

EVIDENCE-BASED PRACTICAL INFORMATION FOR IMPROVING HEALTH CARE QUALITY™



2018 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Journal of Clinical Outcomes Management®, JCOM, a peer-reviewed, indexed, monthly journal and affiliated website, is in its 24th year of publication. JCOM is consistently rated the top ranked evidence-based managed care/payer journal in the marketplace for Readership*. As the first and only clinical outcomes application-to-practice journal, JCOM provides nearly 40,000 BPA-audited key managed care/payer formulary decision makers with evidence-based practical information for improving the quality and value of care. Healthcare has moved away from "fee for service" to "value-based service" which is tied directly into improving patient outcomes through evidence-based/patient-centered improvement strategies. JCOM articles translate the evidence into practical information, helping the managed care/payer decision makers to improve the safety and cost-effectiveness of care. A key feature is the case-based review, which presents a critical review of the literature as well as how to apply the evidence to a specific patient case. The journal also publishes original research, clinical reviews, Outcomes Research & Reviews and reports on improvement strategies and system innovations in our Reports from The Field series in print and in a reader-friendly digital format online at www.mdedge.com/jcomjournal.

*2016 Managed Care Readership Study. © 2016 Kantar Media..

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FRONTLINE
MEDICAL COMMUNICATIONS

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips, Outserts, & Reprints
- Editorial
- General Information
- Printing Specifications
- Unique Opportunities

FMC'S INTEGRATED MEDIA OPPORTUNITIES

■ DIGITAL ADVERTISING & SPECIFICATIONS

■ CUSTOM MULTI-MEDIA PROGRAMS

■ CONFERENCES

ABOUT FRONTLINE

For further information,
contact your account manager
or the publisher

PRINT ADVERTISING

RATES & DISCOUNTS

Effective Date: January 1, 2018

- Agency commission and terms: Fifteen percent of gross billings on space, color, cover, and preferred position charges to recognized agencies, contingent on payment within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.
- Rates subject to change with 90 days' notice: Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Earned Rates

- **EARNED FREQUENCY:** Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units. Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit.
- Insertions of parent companies and subsidiaries are combined to determine the earned rate. Comarketed products may select the earned frequency discount of either company.

Incentive Programs

- **CORPORATE FREQUENCY DISCOUNT PROGRAM:** Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (The *maximum* frequency per publication varies and not all journals have the same frequency levels so earned frequency may vary by publication.

- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2018. Full year 2017 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2018. All manufacturer promotional spend will be credited towards the corporate level, including, electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are:

2017 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2018 Discount	0.50%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

- **COMBINATION BUYS AND MARKETDUOS:** Advertise the same product in the same month in any TWO OR MORE FMC publications and receive a 7.5% discount off the earned rate in each publication (B&W and color). The PowerBuy™ and PowerBuy2™ discounts (see separate rates) supersede this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News*® + *Internal Medicine News*®) and PowerBuy2™ (*The Journal of Family Practice*® + *Cleveland Clinic Journal of Medicine*®) count as 1 publication. Except for PowerBuy™ and PowerBuy2™, combination discounts are applicable to full-run only.

Evaluate FMC cross market combinations by Media Group in Kantar's MARS Medical System by selecting Combination Non-Duplicated. Combinations not currently programmed can be upon request.

- Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news content and receive a 7.5% discount off the earned rate (B&W and color) in each of these MarketDUOs published by FMC: *The Journal of Family Practice*®+ *Family Practice News*®; *Cutis*®+ *Dermatology News*®; *OBG Management*®+*Ob.Gyn. News*®; *Current Psychiatry*®+*Clinical Psychiatry News*®." Full-run only.

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips, Outserts, & Reprints
- Editorial
- General Information
- Printing Specifications
- Unique Opportunities

FMC'S INTEGRATED MEDIA OPPORTUNITIES

■ DIGITAL ADVERTISING & SPECIFICATIONS

■ CUSTOM MULTI-MEDIA PROGRAMS

■ CONFERENCES

ABOUT FRONTLINE

For further information, contact your account manager or the publisher

Additional journal specific discounts/incentives (Continuity or New Business/Launch, etc.) are available.

Choose either the new business/launch program OR the continuity discount when using a combination buy. See Full Media Kits for details available at www.frontlinemedcom.com. Full-run only unless otherwise noted.

Choose ONE from the continuity® New Business Launch programs if using the above combination buys:

- **CONTINUITY PROGRAM:** Buy 7 ads, get the 7th at half price; OR buy 11 ads, get the 12th ad FREE*. Continuity program applies to 12-month period of January 2018 through December 2018 (or 12 month fiscal year where applicable). Advertisers will be short rated if discount is not earned.

*Clients must supply materials for free insertions. Free pages count toward earned frequency. Free pages do not count toward corporate discount.

- **NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in JCOM during 2017 or new product launches, new indications, or new formulations can qualify for this program. Advertise in 4 consecutive months and earn 50% off the 5th ad (same size or smaller). Advertisers will be short rated if discount is not earned.

- **PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS:** Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.

- **ORDER OF PRINT AD DISCOUNTS (AS APPLICABLE):** 1) Corporate earned frequency; 2) Journal Combination; 3) Journal list match; 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.

Covers, Positions

- Sold annually on a contract basis. Space premiums are charged on the black-and-white earned rate.
- Premium position advertisers cannot be guaranteed more than 2 pages of separation from a competitor.
- Cancellations of less than 60 days' written notice will incur a fee equal to the cost of the premium for 1 month.

Covers	
Second cover*	25% premium, ad must run 4-color
Fourth cover*	40% premium, ad must run 4-color
Positions	
Table of Contents*	10% space premium, ad is preferred 4-color
Opposite First Editorial	10% space premium, ad is preferred 4-color
Other Preferred Positions	10% space premium
Consecutive pages or consecutive right hand pages	10% space premium above earned B&W rate

*Premium applies to black-and-white rate of one page only

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips, Outserts, & Reprints
- Editorial
- General Information
- Printing Specifications
- Unique Opportunities

FMC'S INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTI-MEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

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Run-of-Book Rates / Journal of Clinical Outcomes Management, (JCOM)

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x
Full Page	\$7,680	\$7,480	\$7,280	\$7,080	\$6,960	\$6,840	\$6,760	\$6,680	\$6,560	\$6,440
1/2 Page	5,375	5,235	5,095	4,955	4,870	4,790	4,730	4,675	4,590	4,510

BLACK-AND-WHITE + 4 COLOR RATES										
Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x
Full Page	\$10,330	\$10,130	\$9,930	\$9,730	\$9,610	\$9,490	\$9,410	\$9,330	\$9,210	\$9,090
1/2 Page	8,025	7,885	7,745	7,605	7,520	7,440	7,380	7,325	7,240	7,160

Color Rates

Standard color	\$1,080
Matched color	\$1,240
Matched color metallic	\$1,560
Three & Four color	\$2,650
Five color	\$3,890

Bleed: No Charge

Insert Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x
2 Page Insert	\$15,360	\$14,960	\$14,560	\$14,160	\$13,920	\$13,680	\$13,520	\$13,360	\$13,120	\$12,880
4 Page Insert	30,720	29,920	29,120	28,320	27,840	27,360	27,040	26,720	26,240	25,760
6 Page Insert	46,080	44,880	43,680	42,480	41,760	41,040	40,560	40,080	39,360	38,640
8 Page Insert	61,440	59,840	58,240	56,640	55,680	54,720	54,080	53,440	52,480	51,520

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips, Outserts, & Reprints
- Editorial
- General Information
- Printing Specifications
- Unique Opportunities

FMC'S INTEGRATED MEDIA OPPORTUNITIES

■ DIGITAL ADVERTISING & SPECIFICATIONS

■ CUSTOM MULTI-MEDIA PROGRAMS

■ CONFERENCES

ABOUT FRONTLINE

For further information, contact your account manager or the publisher

CIRCULATION

Description of Circulation Parameters

- Demographic: Available to all or a portion of specialties listed.

Demographic Selection Criteria

- CIRCULATION DISTRIBUTION:** Controlled: 99.9%, Paid: 0.1%.

- FOR SUBSCRIPTION RATES CONTACT:** U.S. Individual: \$200

U.S. Institutional: \$245

U.S. Single Issue Price: \$50

Contact: JCOM Subscriptions
151 Fairchild Ave, Suite 2
Plainview, NY 11803-1709
1-800-480-4851

Circulation Verification

- AUDIT:** BPA
- MAILING LIST AVAILABILITY:**
Contact Group Publisher, Bruce M. White

Coverage

2017 CIRCULATION ANALYSIS	
	TOTALS
President/CEO	1,817
Medical Director	206
Director of Managed Care	34
Director of Medicare/Medicaid	13
Formulary Director	338
Pharmacy Director	502
Chief Pharmacist	2,099
Clinical Pharmacist	1,745
Case Manager	76
Director of Utilization Review	12
Director of Quality Assurance	626
Total HMO/PPO/IDN/PBM/HMC	7,468
CEO	1,049
Medical Director	2,649
Chairman of Formulary/Formulary Committee Member	1,640
Director of Managed Care Contracts	2,744
Director of Pharmacy Services	3,248
Director of Medicare/Medicaid	370
Director of Utilization Review	463
Director of Quality Improvement	1,780
Total Hospital	13,943
Medical Director	7,643
Pharmacy Director & Managers	226
Case Manager	241
Total Nursing Home/Skilled Nursing Facilities	8,110
Medical Director	9,993
Director of Quality Assurance	216
Total Group Medical Practice & Surgicenter	10,209
Grand Total Circulation	39,730

- Date and source of breakdown: July 2017 BPA Circulation Statement.
- Circulation includes 14,133 healthcare professionals affiliated with Accountable Care Organizations as designated in the July 2017 BPA Statement.

[CLICK HERE](#) for the most current BPA statement

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips, Outserts, & Reprints
- Editorial
- General Information
- Printing Specifications
- Unique Opportunities

FMC'S INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTI-MEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your account manager or the publisher

INSERT INFORMATION

Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher’s approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (e.g., paper stock weight over maximum micrometer reading) are subject to publisher’s approval and may incur a premium charge.

	PAPER STOCK		MAX MICROMETER
	Maximum	Minimum	Reading
2-page (one leaf) inserts	80# coated	70# coated	0.005"
4-6-8 page	80# coated	70# coated	0.007"

BRCs

Accepted if they accompany a full-page ad and must meet postal regulations. Charge: \$7,680

Standard Sizes and Specifications

All inserts are to be full-size, supplied untrimmed, printed, folded (except single leaf), and ready for binding. The maximum micrometer

reading is not to exceed 0.004". A variance of 5% is allowed to accommodate unevenness in 0.004" stock.

Trimming

Insert delivered size should be 8 1/8" x 11". Trimming of oversize inserts will be charged at cost. 1/8" will be trimmed off the face, head, skive, and foot. All inserts jog to the foot. Publication trim size is 7 7/8" x 10 3/4".

Insert Quantity:

43,000.

Shipping

Carton packing preferred with title of journal, month of issue, advertiser, product name, and insert quantity clearly marked on pallets that are 42" x 48". Each load should be a maximum of 54" from upper surface of pallet.

SHIP TO: LSC Communications

1600 North Main Street

Pontiac, IL 61764-0140

Attn: JCOM Customer Service Representative

ISSUANCE & CLOSING DATES

First Issue: October 1994.

Frequency: Monthly.

Issue Date: Month of issuance.

Mailing Date and Class: 1st of month of publication issue.

Closing Dates (subject to change):

	SPACE	MATERIAL	INSERTS
Issue	Reservation	Due	Due
January	12/8/17	12/12/17	12/15/17
February	1/8/18	1/10/18	1/16/18
March	2/8/18	2/12/18	2/16/18
April	3/8/18	3/12/18	3/16/18
May	4/9/18	4/11/18	4/16/18
June	5/9/18	5/11/18	5/16/18
July	6/9/18	6/12/18	6/16/18
August	7/9/18	7/11/18	7/16/18
September	8/9/18	8/13/18	8/16/18
October	9/7/18	9/10/18	9/14/18
November	10/8/18	10/10/18	10/16/18
December	11/9/18	11/12/18	11/16/18

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips, Outserts, & Reprints
- Editorial
- General Information
- Printing Specifications
- Unique Opportunities

FMC'S INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTI-MEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact your account manager or the publisher

COVER TIPS / OUTSERTS

Reach key decision-makers with this unique and highly visible advertising opportunity. Count on prime exposure when you use a cover tip for:

- A new product launch
- A coming-soon ad
- An upcoming event



Cover Tip Specs

Specifications	Description	Total Net Cost
Max Size: 7.875" X 7" Min Size: 5" X 5.5" Stock: 80# coated text, Supply: FLAT	Single Leaf	Contact your account manager
Non-Standard	Multiple pages	Contact your account manager

- Cost is net; non-commissionable.
- All cover tips must supply a sample accurate mock-up 3 weeks prior to materials due date.

- Includes space and polybagging for supplied materials. Quotes for affixing PIs, demos, printing or other custom elements are available.
- Cancellations of less than 60 days written notice will incur a fee equal to 50% of the cost.

Outserts

A great opportunity to capture high visibility through *Journal of Clinical Outcomes Management*® that's highly read and trusted. Your preprinted Outserts are placed with a current issue and polybagged for outstanding exposure. This is a cost-effective way to get your message to an engaged audience with a brand they trust.

- Samples must be submitted for review. Availability contingent upon approval and pricing adjusted accordingly.

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.

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CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips, Outserts, & Reprints
- Editorial
- General Information
- Printing Specifications
- Unique Opportunities

FMC'S INTEGRATED MEDIA OPPORTUNITIES

■ DIGITAL ADVERTISING & SPECIFICATIONS

■ CUSTOM MULTI-MEDIA PROGRAMS

■ CONFERENCES

ABOUT FRONTLINE

For further information, contact your account manager or the publisher

EDITORIAL

General Editorial Direction

Journal of Clinical Outcomes Management® is a peer-reviewed, indexed, monthly journal providing evidence-based practical information for improving the quality and value of care. JCOM articles translate the evidence into practical information, helping clinicians improve the safety and cost-effectiveness of care. A key feature is the case-based review, which presents a critical review of the literature as well as how to apply the evidence to a specific patient case. The journal also publishes original research, clinical reviews, and reports on improvement strategies and system innovations.

Special Focus Issues: None

Average Issue Information (2017)

- Regular Editorial Features: Outcomes Research in Review, Reports from the Field, Clinical Reviews, Case-based reviews, Original Research.

Origin of Editorial

- Solicited: 90%
- Unsolicited: 10%
- Articles or abstracts from meetings or other publications: None.
- Peer review: Original research and clinical articles are peer-reviewed by experts in the field under discussion.
- WEBSITE: All articles are available on the journal's website (www.mdedge.com/jcomjournal).

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips, Outserts, & Reprints
- Editorial
- General Information
- Printing Specifications
- Unique Opportunities

FMC'S INTEGRATED MEDIA OPPORTUNITIES

■ DIGITAL ADVERTISING & SPECIFICATIONS

■ CUSTOM MULTI-MEDIA PROGRAMS

■ CONFERENCES

ABOUT FRONTLINE

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or the publisher

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. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

New Product Releases: No

Ad Format and Placement Policy

- Advertising is interspersed between and within articles.
- Ads are rotated.

Ad/Edit Ratio Information: 50/50

PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

	Live Area	
	Ad Sizes	Bleed Sizes
2-page spread	15" x 10"	16 3/8" x 11"
1 page	7 1/8" x 10"	8 1/8" x 11"
1/2 page (h)	7 1/8" x 4 3/4"	8 1/8" x 5 1/4"
1/2 page (v)	3 3/8" x 10"	3 7/8" x 11"

- Hold all live matter in 3/8" from trim on all sides.
- Trim size of journals: 7 7/8" x 10 3/4".
- Minimum 1/8" bleed on all sides.

Paper Stock

- **INSIDE PAGES:** 40# coated groundwood, grade No. 5 gloss.
- **COVERS:** 70# coated freesheet, grade #3 gloss.

Type of Binding: Perfect-bound.

Half-Tone Screen Recommendations

- 133 line screen.

Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines

Materials Accepted:

PDF x1a and PDF with all fonts and high resolution images embedded. Native application files will not be accepted. One set of proofs complete with color bars are required. Ink hues and densities must conform to SWOP standards. Proofs are submitted to printer for checking color and should reflect the PDF x1a submitted.

Send reproduction materials to:
Journal of Clinical Outcomes Management®
 Frontline Medical Communications Inc.
 7 Century Drive, Suite 302
 Parsippany, NJ 07054-4609
 Attn: Mike Wendt

Materials Policy:

Materials, including inserts, discs, and electronic files, will be held one year from date of last insertion and then destroyed.

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips, Outserts, & Reprints
- Editorial
- General Information
- Printing Specifications
- Unique Opportunities

FMC'S INTEGRATED MEDIA OPPORTUNITIES

■ DIGITAL ADVERTISING & SPECIFICATIONS

■ CUSTOM MULTI-MEDIA PROGRAMS

■ CONFERENCES

ABOUT FRONTLINE

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UNIQUE OPPORTUNITIES

Multi-sponsored Supplements / Special Issues:

Multisponsored print and digital supplements and/or themed special issues focus on specific diseases and/or topic areas to provide uniquely relevant in-depth content geared specifically toward physicians and other HCPs with the market.

Available in print, online in a digital edition, and in the app store (where available) these issues provide informative and objective information on a topic of interest that HCPs can refer to again and again. This may include diagnosis and treatment information around a disease state; content devoted to a subgroup of the primary specialty; or content produced on behalf of or in collaboration with any of our medical association, patient advocacy group, or Society partners.

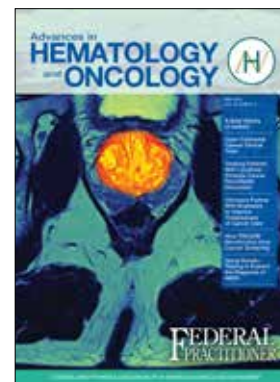
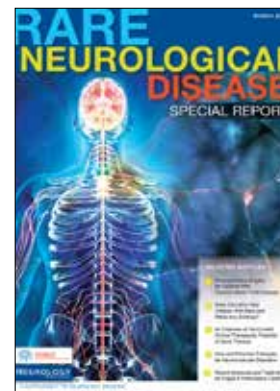
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Journal of Clinical Outcomes Management* audience as well.

- Supplements polybag and mail with regular issues of *Journal of Clinical Outcomes Management*
- Supplements are posted online in the medical education library/education center of mdedge.com/jcomjournal
- Print supplements receive Bonus Distribution at various medical meetings and events.

PRICING: Please consult with Publisher/Account Manager on advertising rates for each supplement or to request the multi-sponsored rate card. Cover tips are also available, please consult with Publisher regarding availability and costs. Ads must be approved for both print and digital placements.

CANCELLATION POLICY: Space may be cancelled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

CLOSING DATES, INSERTS, AND SPECIFICATIONS: Please consult your account manager for closing dates, insert quantity and print/digital advertising specs.



CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips, Outserts, & Reprints
- Editorial
- General Information
- Printing Specifications
- Unique Opportunities

FMC'S INTEGRATED MEDIA OPPORTUNITIES

■ DIGITAL ADVERTISING & SPECIFICATIONS

■ CUSTOM MULTI-MEDIA PROGRAMS

■ CONFERENCES

ABOUT FRONTLINE

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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.

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 Frontlinerate.com and click on the brand's rate card.

For Digital Advertising, Custom Multimedia Programs, and Conferences,

 [Click here for the latest Frontline Integrated Media Kit.](#)



Digital Advertising

Custom Programs

CONTACTS

PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips, Outserts, & Reprints
- Editorial
- General Information
- Printing Specifications
- Unique Opportunities

FMC'S INTEGRATED MEDIA OPPORTUNITIES

■ DIGITAL ADVERTISING & SPECIFICATIONS

■ CUSTOM MULTI-MEDIA PROGRAMS

■ CONFERENCES

ABOUT FRONTLINE



For further information, contact your account manager or the publisher



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. (Click "Rates, Incentives & Discounts" for details.)

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

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