COVID-19 Science Update
Timely review of topics including vaccine safety and immunogenetics, college student transmission studies, and pulmonary function.

Tozilumab: 6 Inhibitors
Our updated literature review incorporates findings from several recent studies.

#MaskUpAmerica Help keep America open for business.

Featured Resources

COVID-19 Clinician Call
Register for this week's IDSA/CDC Clinician Call. Required Audio SARS-CoV-2 Infection: Saturday from 3-4 PM ET.

CDC Clinician Hotline
Clinicians are meeting on 10am to 4pm every COVID-19 question. Call 1-800-CDC-9090.

Podcast
Issues COVID-19, Wuhan, Hubei, New cases of SARS-CoV-2, Hubei's new cases of SARS-CoV-2, Hubei's new cases of SARS-CoV-2.

IDWeek: Chasing the Sun
24 hours of recorded COVID-19 content, available for free registration.

Follow @RealTimeCOVID19

Tweets by @RealTimeCOVID19

COVID-19 Real-Time Learning Network (RTLN) Join us 10:31 @ 3pm EST on the @IDSAR@CDCgov Clinician Call as Dr. Debra @CDCgov discusses the clinical spectrum of SARS-CoV-2 & Drs. Chen & Wainwright @camh@utoronto discuss their experiences from a #RealTimeCOVID Care Clinic. #RealTimeCOVID

Focus on Flu
SEE ALL RESOURCES

Latest Multimedia

IDSA Media Briefing: COVID-19 - What Today's Data Reveals about Six Months from Now
14 Oct

CDC/IDSA COVID-19 Clinician Call: MIS in Adults & Children: Clinical Considerations Across the Age Continuum
14 Oct

The Voice of Truth About the Pandemic: Thank You Dr. Fauci
13 Oct

Sign up for IDSA's Newsletter

Stay informed with daily resources, media, and news.

Contact
For questions or feedback, contact idsa@idsociety.org

For Media Inquiries, contact Lia Kalkes at LKalkes@idsociety.org

COVID-19 Real-Time Learning Network
This resource center was funded in part by a cooperative agreement with the Centers for Disease Control and Prevention (contract number H76100190007-1-00-01). The Centers for Disease Control and Prevention is an agency within the Department of Health and Human Services (HHS). The contents of this resource center are not necessarily endorsed by the agency of CDC or HHS, and should not be construed as endorsement by the Federal Government.

IDSA Social
Facebook, Twitter, LinkedIn, YouTube

IDSA NETWORK POSITIONS

Home Pages:
728x90 Middle

IDSA Guidelines:
728x90 Top & Interstitial

All Other Pages:
300x250
or
160x600
or
300x600
& Interstitial

Home Page

IDSA Guidelines Pages

All Other Pages

COVID-19 Real Time Learning Network

<https://www.idsociety.org/covid-19-real-time-learning-network/>

A	B	C	D	E
Month and year	Country	Ad server impressions	Ad server clicks	Ad server CTR
January 2024	United States	14,863	10	0.07%
March 2024	United States	13,141	15	0.11%
April 2024	United States	35,029	26	0.07%
May 2024	United States	23,692	27	0.11%
June 2024	United States	54,527	38	0.07%
July 2024	United States	98,388	52	0.05%
August 2024	United States	134,581	94	0.07%
September 2024	United States	74,137	56	0.08%
October 2024	United States	21,090	21	0.10%
Total		469,448	339	0.07%
	Monthly Average	50,440		
	Monthly Average (Excluding Aug 2024)	40,343		
	Low Months			
	Moderate Months			
	High Months			

COST: \$10,000 Per month – Highest monthly impressions around Q2, Q3

INTERSTITIALS

Delivery:

- Loads upon first page view
- 1x per session

Interstitial Banner Sizes:

300x250

or

300x600

or

640x480

Average CTR: 3.54% (IDSociety)

Average CTR: 3.44% (COVID-19)

The screenshot shows a medical journal article page with an interstitial ad overlay. The ad features a woman wearing a yellow shirt and an American flag mask, with the text "#MaskUpAmerica" and "Help keep America open for business." The ad also includes the text "It's Up to Us" and "This Ad will close in 7 seconds." The background page is titled "Treatment of Nontuberculous Mycobacterial Pulmonary Disease: An Official ATS/ERS/ESCMID/IDSA Clinical Practice Guideline" and includes a table of contents on the left side.

90k US Only Monthly Impressions

IDSA NETWORK RETARGETING CAPABILITIES

Reach: Retargeting recent IDSociety.org, HIVMA.org and Covid-19 RTLN Visitors on third-party sites

Availability: 300k US only impressions/month

Ad Sizes:

728x90

or

300x250

Average CTR:

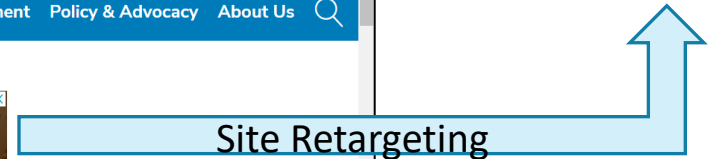
1.69%

Pricing:

\$200 CPM

The screenshot shows the IDSA website with a navigation bar and a main content area. A retargeting advertisement is overlaid on the page, featuring the IDSA logo and the text 'Stay up to date with the latest COVID-19 developments' with a 'Join Now' button. The background content includes a search bar, a 'Status' filter with options like 'Current(42)', 'Archived(34)', 'Endorsed(10)', and 'In Development(8)', and a 'Organ System' filter with options like 'Respiratory(15)' and 'Central Nervous System(6)'. The main heading is 'IDSA Practice Guidelines'.

The screenshot shows the New York Times website with a navigation bar and a main content area. A retargeting advertisement is overlaid on the page, featuring the IDSA logo and the text 'Stay up to date with the latest COVID-19 developments' with a 'Join Now' button. The background content includes the article title 'N.Y. Cases Skyrocket; Stocks Rally on Hopes for Stimulus Deal', a stock market summary showing S&P 500 at 2,396.76 (+7.12%) and Dow at 20,132.05 (+8.28%), and a line chart for S&P 500.



NEW – Native Advertising Opportunity

- **Image Ad Size**: 125x125 (Pixels) – PNG, GIF or JPEG (must be static; no animation)
- **Image File Size**: 200KB – Max

- **Title/Headline**: 20 Max Characters (spaces included)

- **Description/Body**: 50 Max Characters (spaces included)

- **Call to Action**: 20 Max Characters (spaces included) – Phrases such as “Click Here”, “Read More”, “Click For More Info” etc.

- **Click URL**: URL, as supplied by the client to be used (ClickTag can be used).

- **Imp Tag**: Imp Tag (1x1 pixel), as supplied by the client to be used (if one is supplied)

- **All of the above subject to change/revisions.**

Available impressions: 70,000 US only/month

Cost: \$200/CPM

Placement: IDSociety.org - Selected Pages

View More

SPONSORED AD

Pfizer: Anti-Infectives: Finding New Weapons



Infectious diseases continue to be one of the biggest public health concerns around the world. Since our pioneering work on penicillin in the 1940s, we have a strong history of addressing this evolving risk.

[CLICK HERE FOR MORE INFO](#)



Native Ad (highlighted in YELLOW)

Latest Multimedia

[All Policy Is Health Policy: Pathways to HIV \(and COVID-19\)](#)

[Four Consecutive Mothers' Days: A Conversation With Voices of ID Contributor, Gretchen Arnoocz, MD](#)

[PEPFAR Saves Lives](#)
12/18/2023



DISPLAY BANNER PRICING INFORMATION

Run of Network Banner Display

IDSociety.org, HIVMA.org & COVID-19 Real-Time Learning Network
\$150/CPM

Run of Site Banner Display

IDSociety.org *or* HIVMA.org *or* COVID-19 Real-Time Learning Network
\$150/CPM

Interstitial Banner Display

\$250/CPM

Retargeting Banner Display


\$200/CPM

Native Advertising

\$200/CPM

IDSA NEWS eNLS Monthly Package

Circulation:	10,500
Frequency:	Weekly - (Wed) Four (4) deployments/month
Ad Unit Sizes:	300x250
Pricing:	\$7,000 per month
Open Rate:	48.5%
CTR Rate:	0.12%
SOV:	50%




**IDSA NEWS
COVID-19
EDITION**

In the Spotlight

IDWeek Mentorship Program Application Deadline Extended for Mentees: The application deadline for the [IDSA Foundation's 2021 Virtual IDWeek Mentorship Program](#) has been extended to Aug. 31 for mentees only. Medical students and residents interested in a career in infectious diseases are encouraged to apply. [Learn more.](#)

IDSA Responds to FDA Approval of Pfizer-BioNTech Vaccine: In a statement from IDSA President Barbara Alexander, MD, FIDSA, IDSA recognized the importance of this milestone in U.S. efforts to control the COVID pandemic. Dr. Alexander added, "Full FDA approval strengthens the case for vaccination requirements as an important strategy to curb infection and prevent hospitalizations and deaths due to COVID-19. The most important takeaway from today's announcement is to get vaccinated." [Read the statement.](#)

Only Two Days Left for IDWeek's Best Registration Rates: Register for an all-virtual IDWeek, Sept. 29-Oct. 3, and earn up to 216.5 AMA PRA Category 1 Credits™, 126.5 CPE credits and 190.75 ABIM MOC points from the best seat in the house — yours! Enjoy sessions live or at your convenience for three months following the event (extended access through March 31, 2022, can be purchased during the registration process). Included in your registration is complimentary access to *Chasing the Sun: COVID-19, Beyond the Horizon*, a 24-hour global event running from 10 a.m. ET Sept. 29 to 10 a.m. ET Sept. 30. This full day of COVID-19 content is made possible through generous support from the Centers for Disease Control and Prevention. Check out [this year's program](#), and [register by Aug. 27 for the best rates.](#)



Advertisement

hivma

member eNLS

Circulation: 4,500

SOV: 100%

Frequency: Monthly (Fridays)

Positions: 300x250 Banners per eNL

Pricing: \$3,500 per deployment

Open Rate: 41.5%

Average CTR: 0.07%

hivma MEMBERS
the medicine association

HIVMA Member Forum, Updates to HHS HIV Treatment Guidelines and More

ICYMI

HIVMA Chair Warren Haddad, MD, MPH, published a commentary, ["Bridging the Gap: The Patients' Plights and Our Ability to Care for Them,"](#) in *Medscape* on Oct. 3.

IDWeek Events

Catch Up With Your HIVMA Colleagues at IDWeek

HIVMA and its HIVMA Medical Provider Coalition are hosting a luncheon and forum for members on **Friday, Oct. 21, at 12 pm-1:30 pm, PT**, with HIVMA and Coalition leaders to learn the latest news and to share what's happening in your community. Luncheon will be pre-arranged for delivery if desired. The event will take place at the Sheraton Marquis in the Marquis Ballroom 12-13. [View details.](#)

Don't Miss the **ESAS/ISSA/PCSA Advisory Roundtable, West Coast Partner Site, Doug Jones and Pam Culp**

[View details.](#) and join ESAS, HIVMA and PCSA on **Friday, Oct. 21, at 7:30 am-9:30 am, PT** for the "State of Advocacy in Shaping ID and HIV Policy at the Federal Level," a special session highlighting effective strategies for engaging members of Congress to press federal policy for ID and HIV physicians, students and patients. Join former Sen. Doug Jones (DMJ) and hear directly from members about their experience participating in advocacy activities. ESAS designates this session for a maximum of **4.5 AMA CME Category 1 Credits™**.

MEMBER LUNCHEON & FORUM

Learn updates from HIVMA and Forum leaders. Share what is happening in your community.

Friday, Oct 21 - 12 pm to 1:30 pm
Marquis Marquis - Ballroom 12-13
[www.hivmaforum.com/2019/10/21/](#)
[www.hivmaforum.com](#)

Volunteer Opportunity

ESAS/ISSA Program Committee

The ESAS for the ongoing Research/Community Membership Program, sponsored by the ESAS Foundation in partnership with HIVMA, awards grants to medical students to complete a year-long longitudinal research or clinical learning project under the mentorship of an ID or HIV expert. The goal of the program is to increase medical student interest in ID or HIV with a focus on populations underrepresented in medicine. Committee members help guide the strategic development of the program and review and score applications to identify awardees. Four open seats are available on the committee. Learn more by visiting [ESAS's Volunteer Opportunities page](#) (login required). Email [esas@esas.org](#) with any questions. Apply by Friday, Oct. 21.

Monkeypox Virus Updates

Medscape in the U.S.: Resources for HIV Clinicians. Check out the latest version of the [guide](#) from HIVMA and ISSA that supplies information on monkeypox infection prevention, diagnosis and testing, vaccination and treatment, highlighting special considerations for people with HIV. The latest monkeypox information from the Centers for Disease Control and Prevention's Health Alert Network advisory on [Zoonotic Monkeypox Infection: A New zoonotic infection \(r\)MVP in Other Countries](#).

View Congressional Briefing: Challenges in the Fight to End Monkeypox

ESAS, HIVMA and the Federal Coalition of STD Directors — in cooperation with Sen. Josh Manley (SD-CR), Rep. David C. Bonior (MI-11) and the Congressional LGBTIQ+ Equality Caucus — hosted a congressional briefing where ESAS Board member Litan M. Atlas, MD, FIDSA, and other providers shared challenges from the current response to the monkeypox outbreak in the United States. [View the advisory briefing.](#)

Federal HIV Guidelines

Revisions to the Use of Antiretroviral Agents in Adults and Adolescents With HIV

Updated

Check out the [latest](#) page of the [Guidelines for the Use of Antiretroviral Agents in Adults and Adolescents With HIV](#) to review the latest updates, including guidance on selecting an antiretroviral regimen for individuals who acquire HIV after receiving long-acting antiretroviral (CALA) for HIV pre-exposure prophylaxis.

HIV Provider Directory

IDWeek eNL Advertising Program

IDWeek eNLs deploy throughout the year and features...

- Highlights from previous **IDWeek** meeting
- Deadlines and important information about upcoming **IDWeek** meeting
- Spotlights on key information to be presented, speakers, etc. for upcoming meeting

Two 300x250 display banners in each deployment - 50% SOV model

- (1) position per advertiser
- Positions rotate with each deployment amongst advertisers
- Unique Open Rate: 39.9%
- Average Display Banner CTR: 0.30%

06.16.2020

To view this email as a web page, click here.

IDWeek
Advancing Evidence, Inspiring Care

Oct. 21-25, 2020 | Philadelphia, PA

Deadline to Submit Your Abstract or Case is Approaching

Advertisement

IDSA
IDSA Guidance on COVID-19
IDSA is providing rapid guidance around COVID-19 treatment, management, prevention, and diagnostics as new data becomes available.

READ NOW

We're working hard to bring you the latest updates during IDWeek this fall.

SUBMIT AN ABSTRACT OR CASE TODAY

Submit an Abstract or Case

Two days remain to submit your abstract or case to IDWeek. The extended deadline is this **Thursday, June 18 (8 p.m. EDT)** and we recommend you begin the process as early as possible. We created a new COVID-19 category for both regular and late-breaker submissions. For more details on abstract or case submissions and other deadlines and answers to frequently asked questions, please visit the [Call for Abstracts and Cases](#). For registration and conference information visit [idweek.org](#).

Important Dates

Registration is Now Open
Abstract & Case Deadline June 18
Travel Award Application June 18

Advertisement

HARD BELLY
HELP YOUR PATIENTS RELIEVE THE BURDEN OF HARD BELLY

LEARN MORE

Status of IDWeek 2020

The premier infectious diseases meeting is still planned for Oct. 21-25 in Philadelphia, Pa. We are monitoring the situation and should meeting in person become impossible, IDWeek will be held virtually and your [registration fees](#) will be credited to the virtual event. It is possible a portion will be refunded, but registration rates for a virtual IDWeek have not been established yet.

A joint meeting of

IDSA **hivma** **SHEA**
SIDP

[f](#) [t](#) [i](#) [v](#)

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IDWeek eNL Advertising Program

Purchase Options

Full year commitment provided FROR for 2024 (October 15th deadline)

\$72,000

A la carte commitment

\$3,000 per weekly deployment

06.16.2020 To view this email as a web page, click [here](#).

IDWeek 2020
Advancing Science, Improving Care

Oct. 21-25, 2020 | Philadelphia, PA

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Abstract & Case Deadline
June 18

Travel Award Application
June 15

Advertisement

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Learn more [HERE](#)

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A joint meeting of

IDSA **hivma** **SHEA**
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IDSA Guideline App (Unbranded)

Monthly Impressions:	28,000 US Only
Sponsors:	(2) 50% SOV Sponsors
Sponsor's Placements:	Splash Screen Individual Guideline Landing Pages Info Page
Pricing:	\$60k Annual per Sponsor

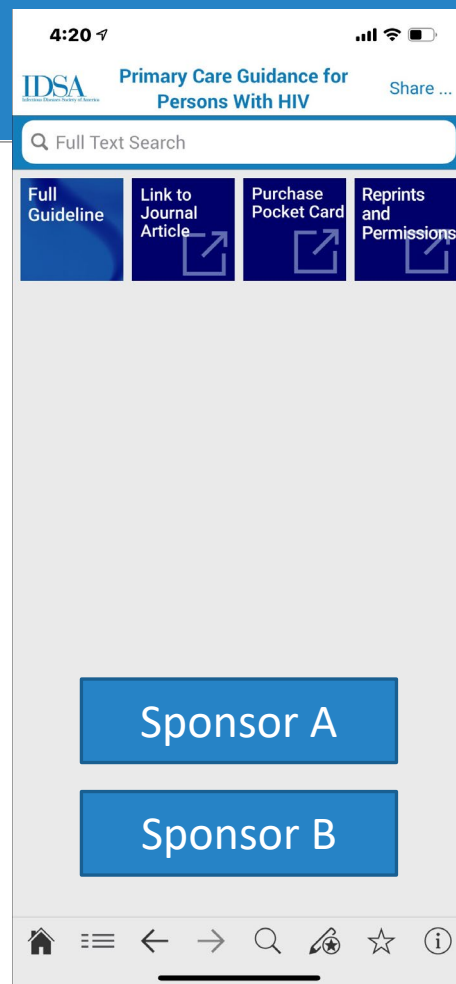


IDSA Guideline App

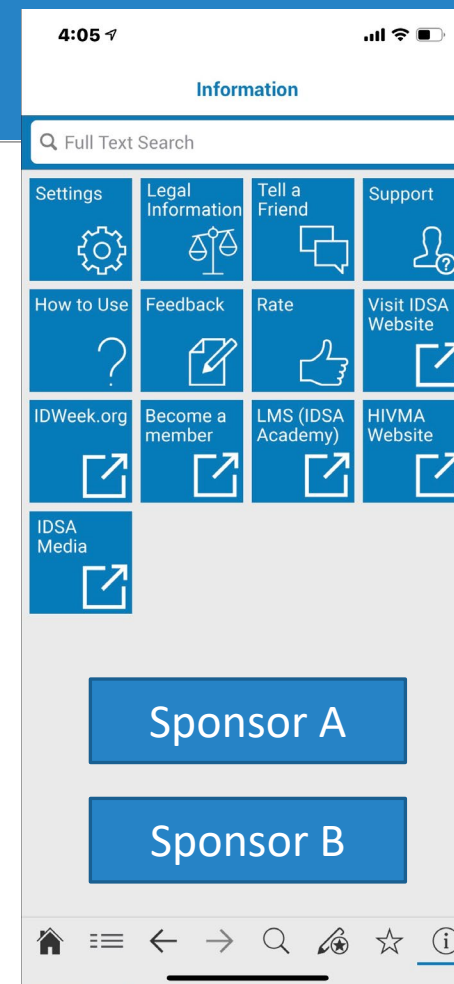
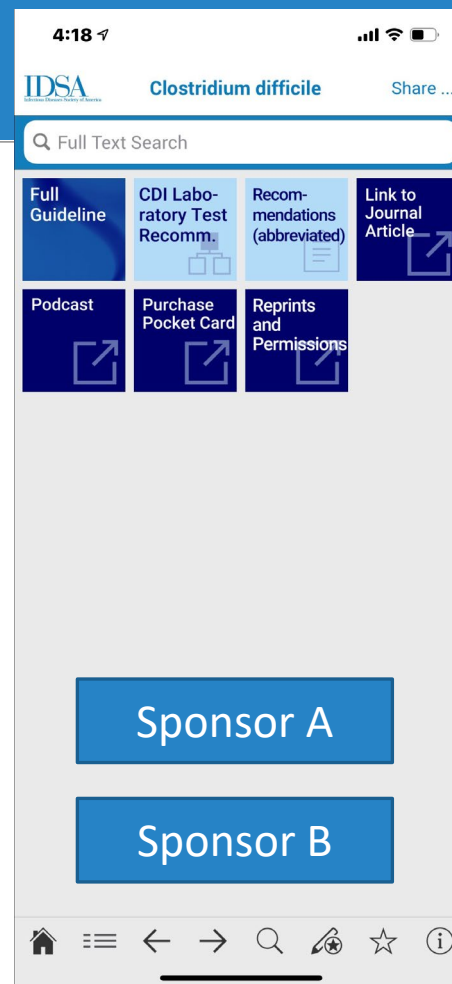
Sponsor's Placements



SPLASH SCREEN



ALL GUIDELINE LANDING PAGES



INFO PAGE



SALES & AD OPERATIONS CONTACT INFORMATION

Sales Contact & Insertion Orders

Kathleen Malseed
kmalseed@pminy.com
215.852.9824

Ad Operations & Materials Delivery

PMI Ad Operations
AdOps@pminy.com
Samir Delgado 212.904.0369
Betty Lai 212.904.0370