FRONTLINE
MEDICAL COMMUNICATIONS

Internal Medicine News®

2017 INTEGRATED MEDIA KIT

For 49 years, *Internal Medicine News* has been the leading independent newspaper for internal medicine. With specialty-focused news and insightful commentary—in a clear, concise, accessible format—*Internal Medicine News* keeps busy physicians up to date on clinical advances that impact their daily practice of medicine. *Internal Medicine News* is published 20 times per year and circulates to more than 110,000 general internists and related subspecialists. All articles are researched, written, and produced by professional medical journalists.

Internal Medicine News can also be found online at www.mdedge.com/internalmedicinenews. This site is updated throughout the day with specialty-specific news that includes Views on the News—expert clinician commentary on how the news affects medical practice. The site also features commentaries on key clinical and regulatory issues, physician-written columns, MD-IQ quizzes, and Clinical Edge summaries offered 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 engage online by commenting on articles, contacting editors, and sharing articles via social media such as Facebook and Twitter. *Internal Medicine News* is the best way for physicians to stay up to date, save time, and gain perspective.

See NEW address for ROB materials & samples.

CONTACTS

Editorial and Production Office

2275 Research Boulevard
Suite 400
Rockville, MD 20850
Tel: 240-221-2400

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 and Digital Advertising

Gina Bennicasa
Associate Publisher
Tel: 973-290-8221
gbennicasa@frontlinemedcom.com

Jodi Smith
Associate Publisher
Tel: 973-290-8226
jsmith@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

Rey Valdivia
Digital Account Manager
Tel: 973-206-8094
rvaldivia@frontlinemedcom.com

Melissa DuBois
Digital Sales Support
mdubois@frontlinemedcom.com

Recruitment and Classified Advertising

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

Linda Wilson
Classified Advertising Account Manager
Tel: 973-290-8243
lwilson@frontlinemedcom.com

Contracts and Insertions

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

Production

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

Publisher

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

Mike Guire
Vice President, Sales
Tel: 973-290-8224
mguire@frontlinemedcom.com

Editorial Staff

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

Terry Rudd
Editor
Tel: 240-221-2465
trudd@frontlinemedcom.com

12.09.16

FRONTLINE
MEDICAL COMMUNICATIONS

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

GENERAL INFORMATION

Internal Medicine News is published by Frontline Medical Communications (FMC).

Issuance: 20 times a year

Established: 1968

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Internal Medicine News* reaches patient-care internists, cardiologists, gastroenterologists, pulmonologists, rheumatologists, nephrologists, infectious disease specialists, endocrinologists, and diabetologists.

Editorial: *Internal Medicine News*, through its e-newsletters and print publication, provides practicing physicians with timely and relevant 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 internal medicine. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect internists' pocketbooks and how they manage their practice. All articles are researched, written and produced by professional medical journalists.

Editorial/Advertising Ratio

55% editorial/45% 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:

March 15th Issue:

• 4th Annual Digestive Diseases: New Advances
Philadelphia, PA; March 24-25, 2017

March 15th Issue:

• American College of Physicians
San Diego, CA; March 30-April 1, 2017

September 1st Issue:

• 10th Annual Perspectives in Rheumatic Diseases
Las Vegas, NV; Sep. 15-16, 2017

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

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

CIRCULATION

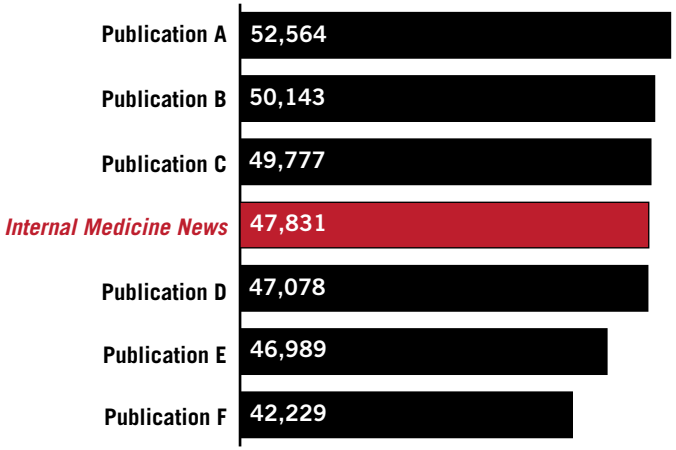
Specialty	Total Qualified	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	Semi-Retired
Internal Medicine	100,852	72,023	11,419	11,442	-	5,968	-
Cardiovascular Diseases	2,377	1,501	592	178	26	35	45
Diabetes	29	23	-	3	2	-	1
Endocrinology	518	315	161	17	19	-	6
Gastroenterology	1,332	848	364	62	15	29	14
Infectious Diseases	564	332	152	51	20	1	8
Nephrology	832	530	216	38	30	6	12
Pulmonary Diseases	415	326	18	54	6	2	9
Rheumatology	711	534	110	39	18	4	6
Internal Medicine, Geriatrics	3,230	2,597	105	438	-	90	-
Total Qualified Distribution	**110,860**	**79,029**	**13,137**	**12,322**	**136**	**6,135**	**101**

Source: July 2016 BPA

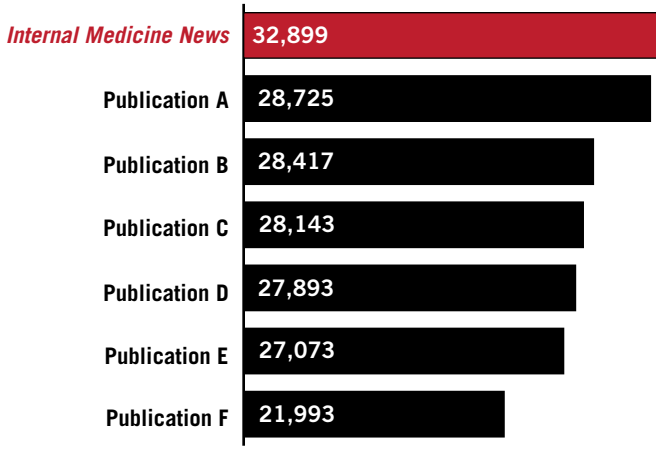
For more detailed BPA circulation information, CLICK HERE.

READERSHIP SCORES

Projected Average Issue Readers



Projected Average Page Exposures



Source: Kantar Media, June 2016, Readership Ranking Report, Internal Medicine Office and Hospital-Based

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 20, 2016	January 5, 2017
February 1	January 10, 2017	January 19, 2017
February 15	January 27	February 3
March 1	February 6	February 13
March 15	February 24	March 3
April 1	March 13	March 20
April 15	March 27	April 4
May 1	April 10	April 17
May 15	April 26	May 3
June 1	May 10	May 17
June 15	May 24	June 2
July	June 26	July 5
August	July 24	July 31
September 1	August 11	August 18
September 15	August 29	September 7
October 1	September 11	September 18
October 15	September 26	October 3
November 1	October 11	October 18
November 15	October 26	November 2
December	November 21	December 1

1st of the Month Issue Date: Stated Date of Mailing and Class: 10th of publication month. Periodicals class.
15th of the Month Issue Date: Stated Date of Mailing and Class: 20th of publication month. Periodicals class.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

ADVERTISING RATES

Black & White Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	$14,845	$14,090	$13,140	$12,675	$12,525	$12,285	$11,920	$11,690	$11,465	$11,205	$10,955	$10,700	$10,060	$9,400	$8,885
3/4 Page	13,535	12,850	11,945	11,590	11,460	11,275	11,065	10,920	10,775	10,310	9,845	9,385	9,045	8,365	7,675
Island Page	10,700	10,145	9,450	9,130	8,980	8,850	8,570	8,445	8,320	8,085	7,840	7,600	7,290	6,840	6,450
1/2 Page	10,600	10,105	9,360	9,060	8,960	8,790	8,535	8,395	8,265	8,015	7,765	7,525	7,190	6,710	6,190
1/4 Page	5,430	5,160	4,780	4,625	4,565	4,470	4,355	4,270	4,190	4,055	3,910	3,770	3,635	3,380	3,100

Black-and-White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	$17,695	$16,940	$15,990	$15,525	$15,375	$15,135	$14,770	$14,540	$14,315	$14,055	$13,805	$13,550	$12,910	$12,250	$11,735
3/4 Page	16,385	15,700	14,795	14,440	14,310	14,125	13,915	13,770	13,625	13,160	12,695	12,235	11,895	11,215	10,525
Island Page	13,550	12,995	12,300	11,980	11,830	11,700	11,420	11,295	11,170	10,935	10,690	10,450	10,140	9,690	9,300
1/2 Page	13,450	12,955	12,210	11,910	11,810	11,640	11,385	11,245	11,115	10,865	10,615	10,375	10,040	9,560	9,040
1/4 Page	8,280	8,010	7,630	7,475	7,415	7,320	7,205	7,120	7,040	6,905	6,760	6,620	6,485	6,230	5,950

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

Standard color	$1,110
Matched color	1,340
Metallic ink	180
Four Color Rates	2,850
Fifth Color Rates	4,050

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.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

Insert Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
2-Page A-size	$22,040	$20,905	$19,470	$18,805	$18,505	$18,225	$17,660	$17,305	$17,145	$16,800	$16,465	$15,660	$15,030	$14,085	$13,285
2-Page King	30,585	29,020	27,070	26,105	25,800	25,305	24,565	24,070	23,620	23,145	22,680	22,040	20,720	19,365	18,310
4-Page A-size	44,080	41,810	38,945	37,615	37,000	36,450	35,320	34,615	34,290	33,605	32,930	31,315	30,050	28,170	26,575
4-Page King	61,170	58,045	54,130	52,210	51,600	50,615	49,130	48,145	47,225	46,285	45,360	44,080	41,435	38,730	36,605
6-Page A-size	66,120	62,710	58,415	56,420	55,500	54,680	52,980	51,915	51,435	50,405	49,395	46,980	45,080	42,255	39,860
6-Page King	91,760	87,065	81,200	78,315	77,400	75,920	73,695	72,220	70,845	69,425	68,035	66,120	62,155	58,090	54,915
8-Page A-size	88,165	83,615	77,895	75,220	74,000	72,905	70,630	69,225	68,585	67,210	65,870	62,635	60,100	56,340	53,155
8-Page King	122,345	116,090	108,265	104,420	103,200	101,235	98,260	96,300	94,455	92,570	90,715	88,165	82,875	77,450	73,210

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. 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.
6. The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

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 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.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

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:

2016 Net Spending	$150K	$250K	$500K	$750K	$1.0M	$1.5M	$2.0M	$3.0M+
Earned 2017 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.)

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.

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

FRONTLINE POWERBUY™

Get superior primary care reach and readership among physicians and NPs/PAs with The PowerBuy™ plus. Add *Clinician Reviews* (CR) to the already efficient primary care PowerBuy™ (*Family Practice News®+Internal Medicine News®*) and save 20% on your average ad cost in CR. Consult your account manager or see separate rates.

FRONTLINE POWERBUY2™

Brings together the #1 clinical, peer-reviewed, indexed primary care journals, *The Journal of Family Practice®* (JFP) and *Cleveland Clinic Journal of Medicine®* (CCJM). JFP and CCJM together form a market-leading combination of powerful reach, exposure and efficiency. Buy both and earn a 15% discount off earned page rates in each. Add *Clinician Reviews®* (CR) and earn a 15% discount off CR. Consult your account manager or see separate rates.

FRONTLINE SUPERPOWERBUY™

Gain maximum primary care reach, duplicated and unduplicated, when you use the optimal blend of clinical and medical news content offered through the SUPER PowerBuy™. Use The PowerBuy™ (*Family Practice News®+Internal Medicine News®*) rates and add PowerBuy2™ (*The Journal of Family Practice®+Cleveland Clinic Journal of Medicine®*) rates and earn an additional 10% discount off JFP and CCJM for a total of 25%. Add *Clinician Reviews®* (CR) and earn an additional 10% discount off CR for a total of 25%. Consult your account manager.

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.

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.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

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

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King 4 pg	$52,375	$50,115	$47,275	$45,970	$45,360	$44,830	$43,685	$43,175	$42,665	$41,710	$40,710	$39,730	$38,465	$36,630	$35,035
King 6 pg	77,110	73,715	69,460	67,505	66,585	65,790	64,075	63,310	62,545	61,110	59,610	58,140	56,245	53,490	51,100
King 8 pg	101,845	97,320	91,645	89,035	87,810	86,750	84,465	83,445	82,425	80,510	78,510	76,550	74,020	70,350	67,165

NEW PRODUCT LAUNCH PROGRAM

Place your new product launch unit in six (6) consecutive issues of *Internal Medicine News* and get the sixth (6th) unit FREE. Varying ad unit sizes will be averaged to determine free ad unit. Only NEW products or line extensions are eligible for this program. Pre-launch units are not eligible. All FMC combination discounts apply. Free pages do not count toward the corporate discount. Launch Program free unit may not be combined with the Continuity Discount Program. Full-run ads only. Advertiser must pay premium position charges on free ad unit.

CONTINUITY DISCOUNT PROGRAM

Please select one program. (Programs cannot be combined.) *Internal Medicine News* offers a continuity discount for all products advertising during calendar year 2017 based on the following levels:

a. 12 insertions: 13th insertion FREE

b. 18 insertions: 19th and 20th insertions FREE

Insertions must be for the same product. Varying ad unit sizes will be averaged to determine free ad unit. The free insertion(s) must be taken at the end of the schedule. Free pages do not count toward the corporate discount. Premium positions qualify for space only. Advertiser must pay position premium on free ads. Program available to full-run and full cost split-run advertisers. ROB production charges apply.

DOUBLE IMPACT DISCOUNT PROGRAM

Run two (2) insertions for the same product in the same issue of *Internal Medicine 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. Program applies to full-run ads only.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

POWERBUY™

Internal Medicine News + Family Practice 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* and *Family Practice News*. **Full-run only**. Insertions count towards earned frequency.

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

Standard color	$1,870
Matched color	2,230
Metallic ink	280
Four Color Rates	3,990
Fifth Color Rates	6,960

Black & White Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	$23,525	$22,350	$21,510	$20,700	$20,410	$19,865	$19,425	$19,240	$19,055	$18,930	$18,810	$18,690	$18,335	$17,980	$17,635
3/4 Page	21,020	19,970	19,160	18,505	18,240	17,870	17,535	17,360	17,190	16,925	16,650	16,385	16,205	15,725	15,185
Island Page	15,760	14,980	14,405	13,870	13,685	13,310	13,015	12,895	12,775	12,695	12,600	12,520	12,280	12,060	11,815
1/2 Page	15,580	14,845	14,275	13,745	13,530	13,245	12,875	12,700	12,530	12,460	12,390	12,330	12,070	11,925	11,695
1/4 Page	7,590	7,235	6,875	6,620	6,515	6,370	6,185	6,115	6,035	5,980	5,910	5,855	5,830	5,675	5,505

Insert Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
2-Page A-size	$32,465	$30,860	$29,680	$28,575	$28,190	$27,420	$26,805	$26,670	$26,325	$26,195	$26,060	$25,790	$25,295	$24,850	$24,340
2-Page King	48,460	46,045	44,310	42,635	42,050	40,920	40,015	39,815	39,255	39,060	38,860	38,495	37,765	37,030	36,320
4-Page A-size	64,930	61,720	59,360	57,150	56,385	54,830	53,605	53,340	52,650	52,380	52,125	51,575	50,595	49,700	48,670
4-Page King	96,925	92,095	88,620	85,275	84,100	81,845	80,030	79,630	78,500	78,110	77,720	76,995	75,530	74,065	72,645
6-Page A-size	97,395	92,575	89,040	85,725	84,575	82,250	80,415	80,015	78,975	78,580	78,185	77,370	75,890	74,545	73,005
6-Page King	145,385	138,145	132,930	127,910	126,145	122,765	120,045	119,450	117,755	117,170	116,580	115,490	113,295	111,095	108,965
8-Page A-size	129,855	123,435	118,715	114,300	112,770	109,665	107,220	106,680	105,295	104,770	104,245	103,150	101,185	99,395	97,340
8-Page King	193,845	184,190	177,235	170,555	168,195	163,695	160,060	159,265	157,005	156,220	155,435	153,990	151,055	148,130	145,290

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

COVER TIPS

- Cost includes FMC printing of your creative provided to specifications (one-sided, 4-color)
- 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 account manager.

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/
Internal Medicine 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.

Note: Specifications not drawn to actual size

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”

Consult your account manager for details and pricing.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

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
Brett Petillo, Sales Manager
Office: 281-419-5725
Toll Free: 877-652-5295
Cell: 832-458-9467
2407 Timberloch Place, Suite B
The Woodlands, TX 77386
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 *Internal Medicine 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.

Contact your account manager for details and pricing.

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 *Internal Medicine News's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities. See classified rate card **here**.

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

Linda Wilson
Classified Advertising Account Manager
Tel: 973-290-8243
lwilson@frontlinemedcom.com

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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, 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

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-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:
- 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:

Internal Medicine 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:

Internal Medicine 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:

Internal Medicine News
Frontline Medical Communications
2275 Research Boulevard
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@frontlinemedcom.com

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

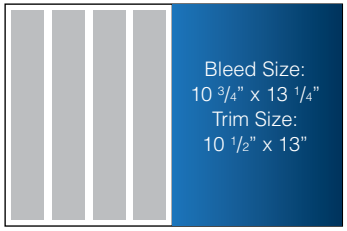
FACE-TO-FACE EVENTS

ABOUT FRONTLINE

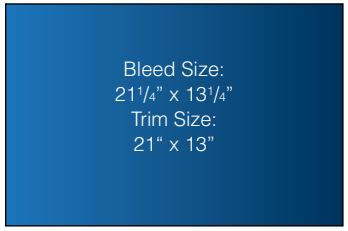
For details of programs, rates, metrics, and more, please contact your account manager.

SPECIFICATIONS

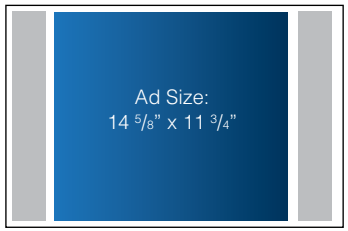
King-size Page



King-size Spread

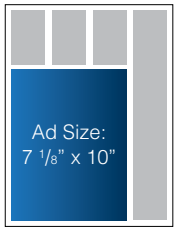


3/4 Vertical Spread

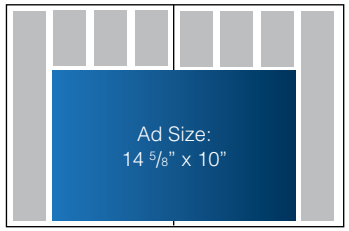


3/4 Vertical

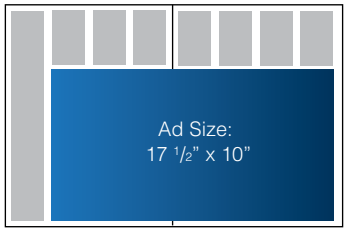
Island Page



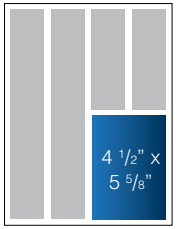
Island Spread



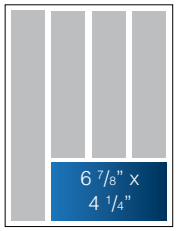
Island Page + 3/4 Page Horiz.



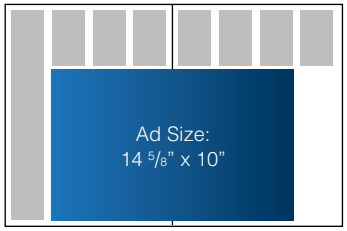
1/4 Page Vertical

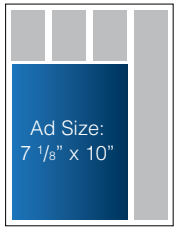


1/4 Page Horizontal



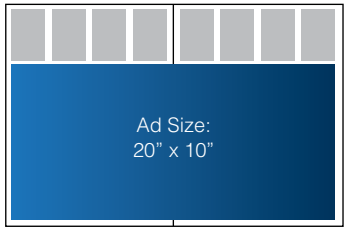
Island Spread + Island Page



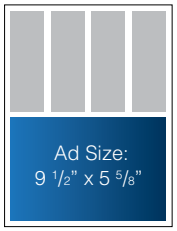


3/4 Horizontal

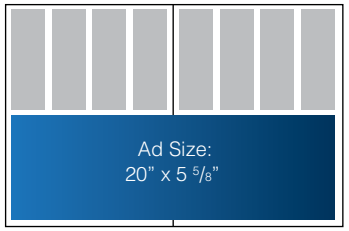
3/4 Horizontal Spread



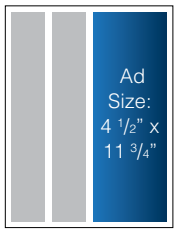
1/2 Page Horizontal



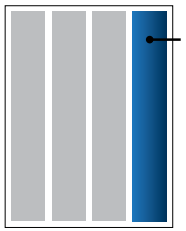
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 1/2" x 13"
Live matter: Allow 1/4" safety from all trim edges
Type of Binding: Saddle Stitch

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

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

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

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)
- One King-size, 4-color page of editorial, within the pages of *Internal Medicine News*
- Design can coordinate with brand marketing colors or establish its own color scheme

BENEFITS/HIGHLIGHTS

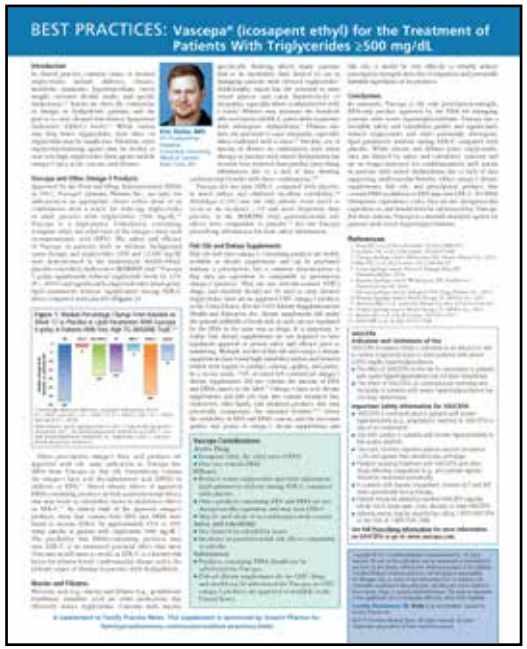
- Excellent independent format to meaningfully discuss clinical content
- High visibility for sponsor and Key Opinion Leaders
- Turnkey program; completely handled by FMC
- Posted on www.internalmedicinenews.com
- Email blast sent to physicians with a direct link to the online PDF

ADDITIONAL TARGETED DISTRIBUTION OF BEST PRACTICES PROGRAM

- Reprint or repurpose column(s) to publish in other markets, within the publication, or to distribute with sales reps
- Combine all columns in your series to create a stand-alone compendium

OPTIONAL ADDITIONAL COMPONENT

- Video interview with KOL to accompany web site page where Best Practices is housed, upon medical/legal approval
- Professional staff will produce, edit and post video on site



CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

DIGITAL ADVERTISING: INTRODUCTION

Internal Medicine News website is the online destination and multimedia resource for *Internal Medicine News*, the independent news publication for the internist community. Since 1968, *Internal Medicine News* has been the leading provider of news and commentary about clinical developments as well as health care policy and regulations that affect the physician's practice.

Internists 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.
Internal Medicine 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.

NEWS
- CONFERENCE NEWS
- EXPERT ANALYSIS
- PHYSICIAN RESOURCES
- VIDEO LIBRARY
- SPECIAL REPORTS

SPECIALTY FOCUS
- ADDICTION MEDICINE
- ADOLESCENT MEDICINE
- ALLERGY & IMMUNOLOGY
- CARDIOLOGY
- CRITICAL CARE
- DERMATOLOGY
- DIABETES, ENDOCRINOLOGY, METABOLISM
- GASTROENTEROLOGY
- GERIATRIC MEDICINE
- HEMATOLOGY
- HOSPICE & PALLIATIVE MEDICINE
- INFECTIOUS DISEASES
- MEN'S HEALTH
- MENTAL HEALTH
- NEPHROLOGY
- NEUROLOGY
- OBESITY & WEIGHT MANAGEMENT
- ONCOLOGY
- PAIN
- PULMONARY & SLEEP MEDICINE
- RARE DISEASES
- RHEUMATOLOGY
- WOMEN'S HEALTH

COLUMNISTS AND COMMENTARY
- COMMENTARIES
- THE DIGITAL DOCTOR
- EHR REPORT
- LAW & MEDICINE
- THE MYTH OF THE MONTH
- THE OFFICE
- WHAT MATTERS

PRACTICE ECONOMICS
- HEALTH REFORM
- REIMBURSEMENT & MANAGEMENT

SPECIAL REPORTS

CLINICAL EDGE

CLICK FOR CREDIT CME

MD-IQ QUIZZES

RESOURCES
- PHYSICIANS TRAVEL & MEETING GUIDE
- MEDICAL EDUCATION LIBRARY
- MEDJOB NETWORK CAREER CENTER
- BEST PRACTICES

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

DIGITAL ADVERTISING

INTRODUCING MDedge™

MDedge™

— 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 *Internal Medicine 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.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

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:

USER DATA

#	First Name	Last Name	Title	Specialty	Type of Practice	City	State	Zip Code	NPI #
1	Cathy	Brooks	MD	Neurology	Office	Corlla	NC	18728	1029395769
2	Jim	Fulton	MD	Internal Medicine	Hospital	Scottsdale	AZ	88259	2014127053
3	Pam	Leonard	MD	Family Practice	Office	Tulsa	OK	74120	8371125758
4	Richard	Marshall	NP	Psychiatry	Office	Mechanicsburg	PA	17050	6534849345
5	John	Smith	DO	Neurology	Hospital	New York	NY	11021	3987034597

ENGAGEMENT DATA

#	Tactic	# of Visits	Total Pageviews	Avg. Pages per Visit	Avg. Time Spent	Completions	Time Stamp
1	MDIQ	2	25	12.5	6:29	2	12:14 (May 5) 16:15 (May 17)
2	MDIQ	1	5	5	1:59	0	01:12 (May 6)

#	Tactic	Drops Received	Drops Opened	Email 1 Opened	Email 1 Content Click	Email 1 728x90 Click	Email 1 300x250 Click
1	MDIQ e-Blast	4	4	Yes	2	1	0
2	MDIQ e-Blast	4	2	No	0	0	0

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

Contact your account manager for details and pricing.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

GENERAL DISPLAY ADVERTISING

SITE-WIDE INTERSTITIALS

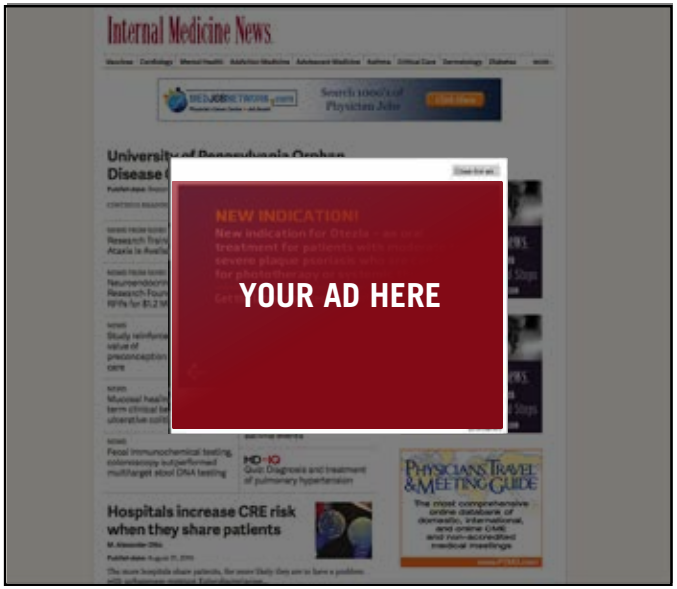
Interstitials are high impact advertising that are available on all Frontline Web sites. The interstitial appears 5-10 seconds after a user visits the site and only displays 1x per visit.

Cost Model: CPD (Cost Per Day)

Asset Type: 300x250 & 640x480 Banners (Rich Media is accepted)

Creative Type: .html5, .swf, IFRAME, .gif and .jpg

CLICK HERE FOR DETAILED SPECIFICATIONS



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

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

Contact your account manager for details and pricing.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

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.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

EMAIL / ENEWSLETTERS

WEEKLY ENEWSLETTERS

Internal Medicine 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 internalmedicinenews.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.

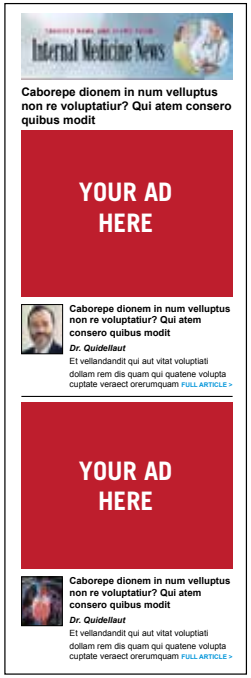
Cost Model: Flat or CPC (Cost Per Click)

Asset Type: 250 Character Max (2 Destination URLs Max)

Creative Type: Text

DESKTOP

MOBILE



Contact your account manager for details and pricing.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

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.

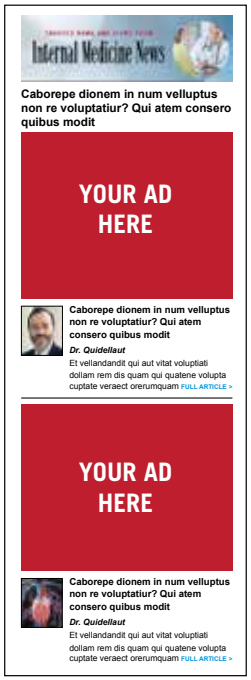
Cost Model: Flat or CPS (Cost Per Send)

Asset Type: Finalized .html e-Blast

Creative Type: .html

DESKTOP

MOBILE



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

Contact your account manager for details and pricing.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

PREMIUM PACKAGES (WEB & EMAIL)

CLINICALEDGE™ (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)

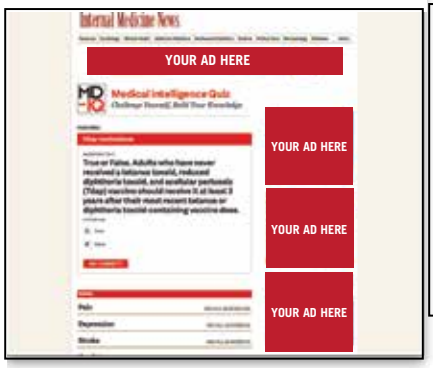
Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

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

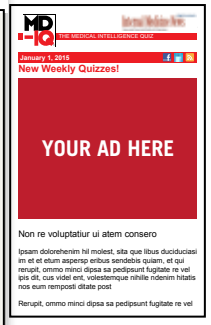
MD-IQ™ SPONSORSHIPS (SELF-ASSESSMENT QUIZZES)

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.

DESKTOP



MOBILE



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.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

PREMIUM PACKAGES (WEB & EMAIL)

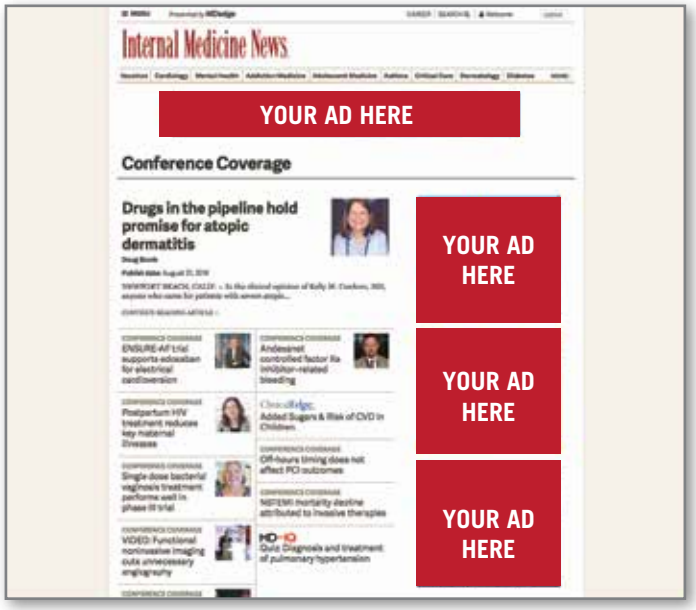
CONFERENCE COVERAGE SPONSORSHIPS

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 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



Contact your account manager for details and pricing.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

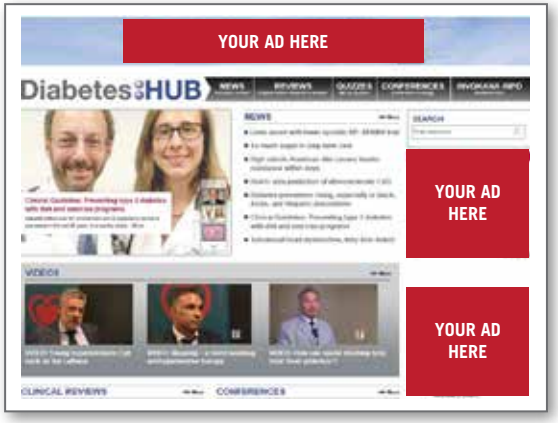
ABOUT FRONTLINE

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 (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.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

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.

Contact your account manager for details and pricing.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

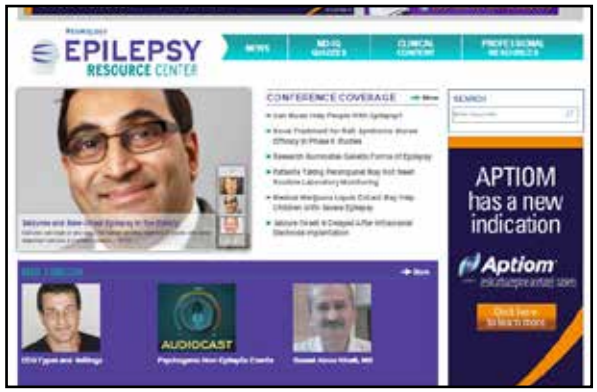
ABOUT FRONTLINE

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

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 / 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).

Contact your account manager for details and pricing.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

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 details and pricing.

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

FACE-TO-FACE EVENTS

Our live CME events give you access to hard-to-reach prospects through one-on-one interaction in a casual, intimate environment, providing the opportunity to:

- Cultivate and enhance relationships with hard-to-reach primary care physicians
- Maximize one-on-one contact with practicing family physicians and internists
- Get critical input and feedback on your product or service at a focus group arranged with a group of our attendees on your behalf
- Present your surgical or therapeutic device within the confines of a private meeting room where you can fully and confidentially display its unique benefits over dinner or a small reception
- Participate in a forum from which to cost-effectively produce and distribute print and online enduring materials to the wider audience of The Journal of Family Practice, Family Practice News, and Internal Medicine News
- Enjoy a higher ROI for your marketing dollar — much more so than at larger association events

Live Events from Global Academy for Medical Education, LLC, in collaboration with Frontline Medical Communications

- Diabetes & Obesity Summit (DOS)
Provided by Cleveland Clinic Digestive Disease & Surgery Institute in collaboration with Global Academy for Medical Education
January 12-14, 2017
Hyatt Regency Waikiki Beach, Honolulu, Hawaii
www.DOS-cme.org

- Pain Care for Primary Care (PCPC East)
August 3-5, 2017
Walt Disney World Dolphin Hotel
Orlando, Florida
www.PCPC-cme.com

- Pain Care for Primary Care (PCPC West)
November 2017
TBD
www.PCPC-cme.com

Contact:
Guy Pawlak
Conference Sales Manager
Tel: (973) 206-2328
Email: g.pawlak@globalacademycme.com

Sponsored Symposia

Presenting a sponsored educational symposium or product theater at a live event affiliated with *Internal Medicine News* provides a cost-effective vehicle to educate family medicine physicians and other clinicians on new treatments and therapies to improve patient care.

- Educate our audience of early-adopting primary care physicians and generate instant feedback in a live environment.
- Extend the impact of your educational message with enduring materials distributed in print and online through our peer-reviewed journals and websites.

Benefits of presenting your sponsored symposium at a live event affiliated with *Internal Medicine News:*

- **Highly qualified audience**
Your content deserves the attention of an engaged audience eager to learn about the latest advances for the treatments for pain. Pain Care for Primary Care attendees are highly qualified clinicians open to embracing the latest treatments and therapies.
- **Strong attendance**
Sponsored symposia/product theaters that take place at Pain Care for Primary Care are scheduled during mealtime— without competing activities—ensuring robust participation levels from these uniquely qualified clinicians. (Since meals are provided to all conference attendees, the Sunshine Act is not applicable.).
- **Multi-platform promotion:** Your sponsored symposium or product theater will benefit from a high level of promotion before and during the live event on our web site, in eblasts, and with handouts and signage on site. The sooner you reserve your symposium, the more promotion it will receive.
- **Superb cost efficiency and high ROI:** Your symposium will take place in our general session room, making it easy for attendees to locate, and providing you with access to our audiovisual equipment and personnel at no additional charge.

Contact:
David Small
Vice President, Events
Tel: (973) 206-9067
d.small@globalacademycme.com

Wendy Raupers
VP Custom Solutions
Tel: (973) 206- 9062
wraupers@frontlinemedcom.com

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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

FRONTLINE
MEDICAL COMMUNICATIONS

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.
Visit www.frontlinemedcom.com.
Access all media kits at www.frontlinerates.com.
Email us at sales@frontlinemedcom.com.

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

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

CONTACTS
General Information

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

DIGITAL ADVERTISING
Introducing MDedge
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

FACE-TO-FACE EVENTS

ABOUT FRONTLINE

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