

# Journal of HOSPITAL MEDICINE



## 2017 INTEGRATED MEDIA KIT

### PUBLISHER'S STATEMENT

The Journal of Hospital Medicine (JHM) is the only peer-reviewed, ISI-indexed research publication devoted to the specialty of hospital medicine. JHM features evidence-based clinical research and review articles across a diverse range of topics that improve hospital care, solve clinical problems, advocate safety, and instruct on techniques and guidelines for performing research. Our readers consist of physicians and health care professionals involved in patient care, clinical decision-making, teaching, academic research, and administration at institutions and hospitals around the world.



Hospitalists. Transforming Healthcare.  
Revolutionizing Patient Care.

### ADVERTISING OFFICE

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**FRONTLINE**  
MEDICAL COMMUNICATIONS

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For further information,  
contact your account manager  
or the publisher

# PRINT ADVERTISING

## RATES & DISCOUNTS

Effective Date: January 1, 2017

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

### Earned Rates

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

### Incentive Programs

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

- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 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%

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

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

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

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News®; *Journal of Hospital Medicine+Rheumatology News*®. Full-run only.

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. 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](http://www.frontlinemedcom.com).

- **3-6-9-12 DISCOUNT:** Each product that advertised in 2016 qualifies for the following 4 discounts within the calendar year of January 2017 through December 2017 (or 12 month fiscal year where applicable):
  - 3 insertions (same product): 25% off the 3rd insertion.
  - 6 insertions (same product): 25% off the 3rd insertion and 25% off the 6th insertion.
  - 9 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, and 25% off the 9th insertion.
  - 12 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, 25% off the 9th insertion, and 25% off the 12th insertion.

**NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in *JOURNAL OF HOSPITAL MEDICINE* during 2016 or new product launches, new indications, or new formulations can qualify for this program. Advertise during 2017 and receive 50% off the 3rd insertion, 50% off the 6th insertion, 50% off the 9th insertion, and 50% off the 12th insertion within the calendar year of January 2017 through December 2017.

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

- **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 3<sup>rd</sup> 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.
- **PREPAYMENT PLAN:** An optional prepayment program is available. Contact the [Publisher or your Account Manager](#) for details and pricing.

### Classified Ads

The MedJobNetwork consists of an interactive recruitment portal ([www.medjobnetwork.com](http://www.medjobnetwork.com)) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *JOURNAL OF HOSPITAL MEDICINE* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

See classified rate card or contact Heather Gentile, Classified Sales Account Manager, at 973-290-8259 or [hgentile@frontlinemedcom.com](mailto:hgentile@frontlinemedcom.com).

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

- **Demographic/Split Run rates:** Available on a limited basis.

Page rate x % of circulation (minimum 50%) + Production/mechanical charge (commissionable). If ROB add \$1,520; if Insert add \$1,300.

### Covers, Positions

Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added). **Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for one month.**

Covers	
Second cover*	B&W earned rate plus 30%, add color charges
Fourth cover*	B&W earned rate plus 60%, add color charges
Positions	
Opposite Table of Contents*	25% space premium, ad is preferred 4-color
Opposite First Editorial*	25% space premium, ad is preferred 4-color
*PREMIUM APPLIES TO BLACK-AND-WHITE RATE OF ONE PAGE ONLY	

Please consult the [Publisher or your Account Manager](#) for additional special positions.

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## RATES & DISCOUNTS (CONTINUED)

### Run-of-Book Rates

BLACK-AND-WHITE RATES												
Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x
Full Page	\$2,780	\$2,730	\$2,650	\$2,575	\$2,500	\$2,420	\$2,345	\$2,265	\$2,215	\$2,165	\$2,110	\$2,060
1/2 Page	1,750	1,700	1,650	1,595	1,545	1,495	1,440	1,390	1,340	1,290	1,235	1,185
1/2 Page	1,365	1,315	1,260	1,210	1,160	1,105	1,055	1,005	\$955	\$925	\$875	\$825

### Color Rates

Standard color	\$650
Matched color	\$950
Matched color metallic	\$250
Three & Four color	\$1,805

Bleed: No Charge

### Insert Rates

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x
2 Page Insert	\$5,560	\$5,460	\$5,305	\$5,150	\$4,995	\$4,840	\$4,685	\$4,530	\$4,430	\$4,325	\$4,225	\$4,120
4 Page Insert	11,125	10,920	10,610	10,300	9,990	9,680	9,375	9,065	8,860	8,650	8,445	8,240
6 Page Insert	16,685	16,375	15,915	15,450	14,985	14,525	14,060	13,595	13,285	12,980	12,670	12,360
8 Page Insert	22,250	21,835	21,220	20,600	19,980	19,365	18,745	18,130	17,715	17,305	16,890	16,480

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## CIRCULATION

### Description of Circulation Parameters

*JOURNAL OF HOSPITAL MEDICINE* readers consist of physicians and health care professionals involved in patient care, clinical decision-making, teaching, academic research, and administration at institutions and hospitals around the world.

### Demographic Selection Criteria

- **AGE:** Not applicable.
- **PRESCRIBING:** Not applicable.
- **FOR SUBSCRIPTION RATES, CONTACT** (800) 480-4851

Circulation: 10,007

### Circulation Verification

- **MAILING LIST AVAILABILITY:**  
Michael Constantino  
Senior Account Manager  
845-731-2748  
[michael.constantino@infogroup.com](mailto:michael.constantino@infogroup.com)  
800-223-2194 ext 748  
Fax: 845-620-9035

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## INSERT INFORMATION

### Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher’s approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (e.g., paper stock weight over maximum micrometer reading) are subject to publisher’s approval and may incur a premium charge. Charges: See rates #8

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

### BRCs

Accepted if they accompany a full-page ad and must meet postal regulations. Charge: \$3,080

### Standard Sizes and Specifications

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb.; maximum micrometer readings: 0.004".

### Trimming

Ship folded: 8 1/2" x 11 1/8". Trim size of journal is 8 1/4" x 10 7/8". Keep live matter 3/8" from all trim edges. Book is jogged to head. Head trim is 1/8". Foot is 1/8", face and gutter are 1/8" each.

### Insert Quantity:

**FULL-RUN:** 33,000

### Shipping

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity.

**SHIP TO:** Publishers Press

ATTN : Tammy Cristobal

Journal of Hospital Medicine (Issue date and quantity)

13487 South Preston Highway

Lebanon Junction, KY 40150

Tel: 800-627-5801

## ISSUANCE & CLOSING DATES

First Issue: July 1972.

Frequency: Bi-monthly, beginning in March.

Issue Date: Month of issuance.

Mailing Date and Class: 10th of each month. Periodicals class.

Closing Dates (subject to change):

Issue	SPACE	MATERIAL	INSERTS
	Reservation	Due	Due
January	12/9/16	12/15/16	12/29/16
February	1/13/17	1/20/17	1/31/17
March	2/9/17	2/15/17	2/28/17
April	3/10/17	3/16/17	3/28/17
May	4/11/17	4/17/17	4/27/17
June	5/11/17	5/18/17	5/30/17
July	6/12/17	6/16/17	6/27/17
August	7/14/17	7/20/17	8/1/17
September	8/14/17	8/21/17	8/30/17
October	9/12/17	9/18/17	9/28/17
November	10/12/17	10/19/17	10/30/17
December	11/9/17	11/16/17	11/28/17

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## COVER TIPS / OUTSERTS

Reach physicians and health care professionals with this unique and highly visible advertising opportunity. Count on prime exposure when you use a cover tip for:

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



### Cover Tip Specs

Specifications	Description	Total Net Cost*
Size: 7.5" x 5.25"	Single-leaf	\$18,000
Stock: 80# coated text, Supply: FLAT	4 page - 6 page	\$22,000

Cost is net; non-commissionable.

Cancellations of less than 60 days written notice will incur a fee equal to 50% of the cost.

Includes space and polybagging for supplied materials. Quotes for affixing PIs, demos, printing or other custom elements are available.

### Outserts

Outserts are a great opportunity to capture high visibility through *JOURNAL OF HOSPITAL MEDICINE* 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.

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

Contact the [Publisher or your Account Manager](#) for details and pricing.

## REPRINTS/EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other health care providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

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## GENERAL INFORMATION

### Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other [Standard Terms and Conditions of our Rate Card](#) – click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

New Product Releases: Accepted for Product Zone.

### Advertiser Services

#### 2017 Bonus Distribution:

**MARCH ISSUE:** American College of Physicians (ACP), San Diego, CA, March 30-April 4, 2017

**APRIL/MAY ISSUES:** Society of Hospital Medicine (SHM), Las Vegas, NV, May 1-4, 2017

**MAY ISSUE:** American Congress of Obstetricians and Gynecologists (ACOG), San Diego, CA, May 6-9, 2017

**SEPTEMBER ISSUE:** American Academy of Family Physicians (AAFP), San Antonio, TX, September 12-17, 2017

**SEPTEMBER ISSUE:** American Academy of Pediatrics (AAP), Chicago, IL, September 16-19, 2017

**OCTOBER ISSUE:** American College of Emergency Physicians (ACEP), Las Vegas, NV, October 30-November 2, 2017

## PRINTING SPECIFICATIONS

### Ad Sizes and Bleed Sizes

	Width/Depth	
	Ad Sizes	Bleed Sizes
Spread	15 1/2" x 10"	16 1/4" x 11"
Full page	7" x 10"	8 3/8" x 11"
2/3 page	4 3/8" x 10"	4 5/8" x 11"
1/2 page (h)	7" x 4 3/4"	8 3/8" x 5 1/2"
1/2 page (v)	3 1/2" x 10"	3 5/16" x 11"
1/3 page (v)	2 1/2" x 10"	3" x 11"
1/4 page	3 1/2" x 4 3/4"	3 5/16" x 5"

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

### Paper Stock

- **INSIDE PAGES:** 60# coated.
- **COVERS:** 143# (8 pt.) coated.

Type of Binding: Perfect-bound.

### Half-Tone Screen Recommendations

- **COVERS:** 150 line.
- **INSIDE:** 133 line.
- **4-COLOR:** 133 line.
- **DENSITY OF TONE:** 4-color cover 320%, 4-color inside 300%, 2-color inside 180%.

### Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- 133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.

### Materials Accepted:

PDF x1a and PDF. Digital contract color proof required.

Send reproduction materials to:

JOURNAL OF HOSPITAL MEDICINE

Frontline Medical Communications Inc.

7 Century Drive, Suite 302

Parsippany, NJ 07054-4609

Attn: Mike Wendt

### Materials Policy:

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

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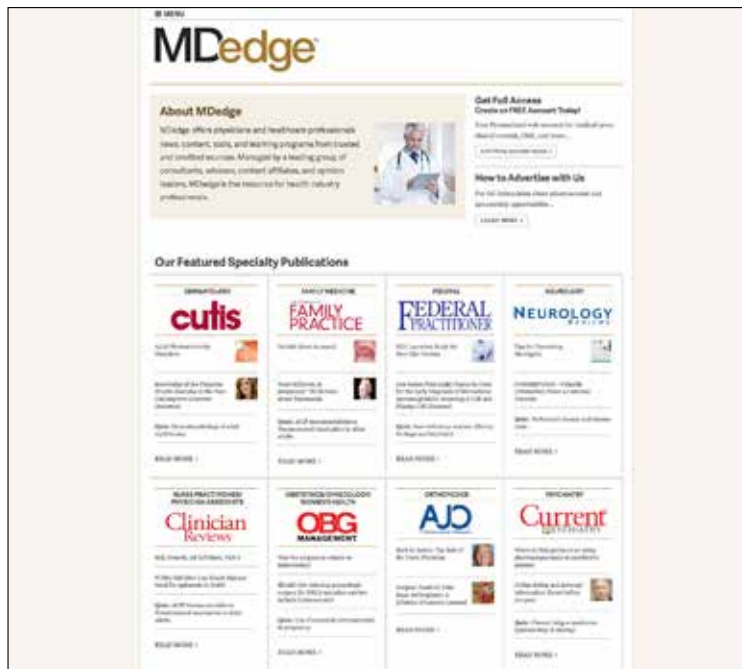
# DIGITAL ADVERTISING & SPECIFICATIONS

## INTRODUCING 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™, JOURNAL OF HOSPITAL MEDICINE 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/DATA

Frontline Medical Communications 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. (continued on next page)

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#### ABOUT FRONTLINE

For further information, contact your account manager or the publisher

## HCP LEVEL DATA (VALUE-ADD) CONTINUED

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

- Web usage (visits, pageviews, time spent, banner impressions)
- E-mail usage (delivered, opened, clicks)

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

Contact the [Publisher or your Account Manager](#) for details and pricing.

### REPORT EXAMPLES:

#### USER DATA

#	First Name	Last Name	Title	Specialty	Type of Practice	City	State	Zip Code	NPI #
1	Cathy	Brooks	MD	Neurology	Office	Corolla	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

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## GENERAL DISPLAY

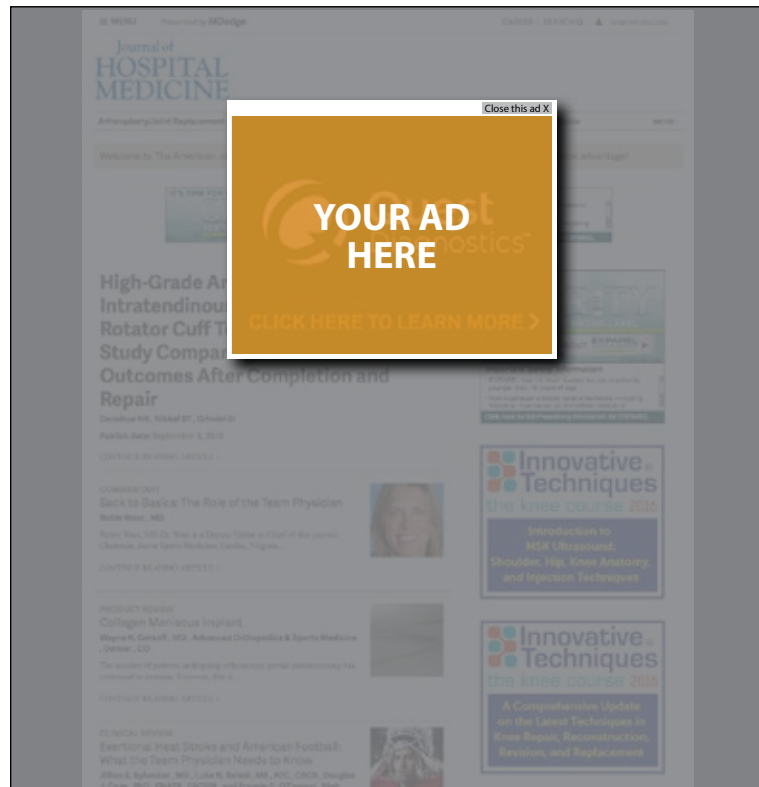
By using our highly-trafficked Web sites, your ad message can reach physicians and allied health care professionals.

### 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](#)

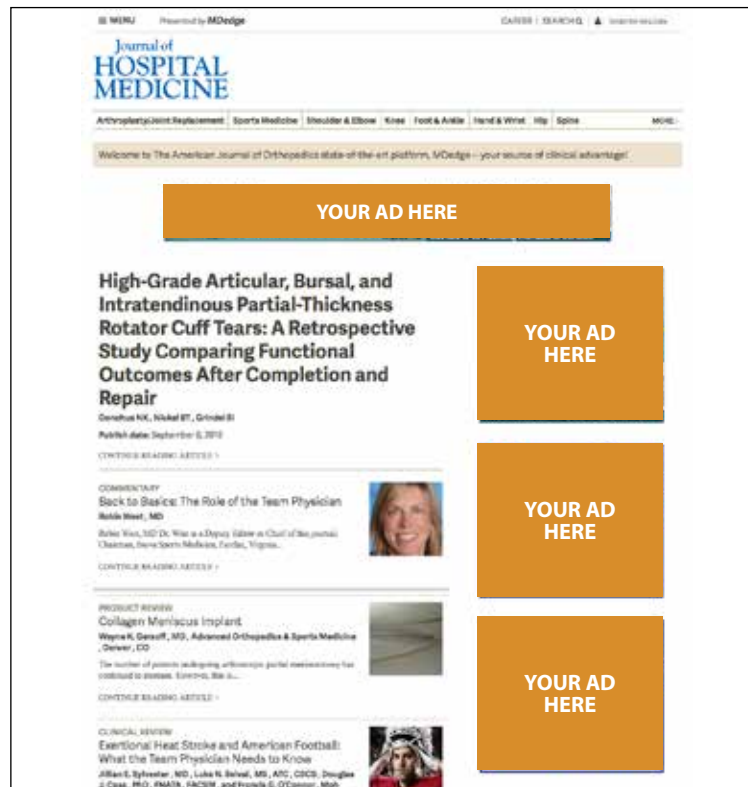


### Web Site "From Industry" Content Box

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

Contact the [Publisher or your Account Manager](#) for details and pricing.



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## GENERAL DISPLAY

### Native Advertorial

Native Advertorials allow sponsors to imbed brand assets, text and/or images within Frontline content.

- Cost Model: CPC (Cost Per Click) or Flat Rate
- Asset Type: Text, Images, Video, PDFs, e-Details, Learning Modules, etc. (2 Destination URLs Max)
- Creative Type: .mp4, .mov, .gif, .jpg, .pdf, .html5 or .swf

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

## ADVANCED DISPLAY ADVERTISING OPPORTUNITIES

### 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 the [Publisher or your Account Manager](#) for details and pricing.

### NATIVE ADVERTORIAL

The screenshot shows a native advertorial on the Journal of Hospital Medicine website. The main article is titled "High-Grade Articular, Bursal, and Intratendinous Partial-Thickness Rotator Cuff Tears: A Retrospective Study Comparing Functional Outcomes After Completion and Repair". The article includes author information (Nicholas K. Donohue, SA, Scott T. Nisler, MD, Steven I. Grindel, MD) and a disclosure statement. The article text discusses a study comparing functional outcomes after completion and repair of high-grade partial-thickness rotator cuff tears (PTRCTs). To the right of the article, there are two promotional banners. The top banner is for "GET CLARITY" (EDPANEL) and includes "Important Safety Information". The bottom banner is for "Innovative Techniques the knee course 2016" and includes "Optional Hands-on Ultrasound Workshop Led by Alan H. Mirzabara, MD, FRCSC" and "24.75 CME Credits Available".

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## E-MAIL / ENEWSLETTERS

### eTOC / Weekly eNewsletters

JOURNAL OF HOSPITAL MEDICINE regular 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 e-mail address, your promotional message is seen within an editorial environment that helps drive traffic to your brand. Position exclusivity is per month. Details below.

These monthly e-mail blasts are available to both orthopedists and rheumatologists.

eTOC: alerts readers that the new issue is now available online

Top 5: features most accessed articles on the site that month

Online Exclusives: Highlights articles published online only

Disease State: Clinical Update eNewsletters provides disease-state information. Sponsored disease-state eNewsletters may deploy at higher frequencies.

Advertisers can choose to sponsor one banner or exclusively sponsor an entire deployment. Deployments are mobile optimized for Smartphone users.

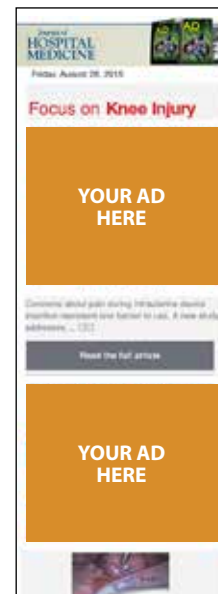
- Cost Model: Flat or CPS (Cost Per Send)
- Asset Type: 728x90 and/or 300x250 Banners (Static Only)
- Creative Type: .gif, .jpg, .png & .bmp
- Cancellations of less than 30 days written notice will incur a fee equal to 1 month of contracted space.

[CLICK HERE FOR DETAILED SPECIFICATIONS](#)

#### DESKTOP



#### MOBILE



### 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

Contact the [Publisher or your Account Manager](#) for details and pricing.

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## E-MAIL / ENEWSLETTERS

### Disease-State Mash-Up

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

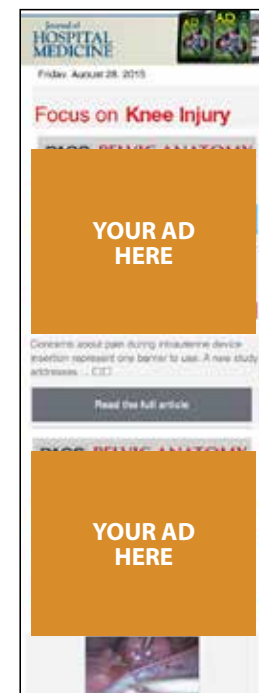
NOTE: HCP Level "User" Data and Engagement Data are included as value-add.

Contact the [Publisher or your Account Manager](#) for details and pricing.

#### DESKTOP



#### MOBILE



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## PREMIUM PACKAGES (WEB + E-MAIL)

### Specialty Focus Channel Sponsorships

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

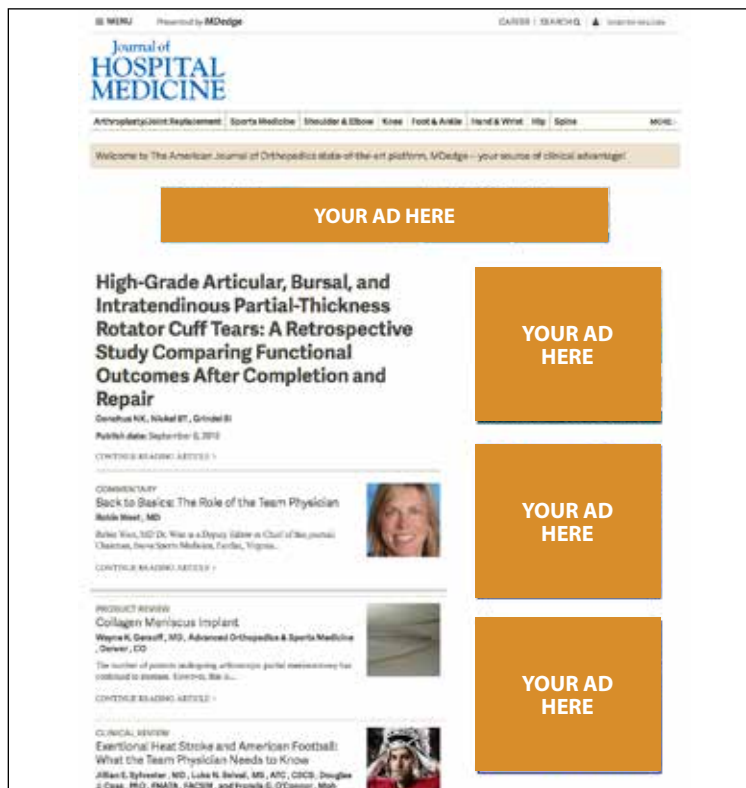
- Cost Model: Flat or CPM (Cost Per Thousand)
- Asset Type:
  - Web: 728x90 & 300x250 (Rich Media is accepted)
  - E-mail: 728x90 and/or 300x250 Banners (Static Only)
- Asset Housing is offered as value add, within the channel homepage.
- Creative Type:
  - Web: .html5, .swf, IFRAME, .gif and .jpg
  - 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 the [Publisher or your Account Manager](#) for details and pricing.



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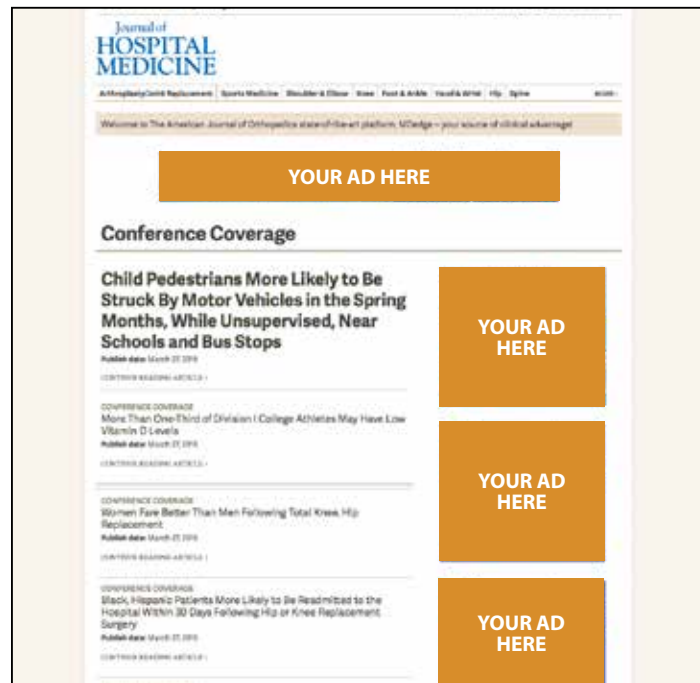
## PREMIUM PACKAGES (WEB + E-MAIL)

### Conference Coverage Sponsorships

Conference Coverage Sponsorships are available on select Frontline Web sites.

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 or CPM
- Asset Type:
  - Web: 728x90 & 300x250 (Rich Media is accepted)
  - E-mail: 728x90 and/or 300x250 Banners (Static Only)
- Creative Type:
  - Web: .html5, .swf, IFRAME, .gif and .jpg
  - E-mail: .gif, .jpg, .png & .bmp



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## PREMIUM PACKAGES (WEB + E-MAIL)

### MD-IQ Sponsorships (Self-Assessment Quizzes)

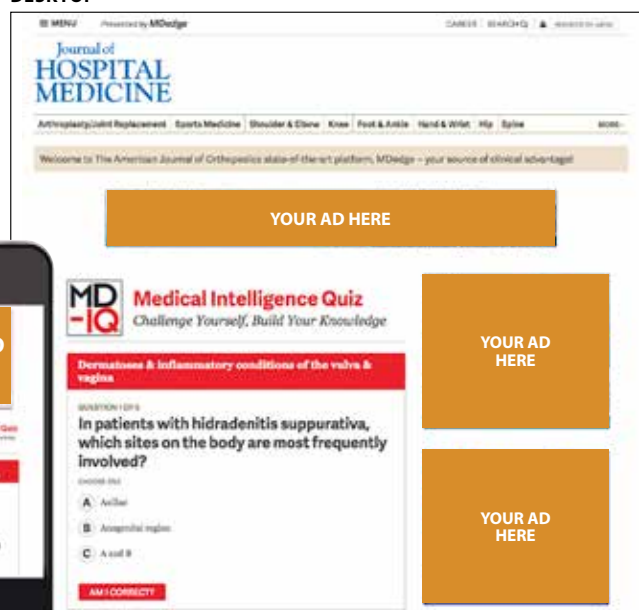
General and therapeutic focused quizzes are available for sponsorship. Tactic includes promotional eBlast with each quiz and exclusive advertising within MD-IQ section. Each completed quiz represents 10-11 pageviews with 3-4 banners displayed per page. "Rising Star" ad units can be included, but guarantees 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

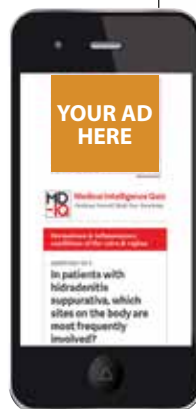
Contact the [Publisher](#) or [your Account Manager](#) for details and pricing.



#### DESKTOP



#### MOBILE



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## 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

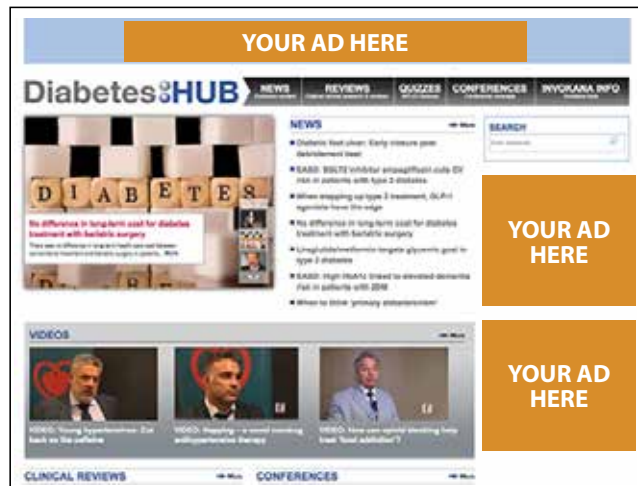
FMC will organize a KOL video roundtable focused on a topic of your choice. Video roundtables will be created and promoted on the participating journals' websites. Sponsors may provide banners and/or additional assets to run alongside the roundtable.

### 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, so please consult your account manager for details.

Contact the [Publisher or your Account Manager](#) for details and pricing.

#### DISEASE-STATE HUB SPONSORSHIP



#### KOL VIDEO ROUNDTABLES



#### PROJECT "JOURNEY"



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# CUSTOM MULTI-MEDIA PROGRAMS

## Frontline Brands Deliver Multichannel, Multidisciplinary Learning Experiences

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

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

## CUSTOM SPECIAL ISSUES / SUPPLEMENTS

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

## PATIENT EDUCATION / HANDOUTS

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

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# CUSTOM MULTI-MEDIA PROGRAMS



## CUSTOM 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).



## 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.

Contact the [Publisher or your Account Manager](#) for details and pricing.

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# RESEARCH

## MARKET RESEARCH

When you need to gather information and intelligence quickly let us send your query or custom survey to our audience of practicing physicians and health care professionals under *JOURNAL OF HOSPITAL MEDICINE*. 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 the [Publisher or your Account Manager](#) for details and pricing.



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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](http://www.frontlinemedcom.com) or to access all media kits visit [www.frontlinerates.com](http://www.frontlinerates.com).

E-mail us at [sales@frontlinemedcom.com](mailto:sales@frontlinemedcom.com).

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

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

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