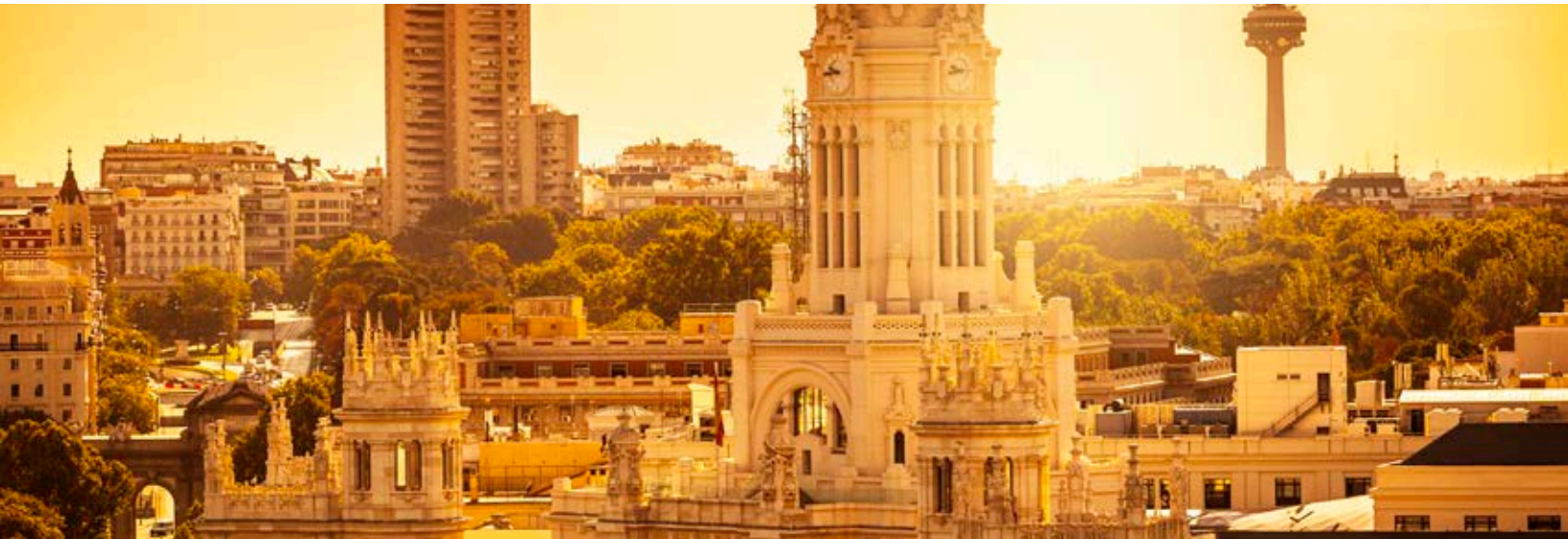




# eular Congress News

The Official Newspaper of the 18<sup>th</sup> Annual  
European Congress of Rheumatology

## 2017 RATE CARD



14-17 JUNE 2017 – MADRID

ADVERTISING SALES CONTACT

**Mark Branca**

973-290-8246 • [mbranca@frontlinemedcom.com](mailto:mbranca@frontlinemedcom.com)

**FRONTLINE**  
MEDICAL COMMUNICATIONS

Frontline Medical Communications  
7 Century Drive, Suite 302  
Parsippany, NJ 07054  
Fax: 973-206-9378



# eular Congress News

## 2017 RATE CARD

### Issuance

A digital Preview edition, 3 Onsite print editions and The EULAR Report—a digital edition containing highlights from the 18<sup>th</sup> Annual EULAR Congress.

### Organization Affiliation

Published by Frontline Medical Communications (FMC) in partnership with the European League Against Rheumatism (EULAR).

### Distribution

EULAR Congress News will be widely distributed both onsite and online to ensure maximum exposure for your message.

**PREVIEW:** The EULAR Congress News Preview is a digital edition emailed to more than 60,000 specialists in rheumatology using the official EULAR database. The Preview enables you to reach the largest number of rheumatologists before the Congress with your product and symposium information.

**ONSITE:** The first onsite issue will be included in the EULAR registration bags provided to approximately 16,000 registrants at the meeting in Madrid. All three issues will also be available through distribution bins strategically placed throughout the convention centre. In addition, copies will be distributed each day by hand to attendees entering the Congress.

**ONLINE:** Each issue of EULAR Congress News will be available simultaneously online at [www.eularcongressnews.eu](http://www.eularcongressnews.eu). Online distribution in PDF format includes advertising, which extends the reach of your message to thousands of physicians unable to attend the meeting in Madrid.

**THE EULAR REPORT:** Like the Preview, The EULAR Report is a digital edition e-mailed to the EULAR database and posted online at [eularcongressnews.eu](http://eularcongressnews.eu) and [eular.org](http://eular.org). Both the Preview and The EULAR Report mailings have open rates of nearly 40% and extend the life of your message once the Congress concludes.

### Editorial

Preview and meeting highlights of the 18<sup>th</sup> Annual European Congress.

### Contract and Copy Regulations

- 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.
- FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- 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.

### Editorial Staff

Executive Editor: Mary Jo Dales

Editor: Jeff Evans

### Advertising Sales

Mark Branca

973-290-8246 • [mbranca@frontlinemedcom.com](mailto:mbranca@frontlinemedcom.com)

### Advertising Agencies

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.

### Cancellations

- Notification in writing of space cancellations must be received by space closing deadline.
- If space is canceled after deadline or material received too late, the advertiser will be charged for the insertion.
- Cover positions are noncancelable.





# eular Congress News

## 2017 RATE CARD

### ONSITE PLUS ONLINE

#### Issues & Closing Dates

Issue Dates	Space Close	Material Due
June 14, 15, and 16/17	May 2	May 9

#### Rates

##### RATES—Black & White Rates (Net US Dollars)

Page Size	x1	x2	x3	x6
<b>Tabloid</b>	\$8,200	\$8,100	\$8,000	\$7,900
<b>Standard</b>	7,500	7,400	7,300	7,200
<b>1/2 Page</b>	5,500	5,400	5,300	5,200

#### Color

<b>4C</b>	2,900
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#### PREMIUM POSITIONS

- a. Page 3: Tabloid black & white rate + 50% (plus color)
- b. Cover 4: Tabloid black & white rate + 60% (plus color)
- c. Cover Tips: \$20,000 net per issue



The first onsite issue will be included in the EULAR registration bags provided to approximately 16,000 registrants at the meeting in Madrid.

Each issue of EULAR Congress News will be available simultaneously online at [www.eularcongressnews.eu](http://www.eularcongressnews.eu).



**DIGITAL PACKAGE: PREVIEW ISSUE & THE EULAR REPORT \$9,000 US NET**

#### Issues & Closing Dates

Closing Date	Materials Due
April 11	April 18

Regardless of ad unit size, your ad in both the Preview edition and The EULAR Report is one low price of \$9,000 US net. You must be an advertiser in the onsite print edition to take advantage of this opportunity. Both the Digital Preview Edition and The EULAR Report are mailed to approximately 60,000.

Sizes are standard page. See specifications on page 5 for details.





# eular Congress News

## 2017 ONSITE SPECIFICATIONS

### Full-Page Bleeds

Bleed size: 10 <sup>3</sup>/<sub>4</sub>" x 13 <sup>1</sup>/<sub>4</sub>"

(Metric—27.3cm wide x 33.7cm long)

Trim: 10 <sup>1</sup>/<sub>2</sub>" x 13" (Metric—26.7cm x 33cm)

Keep live matter <sup>1</sup>/<sub>2</sub>" (1.3cm) from all trim edges.

### Printing

FMC publications are printed offset in a tabloid news format.

### Paper Stock

High-quality gloss stock

### Binding

Saddle Stitch

### Halftone Screen

133-line screen recommended.

### Reproduction Requirements

#### a. Black-and-white or color advertisements

- PDFs required. We accept CDs or the file may be transmitted to our FTP site using your web browser.

[files.digilink-inc.com/\\_sCKelGblttob9R](http://files.digilink-inc.com/_sCKelGblttob9R)

- When uploading multiple files, please place all files in a folder and compress with ZIP. When the same ad is running in multiple issues, please only upload once, indicating each issue in the Publication field.
- Please contact Maria Aquino when files have been sent to the FTP site. Include the name of the file as well.
- All files must be 100%. Digital files will not be altered. Trapping must be included in file. All images must be CMYK (RGB images cannot be processed). Third-party fonts are not accepted.

For further questions, please contact Maria Aquino at 240-221-2418.

#### b. Color Proofs

- Provide a digital proof with color bars.
- Color laser proofs are not accepted as color guidance.
- 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 CD

### Shipping Instructions

Send all contracts and insertion orders to:

EULAR Congress News

Frontline Medical Communications

7 Century Drive, Suite 302

Parsippany, NJ 07054 USA

Attn: Joan Friedman

Phone: (973) 290-8211 | Fax: (973) 206-9378

Send all digital files and proofs to:

EULAR Congress News

Frontline Medical Communications

2275 Research Blvd, Suite 400

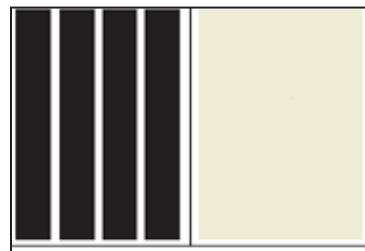
Rockville, MD 20850 USA

Attn: Advertising Production

Phone: 240-221-2418

### Mechanical Specifications

#### Tabloid



Bleed: 10 <sup>3</sup>/<sub>4</sub>" x 13 <sup>1</sup>/<sub>4</sub>" (27.3cm x 33.7cm)

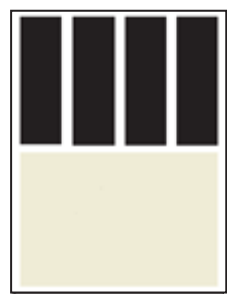
Trim Size: 10 <sup>1</sup>/<sub>2</sub>" x 13" (26.7cm x 33cm)

#### "Standard" Page



7 <sup>1</sup>/<sub>8</sub>" x 10"  
(18.1cm x 25.4cm)

#### 1/2 Horizontal Page



9 <sup>1</sup>/<sub>2</sub>" x 5 <sup>5</sup>/<sub>8</sub>"  
(24.1cm x 14.3cm)



# eular Congress News Preview & The eular Report

## 2017 SPECIFICATIONS

### Advertising Dimensions

Full page Bleed size: 8 5/8" x 11 1/8"

Trim: 8 3/8" x 10 7/8"

Spread bleed size: 16 3/4" x 11 1/8"

Spread Trim: 16 1/2" x 10 7/8"

### Reproduction Requirements

#### Color Advertisements

- PDFs required. We accept CDs or the file may be transmitted to our FTP site using your web browser.

[files.digilink-inc.com/\\_sCKelGblttob9R](http://files.digilink-inc.com/_sCKelGblttob9R)

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### Contact Information

Maria Aquino

[maquino@frontlinemedcom.com](mailto:maquino@frontlinemedcom.com)

240-221-2418

### 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 CD

### Shipping Instructions

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Frontline Medical Communications

7 Century Drive, Suite 302

Parsippany, NJ 07054

Attn: Joan Friedman

Tel: 973-290-8211 | Fax: 973-206-9378

Send all digital files and proofs to:

EULAR Congress News Preview

Frontline Medical Communications

2275 Research Blvd, Suite 400

Rockville, MD 20850

Attn: Advertising Production

Tel: 240-221-2418

### Advertising Sales Contact

Mark Branca

973-290-8246

[mbranca@frontlinemedcom.com](mailto:mbranca@frontlinemedcom.com)



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Fax: 973-206-9378

# eular Congress News

## 2017 INSERTION ORDER

**NOTE: Unless otherwise notified, Frontline Medical Communications accepts this insertion order as a written contract for advertising with the client. Please check in the spaces provided below those issues you wish to include in your purchase. Thank you!**

**ISSUE(S):** \_\_\_\_\_ **3 Onsite Issues** (14, 15, 16-17 June 2017)  
\_\_\_\_\_ **Issue #1** (Wednesday 14 June)  
\_\_\_\_\_ **Issue #2** (Thursday 15 June)  
\_\_\_\_\_ **Issue #3** (Fri-Sat 16-17 June)  
\_\_\_\_\_ **Preview** (May 2017) & **The EULAR Report** (September 2017)

**COMPANY:** \_\_\_\_\_

**PRODUCT:** \_\_\_\_\_

**SPACE UNIT:** \_\_\_\_\_

**COLOR:** \_\_\_\_\_

**HEADLINE:** \_\_\_\_\_

**POSITION:** \_\_\_\_\_

**PRICE:** \$ \_\_\_\_\_ US Net

**AD:** \_\_\_\_\_ New \_\_\_\_\_ Pick-up \_\_\_\_\_

**MATERIALS TO:** Frontline Medical Communications  
2275 Research Blvd, Suite 400  
Rockville, MD 20850 USA  
Attn: Maria Aquino  
Phone: 240-221-2418  
E-mail: [maquino@frontlinemedcom.com](mailto:maquino@frontlinemedcom.com)

**AGENCY:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**FAX:** \_\_\_\_\_

**E-MAIL:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**PLEASE FAX OR E-MAIL THIS ORDER TO:** Joan Friedman • Frontline Medical Communications  
Tel: 973-290-8211 • Fax: 973-206-9378 • [jfriedman@frontlinemedcom.com](mailto:jfriedman@frontlinemedcom.com)