

# EMERGENCY MEDICINE®



## 2018 ADVERTISING RATE CARD

### PUBLISHER'S STATEMENT

For more than 40 years, *Emergency Medicine*® has been the only practical, clinical publication for the specialty, reaching office- and hospital-based physicians in emergency medicine. *Emergency Medicine*® provides state-of-the-art review articles with hands-on information in a precise, reader-friendly format. The *Emergency Medicine*® web site is more than just an online portal to the digital publication's review articles, case studies, and departments. The site offers daily news from on-site coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect how emergency physicians practice. MD-IQ quizzes round out the interactive offerings. E-newsletters are a practical tool for alerting emergency physicians to what's new and relevant to their practice.

### ADVERTISING

#### MARK BRANCA

Vice President/Group Publisher  
Director, FMC Society Partners  
TEL: 973-290-8246

E-MAIL: [mbranca@frontlinemedcom.com](mailto:mbranca@frontlinemedcom.com)

#### ANGELA LABROZZI, MBA

Director, Business Development  
TEL: 973-206-8971  
CELL: 917-455-6071

E-MAIL: [alabrozzi@frontlinemedcom.com](mailto:alabrozzi@frontlinemedcom.com)

#### LEE SCHWEIZER

Chief Digital Officer  
TEL: 973-206-8982

E-MAIL: [lschweizer@frontlinemedcom.com](mailto:lschweizer@frontlinemedcom.com)

#### REY VALDIVIA

Digital Account Manager  
TEL: 973-206-8094

E-MAIL: [rvaldivia@frontlinemedcom.com](mailto:rvaldivia@frontlinemedcom.com)

### CLASSIFIED/RECRUITMENT

#### TIM LAPELLA

Classified Advertising Account Manager  
TEL: 484-921-5001

E-MAIL: [tlapella@frontlinemedcom.com](mailto:tlapella@frontlinemedcom.com)

### PRODUCTION

#### DONNA PITURAS

Production Manager  
TEL: 973-206-8011 FAX: 973-206-9535

E-MAIL: [dpituras@frontlinemedcom.com](mailto:dpituras@frontlinemedcom.com)

### CONTRACTS/INSERTION ORDERS

#### JOAN FRIEDMAN

Advertising and Financial Services Manager  
TEL: 973-290-8211 FAX: 973-206-9378

E-MAIL: [joanfriedman@frontlinemedcom.com](mailto:joanfriedman@frontlinemedcom.com)

### EDITORIAL

#### KELLIE DESANTIS

Editor  
TEL: 973-206-8972

E-MAIL: [kdesantis@frontlinemedcom.com](mailto:kdesantis@frontlinemedcom.com)

#### TRACEY L. GIANNOURIS, MA

Managing Editor  
TEL: 908-244-0009

E-MAIL: [tgiannouris@frontlinemedcom.com](mailto:tgiannouris@frontlinemedcom.com)

#### JOHN J. DENAPOLI

Art Director  
TEL: 973-206-8974

E-MAIL: [jdenapoli@frontlinemedcom.com](mailto:jdenapoli@frontlinemedcom.com)

Frontline Medical Communications  
7 Century Drive, Suite 302  
Parsippany, NJ 07054  
973-206-3434  
[www.frontlinerates.com](http://www.frontlinerates.com)

**FRONTLINE**  
MEDICAL COMMUNICATIONS

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# ADVERTISING

## CLASSIFIED ADS

The MedJobNetwork consists of an interactive recruitment portal ([www.medjobnetwork.com](http://www.medjobnetwork.com)) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *Emergency Medicine's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities. Contact Tim LaPella at [tlapella@frontlinemedcom.com](mailto:tlapella@frontlinemedcom.com).

## REPRINTS/EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other health care providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

### *For USA & CANADA ONLY CONTACT:*

Brett Petillo, Sales Manager  
Wright's Media  
2407 Timberloch Place, Suite B  
The Woodlands, TX 77386  
Office: 281-419-5725  
Toll Free: 877-652-5295  
Cell: 832-458-9467  
Email: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
Website: [www.wrightsmedia.com](http://www.wrightsmedia.com)

### *ALL OTHER CONTACT:*

Ray Thibodeau, Executive Vice President  
Content Ed Net  
196 West Ashland St. Suite 102  
Doylestown, PA 18901  
Phone: 267-895-1758  
Cell: 215-933-8484  
Skype: raythibodeau1  
Email: [ray.thibodeau@contentednet.com](mailto:ray.thibodeau@contentednet.com)  
Website: [www.contentednet.com](http://www.contentednet.com)

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## EDITORIAL

### General Editorial Direction

*Emergency Medicine*® is the only practical peer-reviewed monthly journal dedicated to meeting the educational needs of emergency physicians. Its clear, how-to style guides the reader through diagnosis, treatment, and follow-up and provides practical information the emergency physician can immediately apply. Digital newsletters keep readers updated on news and offer MD-IQ quizzes. An electronic TOC edition of the publication directs readers to the latest issue.

### Average Issue Information (2016-2017)

- Editorial:
  - State-of-the-art review articles
  - Malpractice Counsel
  - From the Editor in Chief
  - Case Studies in Toxicology
  - Emergency Imaging
  - First Edition

### Origin of Editorial

- **STAFF WRITTEN:** 20%
- **SOLICITED:** 60%
- **UNSOLICITED:** 20%
- **PEER REVIEWED:** Articles are reviewed in blinded fashion by editorial board members and other experts in relevant fields.

### Editorial Research

Editorial surveys are conducted on a regular basis to ensure that the editorial content of *Emergency Medicine*® is of the highest quality and vital to the needs of its physician audience.

## GENERAL INFORMATION

### Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other [Standard Terms and Conditions of our Rate Card](#) – click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom.

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Awareness, Education, Reach, Engagement, Frequency... no matter your marketing objectives, Frontline has solutions to get your message in front of the right targets at the right time.

From Digital Advertising to Custom Programs and Medical Conferences, our 38 multimedia brands in 25 markets provide numerous tactics and unique solutions to achieve in-depth reach, build awareness, generate engagement, and repeat exposures; developed around your targeted goals. As a medical communications leader reaching 1.3 million physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle.

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Medical Conferences

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Frontline Medical Communications Inc is one of the healthcare industry's largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP-level targeting and is ranked 1st in combined web and print engagements. With MDedge™ and BPA-audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs.

- ▶ A portfolio of 38 print and digital publications, reaching 25 distinct market segments, circulation surpasses 850,000 healthcare professionals (HCPs), over 1.1M copies each month.
- ▶ MDedge™, our state-of-the-art integrated web portal of personalized medical news, features indexed and peer-reviewed clinical content, and interactive learning opportunities.
- ▶ Access to 1.3 million physicians, nurse practitioners, physician assistants, HCPs, and other key decision makers through our validated proprietary e-database
- ▶ eNewsletters, interactive Web sites, digital editions, and mobile apps deliver content daily
- ▶ 22 live events
- ▶ Collaboration with notable societies and key medical associations
- ▶ Producers of innovative, engaging, educational programs

From 1 to 1M+, FMC delivers your message to the right audience at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2018 discount programs: corporate-wide earned frequencies based on combined pages, new business/launch programs; continuity discounts; and corporate discounts.

Contact [your account manager](#) directly or call 973-206-3434.

Visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com) or to access all rate cards and our integrated media kit visit [www.frontlinerates.com](http://www.frontlinerates.com).

Email us at [sales@frontlinemedcom.com](mailto:sales@frontlinemedcom.com).

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