FRONTLINE
MEDICAL COMMUNICATIONS

2016 INTEGRATED MEDIA KIT

The Journal of COMMUNITY and Supportive ONCOLOGY®

— RESEARCH AND REVIEWS FOR THE PRACTICING ONCOLOGIST —

The Journal of Community and Supportive Oncology (JCSO) is a National Library of Medicine Medline indexed journal that features original research and reviews in clinical oncology and supportive care. The JCSO keeps readers current on advances in targeted therapies, immunotherapies and novel drugs, as well as the latest findings on symptom management, making the journal a vital forum and resource for oncologists.

The JCSO is also available in a digital format and as an app. Its website www.jcso-online.com, features the print issue content organized by issue and further categorized by tumor type. Online readers also have access to daily oncology news updates written by professional medical journalists and physician-written perspectives and columns.The JCSO print-web package delivers timely information in a user-friendly, interactive format. It's the best way for oncologists to stay up to date and gain perspective on the latest advances.

See NEW address for ROB materials & samples.

CONTACTS

Editorial and Production Office

2275 Research Blvd, Suite 400
Rockville, MD 20850
Tel: 240-221-2400
Fax: 240-221-2545

Advertising Sales Office

Frontline Medical Communications Inc.
7 Century Drive
Suite 302
Parsippany, NJ 07054-4609
Tel: 973-206-3434
Fax: 973-206-9378

Display Advertising

Frank Iorio
Managing Director, Frontline Oncology
Tel: 973-206-8990
Cell: 917-913-8427
fiorio@frontlinemedcom.com

Stu Williams
National Account Manager
201-529-4004
swilliams@braveheart-group.com

Digital Advertising and Projects

www.jcso-online.com
Devin Gregorie
National Account Manager: Oncology Projects
516-381-8613
dgregorie@frontlinemedcom.com

Circulation

Donna Sickles
Vice President, Audience Development
Tel: 973-206-8005
dsickles@frontlinemedcom.com

Digital Business Development

Lee Schweizer
Vice President, eBusiness Development
Tel: 973-206-8982
lschweizer@frontlinemedcom.com

Alison Paton
Digital Advertising Manager
apaton@frontlinemedcom.com

Recruitment and Classified Advertising

Heather Gentile
Classified Sales Account Manager
Tel: 973-290-8259
hgentile@frontlinemedcom.com

Contracts and Insertions

Joan Friedman
Advertising and Financial
Services Manager
Tel: 973-290-8211
Fax: 973-206-9378
jfriedman@frontlinemedcom.com

Publisher

Alan J. Imhoff
President & CEO
Tel: 973-290-8216
aimhoff@frontlinemedcom.com

Production

Rebecca Slebodnik
Director of Production/Manufacturing
Tel: 240-221-2417
Fax: 240-221-2543
rslebodnik@frontlinemedcom.com

Editorial Staff

Mary Jo M. Dales
Editor-in-Chief and Editorial Director
Tel: 240-221-2470
mdales@frontlinemedcom.com

Denise Fulton
Executive Editor
Tel: 240-221-2440
dfulton@frontlinemedcom.com

Kathleen Scarbeck
Executive Editor
Tel. 240-221-2450
kscarbeck@frontlinemedcom.com

Renee Matthews
Publication Editor
Tel: 240-221-2461
rmatthews@frontlinemedcom.com

08.04.16

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GENERAL INFORMATION

The Journal of Community and Supportive Oncology is published by Frontline Medical Communications.
Issuance: 12 times a year
Established: 2014
Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *The Journal of Community and Supportive Oncology* reaches medical oncologists, hematologist/oncologists, hematologists, radiation oncologists, gynecologic oncologists, pediatric hematologists, surgical oncologists, and others allied to the field.

Editorial
The www.jcso-online.com is part of www.OncologyPractice.com, which provides a variety of tumor-specific newsletters that feature timely and specialty-specific news from on-site coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in oncology. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect oncologists' pocketbooks and how they manage their practice. All news articles are researched, written and produced by professional medical journalists.

Editorial/Advertising Ratio
60% editorial/40% advertising

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.

Advertisers' Index
Back-of-book

Advertising Service
a. Convention Bonus Distribution:
May issue:
• American Society of Clinical Oncology (ASCO)
Chicago, IL; Jun. 3-7, 2016
December issue:
• American Society of Hematology (ASH)
TBD Dec. 3-6, 2016
b. Sales force bulk subscription discount available.

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.
c. Cover positions are non-cancelable within 60 days of the issue's closing date.

Click here for Standard Terms and Conditions for Advertising

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CIRCULATION

Specialty	Total Qualified	Office Based	Residents	Hospital Staff	Other Professional Activity
Gynecological Oncology	469	307	1	115	24
Hematology	1,427	945	34	302	139
Hematology & Oncology	8,198	4,765	1,543	963	742
Internal Medicine	274	191	—	37	35
Oncology, Medical	3,991	2,831	71	730	283
Pediatrics, Hem-Onc	2,320	1,217	451	484	153
Radiation Oncology	2,288	1,566	74	537	74
Surgical Oncology	425	263	1	137	16
Others Allied to the Field*	5,558	5,558	-	-	-
Total Circulation	**25,228**	**17,643**	**2,175**	**3,305**	**1,466**

*Oncology Pharmacists, Medical Directors, PAs, Nurses, Nurse Administrators, NPs, and DOs

Source: July 2015 BPA For more detailed BPA circulation information, **CLICK HERE.**

ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 11, 2015	December 18, 2015
February	January 15, 2016	January 25, 2016
March	February 16	February 23
April	March 18	March 25
May	April 18	April 25
June	May 16	May 23
July	June 15	June 22
August	July 14	July 21
September	August 18	August 25
October	September 19	September 26
November	October 17	October 24
December	November 7	November 14

Stated date of Mailing and Class: 15th of publication month. Periodicals class.

For actual mail date contact your sales representative.

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ADVERTISING RATES

Black & White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
Full	$3,975	$3,905	$3,825	$3,760	$3,675	$3,615	$3,505	$3,440	$3,370	$3,290	$3,220	$3,170	$3,120	$3,080
2/3 Page	3,145	3,100	3,055	2,995	2,950	2,905	2,855	2,805	2,750	2,705	2,665	2,605	2,560	2,520
1/2 Page	2,635	2,585	2,540	2,480	2,420	2,370	2,325	2,275	2,195	2,140	2,100	2,050	2,005	1,945
1/3 Page	2,030	1,985	1,920	1,875	1,835	1,780	1,735	1,680	1,635	1,585	1,535	1,495	1,435	1,385

Insert Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2 Page	$8,950	$8,810	$8,650	$8,520	$8,350	$8,230	$8,010	$7,880	$7,740	$7,580	$7,440	$7,340	$7,240	$7,160
4 Page	N/A	16,620	16,300	16,040	15,700	15,460	15,020	14,760	14,480	14,160	13,880	13,680	13,480	13,320
6 Page	N/A	N/A	23,950	23,560	23,050	22,690	22,030	21,640	21,220	20,740	20,320	20,020	19,720	19,480
8 Page	N/A	N/A	31,600	31,080	30,400	29,920	29,040	28,520	27,960	27,320	26,760	26,360	25,960	25,640

Color Rates **(In addition to black & white rates)**

Standard 2C	$610
Matched 2C	885
Metallic 2C	1,095
Three & Four-Color	1,760
Five Color Matched	2,635
Five Color Metallic	2,855

Special Positions

Cover 2 – Earned page rate + 25% (plus color)
Cover 3 – Earned page rate + 25% (plus color)
Cover 4 – Earned page rate + 50% (plus color)
TOC – Earned page rate + 15% (plus color)
Lead in article – Earned page rate + 5% (plus color)
Please consult sales representative for additional special positions.
BLEED Full-page bleed or gutter bleed (accepted for spreads only): no charge.

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ADVERTISING OPPORTUNITIES / INSERTS

SPLIT RUNS

a. Specifications

1. Split runs can be either geographic (state or zip code) or demographic. If FMC matches supplied data, records must include Medical Education (M.E.) numbers.
2. Inserts and run-of-book (ROB) advertising units are accepted.
3. All split-run ROB advertising units must be the same size.
4. Split-run additional production charges are commissionable.
5. Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.

b. Split-run Rates—Inserts

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost.
4. No production charges for inserts.

c. Split-run Rates—Run-of-book

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
4. Split-run Production Charges—Run-of-book: $900 per split-run insertion.
5. A 20% premium is required on ROB splits of 6 pages or more.

d. Discounts

Split-run advertisers do not qualify for combination, continuity, or new business/launch programs. Split-run insertions do count toward earned frequency and corporate discounts do apply.

BUSINESS REPLY CARDS (BRCS)

Business reply cards (BRCs) will be accepted on a space-available basis. Cost = Earned frequency rate of ROB page + 20%. Please consult Production Department for specifications, as cards must be approved for compliance with bindery requirements (submit 5 samples or comp). Client is strongly advised to get approval of cards from the USPS Business Center.

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CORPORATE DISCOUNT POLICIES & COMBINATION BUYS

CORPORATE DISCOUNT

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2016. Full year 2015 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2016. 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 listed in the graphic on the right.

2015 Net Spending	$150K	$250K	$500K	$750K	$1.0M	$1.5M	$2.0M	$3.0M+
Earned 2016 Discount	0.50%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

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; a king page or fraction counts as a page). 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. Co-marketed products may select the earned frequency discount of either company.

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.)

FRONTLINE MEDICAL COMMUNICATIONS COMBINATION BUYS AND MARKET DUOS

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.

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.

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available (see next page). Choose either the continuity program or the new business/launch program when using a combination buy. See Full Media Kits available at www.frontlinemedcom.com. Full-run only.

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2016 ONCOLOGY JOURNALS ADVERTISING INCENTIVE PROGRAMS

CONTINUITY PROGRAM

Buy 3 ads in *The Journal of Community and Supportive Oncology*®, get the 4th insertion free*. Ads must be for the same product. Clients must supply materials for free insertions. Free pages count toward earned frequency; free pages do not count toward the corporate discount. Continuity program applies to 12-month period of January 2016 through December 2016 (or 12 month fiscal year where applicable). Advertisers will be short rated if discount is not earned.

NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM

Established products that have not run in *The Journal of Community and Supportive Oncology*® during 2015 OR new launch products, indications, and formulations can qualify for the new business or launch program. Eligible advertisers receive a 10% discount on all pages placed in JCSO during 2016. Pages must be full-run to qualify.

CLINICAL TRIAL ENROLLMENT PROGRAM

Place a clinical trial enrollment ad in *The Journal of Community and Supportive Oncology*® and receive a 25% discount off the earned rate (B&W and color). Cannot be combined with other *JCSO* incentive programs.

Contact your account manager for details and pricing.

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COVER TIPS

- Cost includes FMC printing of your creative provided to specifications.
- Issue polybagged per postal regulations
- Cost is non-commissionable
- Flaps can be either one-sided or two

PRICING

Please consult your account manager.

SPACE RESERVATIONS

Available on a first-come, first-served basis. Please consult your sales representative.

COVER TIP SPECIFICATIONS

Final Trim: 8" x 4-1/2"
Bleed Size: 8-1/4" x 4-3/4" (1/8" bleed on all four sides)
Live Area: 7-1/2" x 4-1/4" (1/4" on all four sides)
Stock: 80# Coated Text
Ink: CMYK
Quantity: As specified in contract. Check with your production manager for spoilage quantity.

If printing two-sided, please keep in mind that a 1/4" strip on the right of the back side is needed for the glue strip. A 1/2" (minimum) safety from the right trim margin should be used in this situation.

Please indicate the four sides (top, bottom, etc.). If providing a two-sided tip, please indicate the front and back sides.

SHIPPING INSTRUCTIONS

If providing the final, printed tips, deliver to:

The Journal of Community and Supportive Oncology
Publishers Press
100 Frank E. Simon Avenue
Shepherdsville, KY 40165
Attn: Tammy Baugh

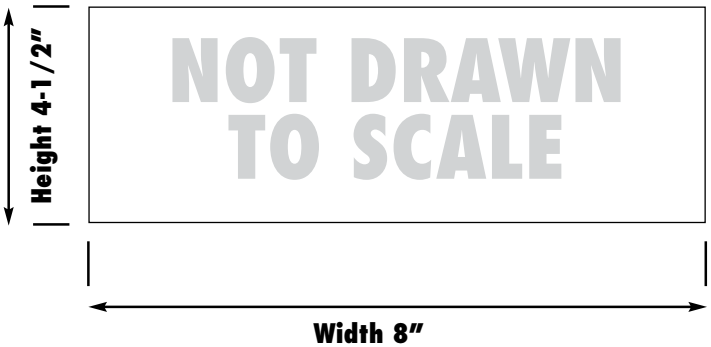
Please make sure the publication name and issue date(s) are clearly marked on the outside of all cartons.

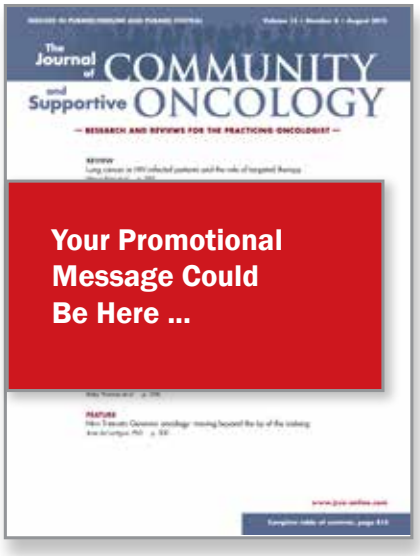
Do not send more than three issues worth in one delivery.

If FMC will be handling the printing, deliver electronic files and color proof to:

Production Department
Frontline Medical Communications/
The Journal of Community and Supportive Oncology
2275 Research Blvd, Suite 400
Rockville, MD 20850
240-221-4500

Do NOT upload cover tip files to our FTP site.





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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.

REPRINTS—USA & CANADA ONLY
CONTACT:
Wright's Media
2407 Timberloch Place, Suite B
The Woodlands, Texas 77386
Toll Free: 877-652-5295, ext. 102
Fax: 281-419-5712
Email: frontline@wrightsmedia.com
website: www.wrightsmedia.com

REPRINTS—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
website: www.contentednet.com

OUTSERTS

Outserts are a great opportunity to capture high visibility through *The Journal of Community and Supportive Oncology* that's highly read and trusted. Your preprinted Outserts are placed over 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 most.

NOTE: Samples must be submitted for review. Availability contingent upon approval.

Contact your account manager for details and pricing.

FIND YOUR NEXT JOB on the
MEDJOBNETWORK.com
Physician • NP/PA Career Center

CLASSIFIED ADS

The MedJobNetwork consists of an interactive recruitment portal (www.medjobnetwork.com) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *The Journal of Community and Supportive Oncology's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

CONTACT:
Tim LaPella
Senior Sales Director
Tel: 484-921-5001
tlapella@frontlinemedcom.com

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PRINTING INFORMATION

BINDING: Perfect

BLEED SIZE
- **1 Page:** 8 5/8" × 11 1/8"
- **2/3 page (vertical):** 4 3/8" X 8 3/4"
- **1/2 page (horizontal):** 7" × 5"
- **1/3 page (vertical):** 2 1/16" × 8 3/4"
- **Spread:** 17 1/4" × 11 1/8" (includes 1/8" gutter grind on each page; keep live image 1/4" from gutter grind) 1/8" will trim from all sides
- **Journal Trim Size:** 8 3/8" x 10 7/8"
- **Live Matter:** Allow 1/4" safety from trim, all sides

HALFTONE SCREEN
- 133-line screen recommended

RUN-OF-BOOK REPRODUCTION REQUIREMENTS

a. Black-and-White or Color Advertisements
- PDF/X-1a required
- All images must be CMYK (RGB, SRBG, or ICC lab color will not be accepted)
- All files must be at 100%
- Digital files will not be altered or manipulated
- Ads can be accepted via FTP

Call Rebecca Slebodnik at 240-221-2417 for FTP instructions or e-mail at rslebodnik@frontlinemedcom.com

b. Color Proofs
- Provide a digital proof with color bars.
- Proofs must be provided at 100% size

c. Provider Information

Please provide the following with your media:
- Publication name and issue date
- Advertiser, product and agency name
- Contact name and phone number
- Directory of disk or CD

DISPOSITION OF MATERIAL

Files are held one year and then destroyed, unless instructed otherwise in writing. Please call Rebecca Slebodnik at 240-221-2417 for extension if needed.

INSERTS AND INSERT REQUIREMENTS

a. General Conditions

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability, quantities and other information required.

b. Mechanical Specifications

1. Maximum Paper Weight:
- Two-page (single-leaf) insert: 80 lb. text coated or matte
- Four-page (double-leaf) insert: 80 lb. text coated or matte
- Larger inserts: Consult FMC

2. Size Requirements:
- Ship folded (except single leaf) to 8 5/8" × 11 1/8". 1/8" will trim off all sides. Allow 1/2" safety for live matter, all sides.

3. Quantity: Consult FMC Production as quantity varies

4. Shipping of Inserts: Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

Ship all inserts to:

The Journal of Community and Supportive Oncology
Publishers Press
100 Frank E. Simon Avenue
Shepherdsville, KY 40165
Attn: Tammy Baugh

POLYBAGGING GUIDELINES

Polybagging is available for promotional outserts with all publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Contact your account manager for details.

SHIPPING INSTRUCTIONS

Send all contracts and insertion orders to:

The Journal of Community and Supportive Oncology
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Joan Friedman
Phone: 973-290-8211
Fax: 973-206-9378
jfriedman@frontlinemedcom.com

Send all digital files and proofs to:

The Journal of Community and Supportive Oncology
Frontline Medical Communications
2275 Research Blvd, Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
Fax: 240-221-2543
rslebodnik@frontlinemedcom.com

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ABOUT FRONTLINE

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

UNIQUE PRINT OPPORTUNITIES

Roundtable Meetings and Supplements

COMPLETE TURNKEY EDUCATIONAL DISCUSSION

From roundtable meeting to print supplement

- Program development and management by Frontline Medical Communications
- Content/outline
- Faculty recruitment and slide development
- Arrange travel for attendees
- Contract for meeting room and AV

ONSITE MANAGEMENT

Frontline Medical Communications will provide onsite program management to ensure the success of the meeting.

TRANSCRIBED ROUNDTABLE DISCUSSION

- Cover design and layout
- Print, polybag, and mail

Customizable Print Supplements

CASE STUDIES

- Custom review of key posters and/or presentations at major medical meetings
- Feature introduction by KOL

JOURNAL SCAN

- Summarizing previously published, peer-reviewed articles on a given topic or disease state

SYMPOSIUM PROCEEDINGS

- Summarize symposium in print to reach a larger audience

CLINICAL UPDATE

- Customize supplement on topic of your choice

PRODUCT THEATER REPORTER

- Summarize the information presented at your product theater and extend the reach beyond the conference room floor

Distribution & Format

- A-size, 4-24 Pages
  - 4-8 Pages: Inserted or Polybagged with Select Issue
  - 12-24 Pages: Polybagged with Select Issue
- King size, 4 Pages: Inserted or Polybagged
- Non-CME: On label
- Ability to include video and audiocast

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UNIQUE PRINT OPPORTUNITIES

Key Opinion Leaders (KOL) Best Practices Program

PROGRAM GOAL

- Establish an independent forum to deliver credible, practice-oriented messages to physicians.

PROGRAM DESIGN

- Each Best Practices column focuses on a single message (sponsor can support one Best Practices program or a series of columns)
- Follow-up with stand-alone compendium or Podcast Series
- One A-size, 4-color spread of editorial, within the pages of *The Journal of Community and Supportive Oncology*
- Design can coordinate with brand marketing colors or establish its own color scheme

BENEFITS

- Excellent independent format to meaningfully discuss clinical content
- High visibility for sponsor and Key Opinion Leaders
- Turnkey program; completely handled by FMC

HIGHLIGHTS

- Sponsor recognition
- Posted on **www.jcso-online.com**
- Email blast sent to oncologists with a direct link to the online PDF

ADDITIONAL TARGETED DISTRIBUTION OF BEST PRACTICES PROGRAM

- Reprint or repurpose column(s) to publish in other markets, such as *The Oncology Report*
- Combine all columns in your series to create a stand-alone compendium
- Distribution: sales force or with the publication

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DIGITAL ADVERTISING: INTRODUCTION

www.jcso-online.com is the online destination and multimedia resource for *The Journal of Community and Supportive Oncology*. Additionally, news and commentary for oncologists is featured at OncologyPractice.com. Also featured at OncologyPractice.com is The Oncology Report, a monthly digital publication available as an app.

Oncologists now have a place to call home.
With award-winning daily news coverage, oncologists can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter.

Extend Your Reach beyond medical newspapers.
www.jcso-online.com offers an array of online advertising and sponsorship opportunities, including run-of-site and targeted advertising, e-newsletters, section and content sponsorships, video sponsorships, podcasts, and microsites.

THE JCSO
- CASE REPORTS
- COMMENTARY
- COMMUNITY TRANSLATIONS
- FEATURES
- FROM THE EDITOR
- HOW WE DO IT
- THE JCSO PODCASTS
- LETTERS
- ORIGINAL RESEARCH
- REVIEWS

SPECIALTY FOCUS
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- CNS/BRAIN
- CANCER PREVENTION & EPIDEMIOLOGY
- CLINICAL EDGE
- GASTROINTESTINAL
- GENITOURINARY
- GERIATRIC ONCOLOGY
- GYNECOLOGIC
- HEAD & NECK
- LEUKEMIA, MYELODYSPLASIA & TRANSPLANTATION
- LUNG
- LYMPHOMA AND PLASMA CELL DISORDERS
- MD-IQ QUIZZES
- MELANOMA & SKIN CANCERS
- PEDIATRIC ONCOLOGY
- RARE TUMORS
- SARCOMA AND GIST

MULTIMEDIA
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- PODCASTS

CONFERENCE COVERAGE

RESOURCES
- CALENDAR
- FOR YOUR PATIENTS
- MEDICAL EDUCATION LIBRARY

CME

ALSO AVAILABLE AT WWW.ONCOLOGYPRACTICE.COM:
THE ONCOLOGY REPORT--a digital publication and app that includes news from on-site coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in oncology. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect oncologists' pocketbooks and how they manage their practice.

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HCP TARGETING

Frontline Medical Communications now has the capability to target, track, and evaluate engagement of physicians and other healthcare professionals through multiple touch-points. FMC provides you with the option of targeting our readers/visitors/users across all channels, including multiple screens. Take advantage of this unique opportunity to target multidisciplinary audiences via multiple channels enabling tailored messages to be delivered to the right audience at the right time.

HCP Level Data

FMC can provide up-to-date insights on your strategic tactics through comprehensive analytical reports.

- Tactics available for tracking include display and mobile banners, eNewsletters and eBlasts, text ads, sponsored landing pages, microsites/resource centers and webcasts.
- HCP level reporting will be provided on either a monthly or annual basis.
- Additional costs may apply.
- User data provided:
    - First and last name
    - City, State, Zip code
    - Specialty
    - Title
    - Type of Practice
    - NPI #
- Engagement data provided:
    - Web usage (visits, pageviews, time spent, banner impressions)
    - Email usage (delivered, opened, clicks)

Report Example:

	User Data								Website Banner Campaign						
#	First Name	Last Name	Title	Specialty	Type of Practice	City	State	Zip Code	# of Visits	Total # of Pageviews	Avg. Pages per Visit	Avg. Time Spent	Banner 1 Clicks (728x90)	Banner 2 Clicks (300x250)	Banner 3 Clicks (300x250)
1	Cathy	Brooks	MD	Neurology	Office	Scranton	PA	18508	1	3.5	3.5	5:42	0	1	0
2	Jim	Fulton	MD	Internal Medicine	Office	Scottsdale	AZ	85259	2	7	3.5	1:27	0	0	0
3	Richard	Leonard	MD	Family Practice	Hospital	Tulsa	OK	74120	3	6	2	2:16	2	1	0
4	Sarah	Marshall	NP	Psychiatry	Hospital	Mechanicsburg	PA	17050	6	36	6	2:58	0	0	1
5	John	Smith	MD	Neurology	Hospital	New York	NY	11021	2	7	3.5	1:58	1	0	0

NOTE: HCP Level "User" Data is included as value-add, while engagement data can be added for an additional premium.

Contact your account manager for details and pricing.

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GENERAL DISPLAY ADVERTISING

RUN OF SITE (ROS) DISPLAY BANNERS

ROS campaigns are available on select Frontline Web sites and are a great fit for general awareness campaigns. "Rising Star" ad units are not available with ROS buys. Advertisers must provide both ad units, as impressions will be delivered through all four ad slots.
Cost Model: CPM (Cost Per Thousand)
Asset Type: 728x90 & 300x250 Banners (Rich Media is accepted)
Creative Type: .html5, .swf, IFRAME, .gif and .jpg

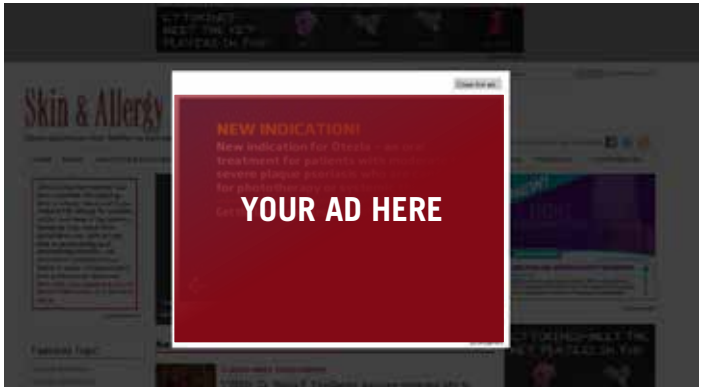
CLICK HERE FOR DETAILED SPECIFICATIONS

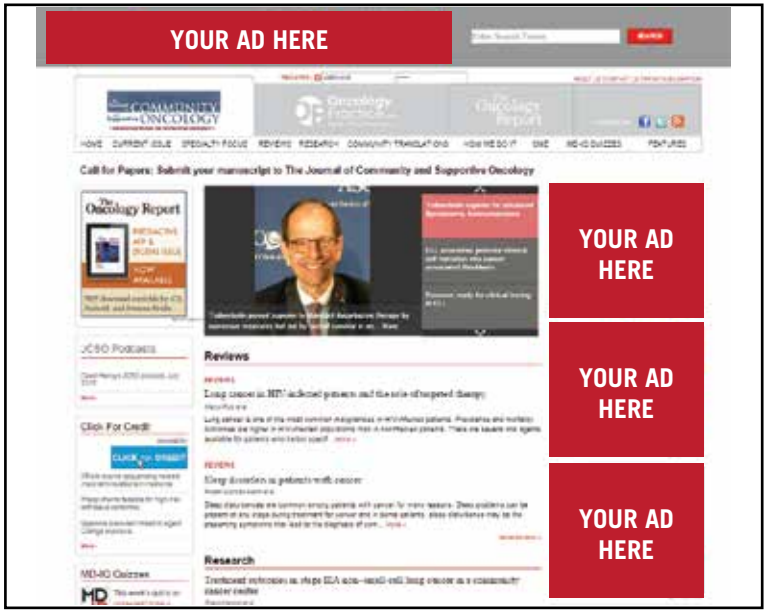
WEB SITE TEXT AD

Text Ads are available on all Frontline Web sites and are a great fit for general awareness campaigns. Ads appear on pageviews that are not exclusively sponsored.
Cost Model: CPC (Cost Per Click) or Flat Rate
Asset Type: 250 Character Max (2 Destination URLs Max)
Creative Type: Text

SITE-WIDE INTERSTITIALS

Interstitials are high impact advertising that are available on all Frontline Web sites. The interstitial appears 10 seconds after a user visits the site and only displays 1x per visit.
Cost Model: CPD (Cost Per Day)
Asset Type: 300x250 & 640x480 Banners (Rich Media is accepted)
Creative Type: .html5, .swf, IFRAME, .gif and .jpg





NATIVE ADVERTORIAL

Native Advertorials allow sponsors to imbed brand assets, text and/or images within Frontline content.
Cost Model: CPC (Cost Per Click) or Flat Rate
Asset Type: Text, Images, Video, PDFs, e-Details, Learning Modules, etc. (2 Destination URLs Max)
Creative Type: .mp4, .mov, .gif, .jpg, .pdf, .html5 or .swf

NOTE: HCP Level "User" Data is included as value-add, while engagement data can be added for an additional premium.

Contact your account manager for details and pricing.

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ADVANCED DISPLAY ADVERTISING

RE-TARGETING (AUDIENCE EXTENSION)

Extend reach to Frontline users on external Web sites, at a discounted rate. Ads served to premium sites included in "ComScore 2,000".
Cost Model: CPM (Cost Per Thousand)
Asset Type: 728x90, 300x250 & 160x600 Banners (Rich Media is accepted)
Creative Type: .html5, .swf, IFRAME, .gif and .jpg

PROGRAMMATIC DIRECT

Geographic, Behavioral, Contextual or List Match targeting is available on select Frontline Web sites.
Partners must be aligned with a Supply Side Platform (SSP) in order to participate. Viewability guarantees are not applicable for this tactic.
Minimum monthly commitment may be required in order to participate.
Cost Model: CPM (Cost Per Thousand)
Asset Type: 728x90 & 300x250 Banners (Rich Media is accepted)
Creative Type: .html5, .swf, IFRAME, .gif and .jpg

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EMAIL / ENEWSLETTERS

WEEKLY ENEWSLETTERS

The Journal of Community and Supportive Oncology eNewsletters puts your ad message in front of a targeted audience that is eager to receive relevant information from a brand they trust. Delivered directly to their email address, your promotional message is seen within an editorial environment that helps drive traffic to your brand. Position exclusivity is per month.

- Client can sponsor any of our regularly scheduled publication e-newsletters with banners and/or text ads. Sponsorship indication is noted at beginning of the email body or in From line.
- The e-newsletter of jcso-online.com brings you news and views, e-mailed to your handheld device or desktop.

Advertisers can choose to sponsor one banner or exclusively sponsor an entire deployment. Deployments are mobile optimized for Smartphone users.
Cost Model: Flat or CPS (Cost Per Send)
Asset Type: 728x90 and/or 300x250 Banners (Static Only)
Creative Type: .gif, .jpg, .png & .bmp

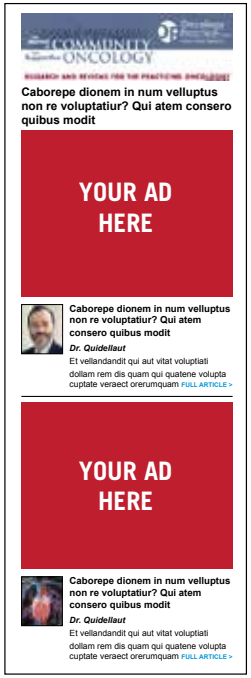
CLICK HERE FOR DETAILED SPECIFICATIONS

ENEWSLETTER TEXT AD

Text Ads are available within select eNewsletters and are a great fit for general awareness campaigns. Text ads can appear on any of the available rectangle positions.
Ads appear above the fold. Deployments are mobile optimized for Smartphone users.
Cost Model: Flat or CPC (Cost Per Click)
Asset Type: 250 Character Max (2 Destination URLs Max)
Creative Type: Text

DESKTOP

MOBILE



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EMAIL / ENEWSLETTERS

DISEASE-STATE ENEWSLETTER

Therapeutic specific eNewsletters can be created by each Frontline brand, with aggregated brand content. Disease-State eNewsletters are only available to exclusive sponsors. Deployments are mobile optimized for Smartphone users.
Cost Model: Flat or CPS (Cost Per Send)
Asset Type: 728x90 and/or 300x250 Banners (Static Only)
Creative Type: .gif, .jpg, .png & .bmp

DISEASE-STATE MASH-UP ENEWSLETTER

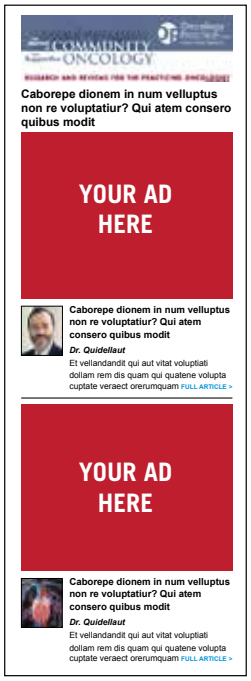
Therapeutic specific eNewsletters can be created by each Frontline brand, with multiple forms of content (News, Reviews, Summaries, Quizzes & Multimedia). Disease-State Mash-Up eNewsletters are only available to exclusive sponsors. Deployments are mobile optimized for Smartphone users.
Cost Model: Flat or CPS (Cost Per Send)
Asset Type: 728x90 and/or 300x250 Banners (Static Only)
Creative Type: .gif, .jpg, .png & .bmp

CUSTOM EBLAST (LIST RENTALS)

Each Frontline brand has the ability to deploy commercial messaging on behalf of our sponsors. Each brand's list is well established and comprises "Engaged" HCPs. Partners can deploy up to three drops annually per audience.
Cost Model: Flat or CPS (Cost Per Send)
Asset Type: Finalized .html e-Blast
Creative Type: .html

DESKTOP

MOBILE



NOTE: HCP Level "User" Data is included as value-add, while engagement data can be added for an additional premium.

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PREMIUM PACKAGES (WEB & EMAIL)

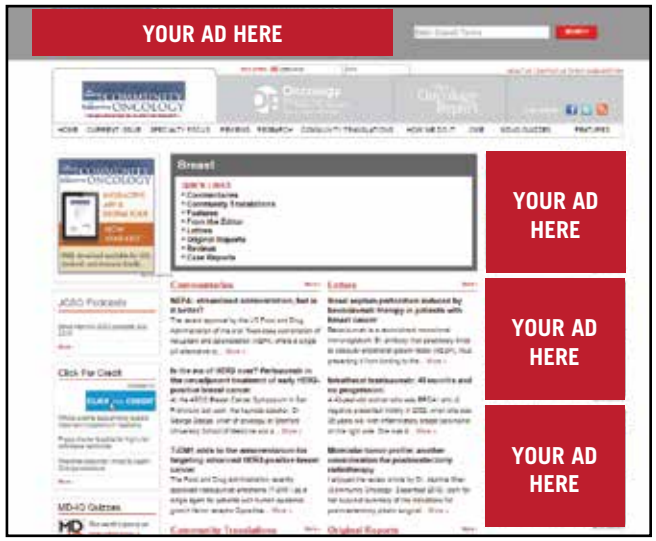
SPECIALTY FOCUS CHANNEL SPONSORSHIPS

Specialty Focus Channels are Specialty/Disease-State roadblock packages that are available on all Frontline Web sites. Sponsorships comprise ROS (site), Channel Section (site) and two therapeutic e-Newsletters (e-mail). "Rising Star" ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level "User" Data is included as value-add, while engagement data can be added for an additional premium.

Cost Model: Flat or CPM (Cost Per Thousand)

Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: **Web:** .html5, .swf, IFRAME, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp



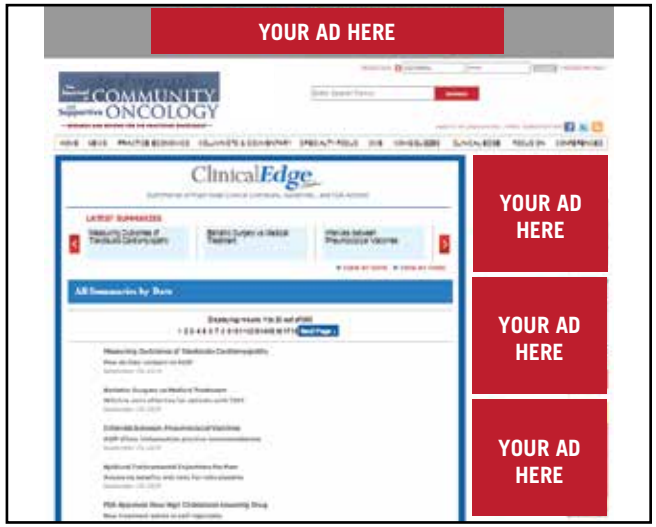
CLINICAL EDGE (GENERAL OR THERAPEUTIC FOCUSED)

Clinical Edge is a roadblock package that is available on all Frontline Web sites. Sponsorships comprise the Clinical Edge Section (site) and 2-4 Clinical Edge eBlasts (e-mail). Clinical Edge content includes summaries of must-read clinical literature, guidelines and FDA actions. "Rising Star" ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level "User" Data is included as value-add, while engagement data can be added for an additional premium.

Cost Model: Flat or CPM (Cost Per Thousand)

Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: **Web:** .html5, .swf, IFRAME, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp



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PREMIUM PACKAGES (WEB & EMAIL)

CONFERENCE COVERAGE SPONSORSHIPS

Conference Coverage Sponsorships are available on select Frontline Web sites. Conventions that run 3-5 days are generally ideal. Conference packages include ROS (site), Conference Section (site) and five eBlasts (1 Pre, 3 Dailies & 1 Summary Wrap-Up) (e-mail). "Rising Star" ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level "User" Data is included as value-add, while engagement data can be added for an additional premium.

Cost Model: Flat

Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: **Web:** .html5, .swf, IFRAME, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp

MD-IQ SPONSORSHIPS (SELF-ASSESSMENT QUIZZES)

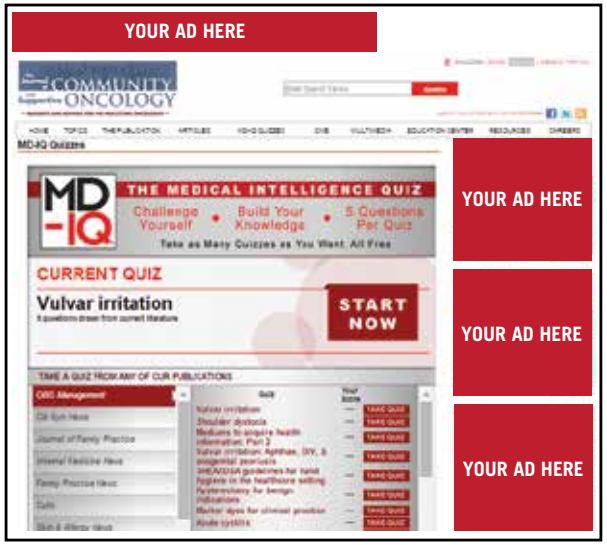
General and therapeutic focused quizzes are available for sponsorship. Tactic includes promotional eBlast with each quiz and exclusive advertising within MD-IQ section. Each completed quiz represents 10-11 pageviews with 3-4 banners displayed per page. "Rising Star" ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level "User" Data is included as value-add, while engagement data can be added for an additional premium.

Cost Model: CPE (Cost Per Engagement)
Engagement defined as Completion of Quiz.

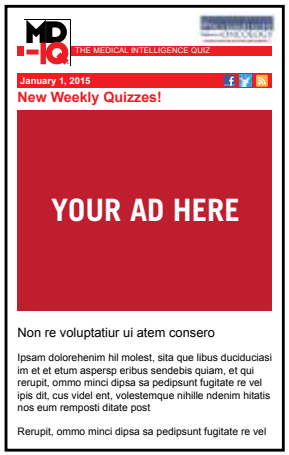
Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: **Web:** .html5, .swf, IFRAME, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp

DESKTOP



MOBILE



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Patient Education/Handouts
Custom Microsites/Resource Centers
Custom Clinical Quizzes
Research

FRONTLINE MEDICAL NEWS

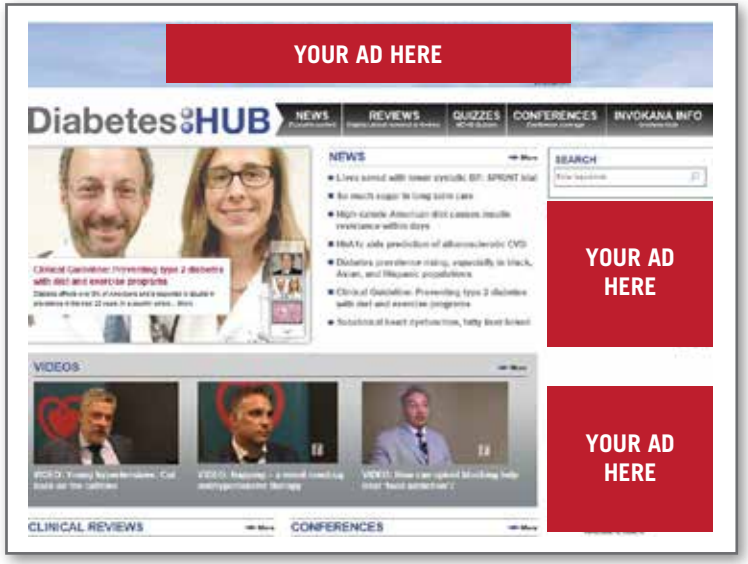
ABOUT FRONTLINE

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

MEDIA PLACEMENT OPPORTUNITIES

DISEASE-STATE HUB SPONSORSHIP

Hubs are the ideal destination for HCPs interested in a specific therapeutic area of interest. Sponsorships may include multiple Frontline properties, which combines FMC's superior CONTENT and REACH (17 + Specialties). Content includes News, Conference Coverage, Reviews, Summaries, Quizzes and Multimedia. Sponsorships include banner advertising (onsite & within eNewsletters) and the ability to house branded content within "sponsored" tabs.



KOL VIDEO/TEXT ROUNDTABLES

FMC will organize a KOL roundtable focused on a topic of your choice. Roundtables will be created in text and/or video and promoted on the participating journals website. Sponsors may provide banners and/or additional assets to run alongside the roundtable.

PROJECT "JOURNEY"

The sponsorship includes a patient's "Journey" in a specific therapeutic area, with HCP, Caregiver and Patient perspectives. The interactive video and text format creates an engaging experience, created to offer users a deeper form of content. The sponsorship includes six content modules, e-Blasts promoting each module and banner advertising throughout the "Journey" experience.

Contact your account manager for details and pricing.

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CUSTOM MULTI-MEDIA PROGRAMS

FRONTLINE BRANDS DELIVER MULTICHANNEL, MULTIDISCIPLINARY LEARNING EXPERIENCES

As content experts - with unrivaled HCP access and deep KOL relations - Frontline creates relevant, integrated, and compelling multichannel solutions that address your strategic brand imperatives. In addition to leveraging your MLR-approved content, we are proficient in original content development, graphic design, audio visual technology, e-media and project management. We provide considerable expertise in the MLR process and develop exceptional enduring materials based on support from the editorial boards of our proven brands.

The valued content of Frontline's indexed, peer-reviewed, and news-oriented brands (print and digital) provide optimal context for your targeted communications or educational campaign. Virtually all Multimedia formats (webcasts, videos, apps, microsites, digital editions and more) are available based on the requirements of the campaign.

CUSTOM SPECIAL ISSUES / SUPPLEMENTS

Custom professional print and digital editions are proven vehicles for educating key targets with brand-specific promotional education. These vehicles can take several forms, depending on complexity of your message and can be featured online as PDFs or as digital editions, to allow for webcasts, audiocasts, response forms, and other interactive elements to enhance learning or drive response. Distribution can be extended to other key HCPs through the comprehensive market access available via our well-established and well-regarded brands and proprietary eDatabase.

PATIENT EDUCATION / HANDOUTS

Patient Editions are educational tools at point of care customized based on needs and brand directives. They are available via print (polybagged copies with the journal) as well as digitally - and can use BRCs, QR codes, and existing brand assets if appropriate. Patient education handouts devoted to the condition/disease state can also be sponsored. Reach can be extended through multiple Frontline brands.

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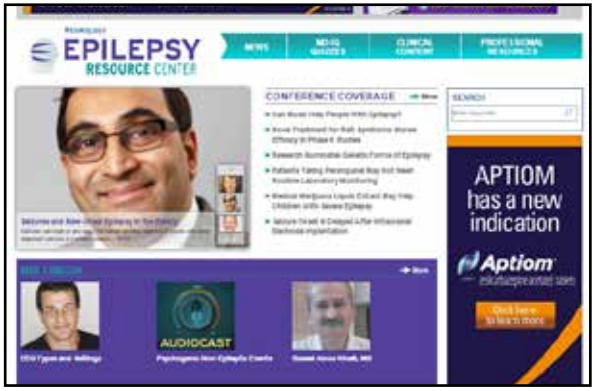
CUSTOM MULTI-MEDIA PROGRAMS

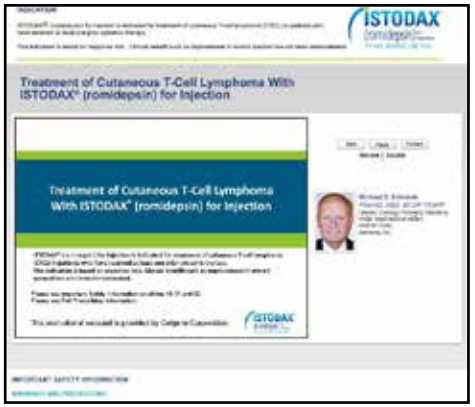
CUSTOM MICROSITES / RESOURCE CENTERS

Frontline has years of experience developing digital assets geared toward healthcare professionals. Specifically, custom microsites often focus on a key therapeutic area to highlight your product's value to your target audience. We design, develop, and build your interactive, multimedia site to be hosted via your URL or one provided by Frontline. The site is accessible via multiple platforms - including mobile - and typically includes MLR-approved and peer-reviewed content.



CUSTOM WEBCASTS / VIDEOS / AUDIOCASTS

We develop branded and unbranded landing pages with audio/video/webcast content conducive to your educational message. The program features KOL interviews on topics of relevance (e.g. disease state awareness) and can be developed as a series if warranted. Sponsors can repurpose content in a supplement or as assets for eDetailing. These educational messages are accessible via print, web, mobile and tablet.



CUSTOM CLINICAL QUIZZES

Engage HCPs you wish to target by sponsoring a brief self-assessment study guide. These clinical challenges test HCP knowledge vis a vis their peers while providing a fun, learning environment to showcase your message. All questions are on-label and housed on a branded landing page – with participant scores and new question alerts. Analyses of the answers identifies HCP-specific learning gaps (and subsequent follow-up if desired).

SEE MD-IQ INFORMATION.

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RESEARCH

Quick Polls™

Need quick feedback on an important diagnostic or treatment question? Sponsor a Quick Poll™ and get feedback from *The Journal of Community and Supportive Oncology* website visitors. This close-ended multiple choice question will appear or popup on the home page for up to 4 weeks. Your banner ad will appear immediately above it on the home page as an added value. Sponsorship exclusivity is per month.

Market Research

When you need to gather information and intelligence quickly let us send your query or custom survey to our physician database. Whether it is a therapeutic category you need more information on or just want to know how our targeted audience perceives your product, you can be sure that you will get a high response rate and answers to your query or survey promptly.

- Guaranteed survey completions 100+

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FRONTLINE MEDICAL NEWS

Frontline Medical News (FMN) is a leading provider of specialty medical news that reaches 1.2 million health care professionals monthly.

FRONTLINE MEDICAL NEWS

- FMN is a division of Frontline Medical Communications
- 45+ years of experience
- Produces and distributes daily medical news
- Reaches over 1.2 million health care professionals
- Produced by more than 60+ medical journalists and editors
- On-site reporting from over 250 medical meetings annually

FEATURES

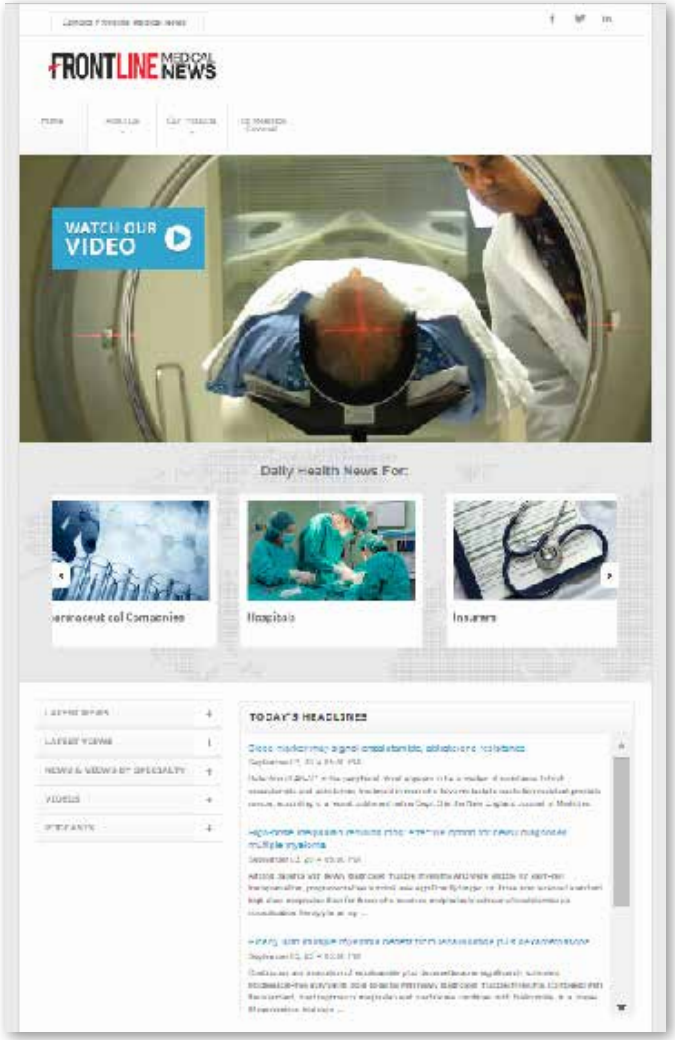
- Written by experts, for experts
- Updated daily with access to complete news archive
- News, analysis, commentary, video interviews and podcasts
- Flexible content, delivery and pricing options
- Customized topic feeds
- Approximately 10-15 stories per day

BENEFITS

- News, clinical content and multimedia relevant to your needs
- Award-winning editorial staff ensures quality content
- Comprehensive given editorial breadth/depth
- Cost-effective compared to other sources
- Formatted with the busy professional in mind

21 MEDICAL NEWS CHANNELS:

Allergy/Asthma, Cardiology, Dermatology, Diabetes/Endocrinology/Metabolism, Emergency/Trauma, Gastroenterology, Infectious Diseases, Mental Health, Nephrology/Urology, Neurology, New Drugs, News for Patients, Oncology, Pediatrics, Practice Economics, Primary Care, Pulmonology, Rheumatology, Surgery, Women's Health, Top News



FOR DETAILS AND PRICING, PLEASE CONTACT:
Alan Imhoff
President & CEO
O: 973-290-8216 /M: 973-722-1929
E: aimhoff@frontlinemedcom.com
http://www.frontlinemedcom.com/index.html

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FRONTLINE
MEDICAL COMMUNICATIONS

Frontline Medical Communications (FMC) is one of the largest health care communications companies in the U.S. and a leader in multimedia marketing services encompassing print, digital and live events. As a well-known, multidisciplinary medical publishing and educational organization, FMC leads in HCP level targeting and multimedia engagement. We strive to meet the marketing challenges of our clients and provide exceptional professional education to our customers. Our breadth and depth includes:

- A portfolio of 30 print and digital publications, reaching 22 distinct market segments, circulating to 700,000 healthcare professionals (HCPs)
- Access to more than 1 million physicians, nurse practitioners, physician assistants and other HCPs through our validated, proprietary e-database.
- 125 eNewsletters, 40 active websites and mobile apps delivers content daily
- 18 live events
- Key opinion leader relationships
- Experience in developing innovative and engaging educational programs across multiple channels

From 1 to 1 million, 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 2016 discount programs including: corporate-wide earned frequencies based on combined pages, new business/launch programs; continuity discounts; and corporate discounts based on spending across both divisions. (Click on "Ad Rates" and/or Incentives & Combination Buys" for further details.)

Frontline Medical Communications **has been built on a solid foundation of enduring clinical and medical news brands delivering digital content constantly.**

ACS Surgery News®
The American Journal of Orthopedics®
Cardiology News®
CHEST™ Physician
Clinical Endocrinology News®
Clinical Neurology News.com®
Clinical Psychiatry News®
Clinician Reviews®
Cosmetic Dermatology®
Current Psychiatry®
Cutis®
Dermatology News™
Emergency Medicine®
Family Practice News®
Federal Practitioner®
Frontline Medical News®
GI & Hepatology News®
Hematology News.com®
Hospitalist News.com®
ID Practitioner.com®
Internal Medicine News®
The Journal of Community and Supportive Oncology®
The Journal of Family Practice®
OBG Management®
Ob.Gyn.News®
The Oncology Report.com®
Pediatric News®
Physicians' Travel & Meeting Guide.com®
Rheumatology News®
Seminars in Cutaneous Medicine and Surgery®
Thoracic Surgery News®
Vascular Specialist®

Contact your account manager directly (click "Contacts") or call us at 973-206-3434.
Visit www.frontlinemedcom.com or to access all media kits visit http://www.frontlinemedcom.com/media-toolbox/media-kits-rate-cards/.
Email us at sales@frontlinemedcom.com.

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