

2018 INTEGRATED MEDIA KIT

IDPractitioner

THE LATEST NEWS AND CLINICAL VIEWS

idpractitioner.com

IDPractitioner™ is the independent, digital resource that provides indispensable information relevant to infectious disease practitioners. As leaders with over 50 years of experience in medical news and commentary for specialty physicians, FMC provides thorough coverage of important clinical research with insightful commentaries that put advances into perspective. The site (www.mdedge.com/idpractitioner) is updated throughout the day with specialty-specific news and commentaries, physician-written columns, MD-IQ™ quizzes, ClinicalEdge summaries, as well as business and regulatory issues that impact infectious disease specialists' daily practice of medicine. Multimedia coverage includes videos, podcasts, and special reports. With *IDPractitioner™*, FMC provides useful, relevant, and interactive learning opportunities of high interest to practicing infectious disease clinicians.



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FRONTLINE
MEDICAL COMMUNICATIONS



*For details of programs,
rates, metrics, and more,
please contact your account
manager.*

GENERAL INFORMATION

ID Practitioner is owned by Frontline Medical Communications.

Established: 2015

Organization Affiliation: Independent

Editorial

ID Practitioner provides medical specialty news coverage tailored to the needs and interests of infectious disease specialists. Our medical journalists strive to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage a lively forum of perspectives and opinions from our online communities. We seek to inform, engage, educate, and entertain in an environment of transparency and full disclosure. To accomplish these goals, we rely on our editorial advisory board, our staff, and our most important partners, our readers.

Contract and Copy Regulations

- a. All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
- b. FMC reserves the right to inspect and approve all web site advertising. Proof must be submitted to FMC no later than the ad space closing date.
- c. Sweepstakes ads are prohibited by AMA list rental agreement.
- d. FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
- g. Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
- h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

Agency Commission, Credit and Discount Terms

- a. Agency Commission: 15% on all ads.
- b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.
- c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

Cancellations

- a. Notification in writing of space cancellations must be received by space closing deadline.
- b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.

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FMC'S INTEGRATED MEDIA OPPORTUNITIES


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.

Let us help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

For print/digital edition advertising rates and unique print opportunities for each Frontline brand, visit frontlinrates.com and click on the brand's rate card.

FOR DIGITAL ADVERTISING, CUSTOM MULTIMEDIA PROGRAMS, AND 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 or to access all rate cards and our integrated media kit visit www.frontlinerrates.com.

Email us at sales@frontlinemedcom.com.

Frontline Medical Communications (FMC)
True HCP Engagement
In Every Way, On Every Day

<i>ACS Surgery News®</i>	<i>Hospital Physician®</i>
<i>The American Journal of Orthopedics®</i>	<i>Hematology-Oncology Board Review Manual</i>
<i>Cardiology News®</i>	<i>IDPractitioner®</i>
<i>CHEST® Physician</i>	<i>Internal Medicine News®</i>
<i>Clinical Endocrinology News®</i>	<i>Journal of Clinical Outcomes Management®</i>
<i>Clinical Neurology News®</i>	<i>The Journal of Community and Supportive Oncology®</i>
<i>Clinical Psychiatry News®</i>	<i>The Journal of Family Practice®</i>
<i>Clinician Reviews®</i>	<i>Journal of Hospital Medicine®</i>
<i>Cosmetic Dermatology®</i>	<i>Neurology Reviews®</i>
<i>Current Psychiatry®</i>	<i>OBG Management®</i>
<i>Cutis®</i>	<i>Ob.Gyn. News®</i>
<i>Dermatology News®</i>	<i>OncologyPractice™</i>
<i>Emergency Medicine®</i>	<i>Pediatric News®</i>
<i>Family Practice News®</i>	<i>Physicians' Travel & Meeting Guide®</i>
<i>Federal Practitioner®</i>	<i>Rheumatology News®</i>
<i>The Gastric Cancer Journal™</i>	<i>The Sarcoma Journal™</i>
<i>GI & Hepatology News®/ The New Gastroenterologist™</i>	<i>Seminars in Cutaneous Medicine and Surgery®</i>
<i>Hematology News®</i>	<i>Vascular Specialist®</i>
<i>Hematology Times™</i>	
<i>The Hospitalist®</i>	

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