GI & Hepatology News is the official newspaper of the AGA Institute. Nearly 18,000 gastroenterologists and hepatologists rely on GI & Hepatology News every month to cover the world of medicine with breaking news, on-site medical meeting coverage, and expert perspectives both in print and online. The official newspaper of the AGA Institute was launched in partnership with Frontline Medical Communications in January 2007. Our independent reporting focuses on impacting the way gastroenterologists practice medicine and news from the AGA Institute keeps active members up-to-date on educational opportunities and policy initiatives. All articles are researched, written, and produced by professional medical journalists.

www.mdedge.com/gihepnews is the online destination of GI & Hepatology News. This site provides news and views that matter to physicians in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can join the conversation through commentary, blogs, Facebook, and Twitter. GI & Hepatology News is the best way for physicians to stay current, save time, and gain perspective.

See NEW address for ROB materials & samples.
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Rockville, MD 20850
Tel: 240-221-2400

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

GI & Hepatology News is published by Frontline Medical Communications.

Issuance: Monthly
Established: 2007
Organization Affiliation: AGA Institute
Circulation: 17,801
Coverage & Market: All US members of the AGA and all other US non-member gastroenterologists.

Circulation Verification
Sworn; BPA Worldwide

Editorial
The official newspaper of the AGA Institute provides cutting-edge news from clinical meetings, FDA coverage and clinical trial results, expert commentary and reporting on the business and politics of gastroenterology.

Editorial/Advertising Ratio
55% editorial/45% advertising

Space Cancellations
Notification in writing of space cancellations must be received by space close deadline. Cover positions are noncancelable within 60 days of the issue's closing date. If space is cancelled after the deadline or ad materials are received after due date, the advertiser will be charged for the insertion.

Contracts and Insertion Orders
Send all contracts and insertion orders to:
GI & Hepatology News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Fax: 973-206-9378
jfriedman@frontlinemedcom.com

Contract and Copy Regulations
a. All contracts and contents of advertisements are subject to the approval of the Publisher. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
b. Publisher reserves the right to put the word “Advertisement” on advertising which, in the Publisher's opinion, resembles editorial material.
c. Publisher guarantees uniform rates and discount to all advertisers using same amount and kind of space. No exceptions to published rates.
d. Only insertions of a parent company and its subsidiaries are combined to determine earned rate.
e. 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.
f. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, Publisher reserves the right to repeat a former ad.

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

Policy on Placement of Advertising
Interspersed

Bonus Distribution
March Issue:
• 3rd Annual Digestive Diseases: New Advances Philadelphia, PA; March, 24-25, 2017
May Issue:
• Digestive Disease Week Chicago, IL; May 6-9, 2017
October Issue:
American College of Gastroenterology;
Orlando, FL; Oct. 13-18, 2017

Click here for Standard Terms and Conditions for Advertising

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

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Total Qualified</th>
<th>Office Based</th>
<th>Residents</th>
<th>Hospital Staff</th>
<th>Osteopaths</th>
<th>AGA Members</th>
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<td>782</td>
<td>597</td>
<td>337</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>9,857</td>
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<tr>
<td>Total</td>
<td>17,801</td>
<td>6,228</td>
<td>782</td>
<td>597</td>
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</table>

Source: July 2016 BPA
For more detailed BPA circulation information, CLICK HERE.

Members of the AGA (55%)
Gastroenterology (non-members) (45%)
### ISSUE AND CLOSING DATES

<table>
<thead>
<tr>
<th>Issue Dates</th>
<th>Space Close</th>
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<tr>
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<td>March</td>
<td>February 3</td>
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<tr>
<td>April</td>
<td>March 10</td>
<td>March 17</td>
</tr>
<tr>
<td>May</td>
<td>April 7</td>
<td>April 14</td>
</tr>
<tr>
<td>June</td>
<td>May 8</td>
<td>May 15</td>
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</tr>
<tr>
<td>August</td>
<td>July 10</td>
<td>July 17</td>
</tr>
<tr>
<td>September</td>
<td>August 10</td>
<td>August 17</td>
</tr>
<tr>
<td>October</td>
<td>September 8</td>
<td>September 15</td>
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<tr>
<td>November</td>
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<tr>
<td>December</td>
<td>November 6</td>
<td>November 13</td>
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Stated Date of Mailing and Class: 10th of publication month. Standard class.
## ADVERTISING RATES

### Black & White Rates

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<tr>
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<th>120x</th>
<th>240x</th>
<th>288x</th>
<th>396x</th>
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<tbody>
<tr>
<td>King</td>
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<td>$5,380</td>
<td>$5,270</td>
<td>$5,150</td>
<td>$5,095</td>
<td>$5,030</td>
<td>$4,940</td>
<td>$4,775</td>
<td>$4,710</td>
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<td>3,100</td>
<td>3,060</td>
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<td>2,295</td>
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<tr>
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<td>2,045</td>
<td>1,995</td>
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### Black-and-White (ROB) + 4-Color Rates

<table>
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<tr>
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<tr>
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<td>5,000</td>
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<tr>
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<td>4,565</td>
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### Color Rates (In addition to black & white rates)

<p>| | |</p>
<table>
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<th></th>
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<td>Standard color</td>
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<td>Matched color</td>
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<td>Metallic ink</td>
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<td>Four Color rates</td>
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<td>Fifth Color Rates</td>
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### Special Positions

- **Page 3 – Earned king rate + 30% (plus color)**
- **Fourth Cover – Earned king rate + 60% (plus color)**
- **Center Spread – Earned king rate + 25% (plus color)**
- Please consult sales representative for additional special positions.
- **BLEED** Full-page bleed or gutter bleed (accepted for spreads only): no charge.
Insert Rates

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<th>36x</th>
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<th>72x</th>
<th>120x</th>
<th>240x</th>
<th>288x</th>
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</thead>
<tbody>
<tr>
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<td>28,815</td>
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<td>38,815</td>
<td>38,420</td>
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<td>38,420</td>
</tr>
</tbody>
</table>

**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. No units larger than one king-size page plus one island page will be accepted.
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.

**Slow-run Production Charges—Run-of-book:** $900 per split-run insertion.

**4. 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 island 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.
FRONTLINE MEDICAL COMMUNICATIONS
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 2017. Full year 2016 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2017. 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.

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.)

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.

Addtional 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.

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.

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<thead>
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<th>2016 Net Spending</th>
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<th>$250K</th>
<th>$500K</th>
<th>$750K</th>
<th>$1.0M</th>
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<th>$2.0M</th>
<th>$3.0M+</th>
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</thead>
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<tr>
<td>Earned 2017 Discount</td>
<td>0.50%</td>
<td>0.50%</td>
<td>1.0%</td>
<td>1.0%</td>
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<td>1.5%</td>
<td>2.0%</td>
<td>2.0%</td>
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</tbody>
</table>

CONTACTS
General Information
PRINT ADVERTISING
Circulation
Issue & Closing Dates
Ad Rates
Incentives & Combination Buys
Cover Tips, Banner Ads & Outserts
Printing Information
Unique Print Opportunities
DIGITAL ADVERTISING
MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities
CUSTOM MULTI-MEDIA PROGRAMS
Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Custom Clinical Quizzes
Research
ABOUT FRONTLINE

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

**King-Four Plus Discount Program**  Any four-page or larger A-size ad unit (insert or ROB) is eligible to be converted to four or more king-size ROB pages. Rates apply to any four-page or larger king ROB unit. Four-color charges included. Five-color carries an additional charge. **Full-run only.** Refer to Specifications for production requirements.

**King Conversion**

<table>
<thead>
<tr>
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<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
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<th>240x</th>
<th>288x</th>
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<tbody>
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<td>$33,145</td>
<td>$33,145</td>
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</tr>
</tbody>
</table>

**NEW PRODUCT LAUNCH PROGRAM**

Place your new product launch unit in four (4) consecutive issues of *GI & Hepatology News* and receive 50% off the space and color charges of your fourth (4th) insertion. Only new products and line extensions are eligible for this program. Pre-launch ad units are not eligible. Launch ad unit must be same size for all four insertions. Discounted ad unit counts towards earned frequency. All combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount.

**CONTINUITY DISCOUNT PROGRAM**

Please select one program. (Programs cannot be combined.)

a. Run an ad for the same product in six (6) issues of *GI & Hepatology News* during 2017 and receive 50% off your 7th insertion. Ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.

b. Run an ad for the same product in every issue (12) of *GI & Hepatology News* during 2017 and receive the 12th insertion at no charge. Varying ad unit sizes will be averaged to determine free ad unit. Premium position charges still applicable on free ads. Free ads count towards earned frequency. All combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount.

c. Run an ad for the same product in every issue of *GI & Hepatology News* during 2017 and deduct 8.3% off each insertion throughout the year.

**DOUBLE IMPACT DISCOUNT PROGRAM**

Run two (2) insertions for the same product in the same issue of *GI & Hepatology News* and the second advertising unit is discounted 30% off earned black-and-white rate. When ad units differ in size, the 30% discount is applied to the smaller ad unit. Full color charges apply on both ads, no position guarantees.
### PRIMARY CARE GI & HEPATOLOGY DISCOUNT

**GI & Hepatology News + Internal Medicine News + Family Practice News**

**7.5% Off GI & Hepatology News**  Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date (1st or 15th) of *Internal Medicine News, Family Practice News, and GI & Hepatology News*. **Full-run only.** Insertions count towards earned frequency.

Black & White Rates

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<tr>
<th>Page Size</th>
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<th>12x</th>
<th>24x</th>
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Color Rates *(In addition to black & white rates)*

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Insert Rates

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</table>
COVER TIPS

- Cost includes FMC printing of your creative provided to specifications (one-sided, 4-color)
- Cost if cover tips are provided to FMC already printed
- Issue polybagged per postal regulations
- Cost is non-commissionable

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: 10” x 6”
Bleed Size: 10 1/4” x 6 1/4” (1/8” bleed on all four sides)
Live Area: 9 1/2” x 5 1/2” (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.

SHIPPING INSTRUCTIONS

Deliver electronic files and color proof to:
Production Department
Frontline Medical Communications/
GI & Hepatology News
2275 Research Boulevard
Suite 400
Rockville, MD 20850
240-221-4500
Please indicate the four sides (top, bottom, etc.) of cover tips on the color proof.

FRONT COVER BANNER AD

- Advertisement runs on the lower right-hand corner of the cover
- Cost is the same as a four-color King page at your earned frequency rate
- Corporate discount applies, commissionable
- Size: 5 5/8” x 1 3/4”

PRICING

Please consult your account manager.
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.

**OUTSERTS**

Outserts are a great opportunity to capture high visibility through *GI & Hepatology News* 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.

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**CONTACTS**

General Information

**PRINT ADVERTISING**

Circulation

Issue & Closing Dates

Ad Rates

Incentives & Combination Buys

Cover Tips, Banner Ads & Outserts

Printing Information

Unique Print Opportunities

**DIGITAL ADVERTISING**

MD Edge

HCP Targeting

General Display

Advanced Display

Email

Premium Packages

Media Placement Opportunities

**CUSTOM MULTI-MEDIA PROGRAMS**

Special Issues/Supplements

Patient Education/Handouts

Custom Microsites/Resource Centers

Custom Clinical Quizzes

Research

**ABOUT FRONTLINE**

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**OUTSERTS**

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

Frontline Medical Communications publications are printed offset in a tabloid news format. Black-and-white, two, three, four, and five-color advertisements are accepted.

BINDING
- Saddle Stitch

FULL BLEEDS
- Bleed size: 10 3/4” x 13 1/4”
- Trim: 10 1/2” x 13”
- Keep live matter 1/2” from all trim edges

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, SRGB, 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
Publication accepts both full King-size and “A-size” (minimum size: 8” x 11”) inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-cleanup 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:
   - Full King-size: 10 5/8” x 13 1/4”; must come at bleed
   - Minimum insert size: 8” x 11”
   - Note: Multiple-leaf inserts to be furnished folded; 8” x 11” inserts to be furnished trimmed

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:
GI & Hepatology News
Publishers Press
13487 South Preston Highway
Lebanon Junction, KY 40150
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:
GI & Hepatology News
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:
GI & Hepatology News
Frontline Medical Communications
2275 Research Boulevard
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@frontlinemedcom.com
SPECIFICATIONS

Journal Trim Size: 10 1/2” x 13”
Live matter: Allow 1/8” safety from all trim edges
Type of Binding: Saddle Stitch

CONTACTS

General Information

PRINT ADVERTISING
Circulation
Issue & Closing Dates
Ad Rates
Incentives & Combination Buys
Cover Tips, Banner Ads & Outserts
Printing Information
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CUSTOM MULTI-MEDIA PROGRAMS
Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Custom Clinical Quizzes
Research

ABOUT FRONTLINE
**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, following medical/legal review
- Ability to include video and audiocast online, upon medical/legal approval

**SUPPLEMENTS WILL BE AVAILABLE AS PDFS ON GIHEPNEWS.COM**

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- 4-8 Pages: Inserted or Polybagged with Select Issue
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**SUPPLEMENTS WILL BE AVAILABLE AS PDFS ON GIHEPNEWS.COM**
UNIQUE PRINT OPPORTUNITIES

Key Opinion Leaders (KOL) Best Practices Program

PROGRAM GOAL
• Establish an independent forum to deliver credible, practice-oriented messages to gastroenterologists.

PROGRAM DESIGN
• Each Best Practices column focuses on a single message (sponsor can support one Best Practices program or a series of columns)
• One King-size, 4-color page or King-size spread, 4 color pages of editorial, within the pages of GI & Hepatology News
• Design can coordinate with brand marketing colors or establish its own color scheme

BENEFITS/HIGHLIGHTS
• Excellent independent format to meaningfully discuss clinical content
• High visibility for sponsor and Key Opinion Leaders
• Turnkey program; completely handled by FMC
• Call-out box placed on page 2 of the publication
• Posted on www.mdedge.com/gihepnews
• Email blast sent to gastroenterologists 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 within the publication(s) or to distribute with sales reps
• Combine all columns in your series to create a stand-alone compendium
• Distribution: sales force or with the publication

OPTIONAL ADDITIONAL COMPONENT
• Professional staff will produce, edit and post video on site
• Your support includes:
  • Video interview with KOL to accompany web site page where Best Practices is housed, upon medical/legal approval

Contact your account manager for pricing and details.

For details of programs, rates, metrics, and more, please contact your account manager.
www.mdedge.com/gihepnews is the online destination and multimedia resource for *GI & Hepatology News*, the official newspaper of the AGA Institute. Since 2007, the newspaper for the trusted voice of the GI community, The American Gastroenterological Association, is published in partnership with Frontline Medical Communications.

**Gastroenterologists and hepatologists now have a place to call home.**
With award-winning daily news coverage, physicians 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.**
*GI & Hepatology News* 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.
--- a new, state-of-the-art web resource for busy HCPs. MDedge™ is a fully integrated web portal of personalized medical news, clinical content and interactive learning from the trusted equity of FMC’s 33 specialty-specific websites and publications.

With the launch of MDedge™, the *GI & Hepatology News* website offers HCPs a streamlined, powerful, and seamless user experience and the latest in time-saving functionality – faster load times, enhanced search, superior navigation, and true multi-channel, responsive design on all their devices.

Advertisers benefit from superior reach, new sponsorship opportunities, and built-in flexibility to optimize use of their own assets. Extensive marketing options range from general awareness and contextual tactics to content development.

**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 (VALUE-ADD)

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.
- Data feeds for client CRMs available.
- 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)
  - E-mail usage (delivered, opened, clicks)

Report Examples:

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<th>Last Name</th>
<th>Specialty</th>
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<td>PA</td>
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<tr>
<td>John</td>
<td>Smith</td>
<td>DO</td>
<td>Neurology</td>
<td>New York</td>
<td>NY</td>
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<tr>
<th>Tactic</th>
<th># of Visits</th>
<th>Total Pageviews</th>
<th>Avg. Pages per Visit</th>
<th>Avg. Time Spent</th>
<th>Completions</th>
<th>Time Stamp</th>
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<td>MDQ</td>
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<td>5</td>
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<td>1:59</td>
<td>0</td>
<td>00:12 [May 6]</td>
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</tbody>
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<th>Drops Received</th>
<th>Drops Opened</th>
<th>Email 1 Opened</th>
<th>Email 1 Content Click</th>
<th>Email 1 728x90 Click</th>
<th>Email 1 300x250 Click</th>
</tr>
</thead>
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<td>2</td>
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</tr>
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<td>MDQ e-Blast</td>
<td>4</td>
<td>2</td>
<td>No</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

NOTE: HCP Level “User” Data and Engagement Data are included as value-add unless otherwise specified.

Contact your account manager for details and pricing.
 GENERAL DISPLAY ADVERTISING

SITE-WIDE INTERSTITIALS
Interstitials are high impact advertising that are available on all Frontline Web sites. The interstitial appears 5-10 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

WEB SITE “FROM INDUSTRY” CONTENT BOX
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: 150 Character Max (1 Destination URL Max)

Creative Type: Text, Article/Video in pop-up

CONTACTS
General Information

PRINT ADVERTISING
Circulation
Issue & Closing Dates
Ad Rates
Incentives & Combination Buys
Cover Tips, Banner Ads & Outserts
Printing Information
Unique Print Opportunities

DIGITAL ADVERTISING
MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS
Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Custom Clinical Quizzes
Research

ABOUT FRONTLINE

NOTE: HCP level “User” Data and Engagement Data are included as value-add.

Contact your account manager for details and pricing.
ADVANCED DISPLAY ADVERTISING

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

PROGRAMMATIC MARKETPLACE
Geographic, Behavioral, Contextual or List Match targeting is available on select Frontline Web sites. Partners must be aligned with a Demand Side Platform (DSP) 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

Contact your account manager for details and pricing.
EMAIL / ENEWSLETTERS

WEEKLY ENEWSLETTERS

GI & Hepatology News 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 eNewsletters with banners and/or text ads. Sponsorship indication is noted at beginning of the email body or in From line.
- The eNewsletter of gihepnews.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

ENWSLETTER 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

Contact your account manager for details and pricing.
EMAIL / ENEWSLETTERS

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

NOTE: HCP level “User” Data and Engagement Data are included as value-add.

Contact your account manager for details and pricing.

For details of programs, rates, metrics, and more, please contact your account manager.
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 eNewsletters (e-mail). “Rising Star” ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level “User” Data and Engagement Data are included as value-add.

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

PHYSICIAN EXCLUSIVE
Own advertising rights to a select group of physicians/HCPs based on list match or geographic targeting. Sponsorships can include website visits, video views, HTML eBlasts or eNewsletters, print distribution, and text ads.

Cost Model: CPO (Opens), CPV (Visit)

Asset Type: Web: 728x90 & 300x250 (Rich Media is accepted),
30-second pre-roll video
E-mail: 728x90 and/or 300x250 Banners
(static only)

Creative Type: Web: .html5, .swf, .mp4, .mov, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp

Contact your account manager for details and pricing.
PREMIUM PACKAGES (WEB & EMAIL)

CLINICALEDGETM
(GENERAL OR THERAPEUTIC FOCUSED)

ClinicalEdge™ is a roadblock package that is available on all Frontline Web sites. Sponsorships comprise the ClinicalEdge Section (site) and 2-4 ClinicalEdge eBlasts (e-mail). ClinicalEdge 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 and Engagement Data are included as value-add.

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

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 and Engagement Data are included as value-add.

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

Contact your account manager for details and pricing.
PREMIUM PACKAGES (WEB & EMAIL)

CONFERENCE COVERAGE SPONSORSHIP
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 and Engagement Data are included as value-add.

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

Contact your account manager for details and pricing.
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 (22 + 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 ROUNDTABLES
FMC will organize a KOL video roundtable focused on a topic of your choice. Roundtables will be created in text and/or video and promoted on the participating journals’ websites. 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. Sponsors may provide testimonials in the form of modules to live within FMC developed project journey. Asset housing is available in other ways.

Contact your account manager for details and pricing.
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(s) 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.

NOTE: Not all Frontline digital programs are available with society-affiliated publications. Please check with your account manager or email mbranca@frontlinemedcom.com.

Contact your account manager for pricing and details.
CUSTOM MULTI-MEDIA PROGRAMS

CUSTOM MICROsites / RESOURCES 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 / ROUNDTABLES
We develop branded and unbranded landing pages with audio/video/webcast/virtual or onsite roundtables content conducive to your educational message. The programs feature 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).

NOTE: Not all Frontline digital programs are available with society-affiliated publications. Please check with your account manager or email mbranca@frontlinemedcom.com.

Contact your account manager for pricing and details.
RESEARCH

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+

Contact your account manager for pricing and details.

For details of programs, rates, metrics, and more, please contact your account manager.
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 the launch of 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 33 print and digital publications, reaching 22 distinct market segments, circulating to 800,000 healthcare professionals (HCPs)

• MDedge™, our state-of-the-art integrated web portal

• Access to more than 1 million physicians, nurse practitioners, physician assistants and other HCPs through our validated proprietary e-database

• eNewsletters, interactive Web sites, digital editions, and mobile apps deliver content daily

• 18 live events

• Collaboration with notable societies and key medical associations

• Development of 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 2017 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.

Click “Contacts” or call 973-206-3434.


Email us at sales@frontlinemedcom.com.