FRONTLINE
MEDICAL COMMUNICATIONS

Pediatric News®

2017 INTEGRATED MEDIA KIT

For 50 years, *Pediatric News* has been the leading independent newspaper for pediatricians. With specialty-focused news and insightful commentary—in a clear, concise, accessible format—*Pediatric News* keeps busy physicians up to date on clinical advances that impact their daily practice of medicine. *Pediatric News* is published monthly and circulates to over 60,000 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All articles are researched, written, and produced by professional medical journalists.

Pediatric News can be found online at www.mdedge.com/pediatricnews. This site is updated throughout the day with news that includes Views on the News--expert clinician commentary on how the news affects medical practice 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. *Pediatric News* is the best way for pediatricians to stay up to date, save time, and gain perspective.

See NEW address for ROB materials & samples.

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GENERAL INFORMATION

Pediatric News is published by Frontline Medical Communications.

Issuance: Monthly
Established: 1967
Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Pediatric News* reaches 60,596 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners.

Editorial

The *Pediatric News* website, the *Pediatric News* e-newsletter, and the print publication provide practicing physicians with timely and relevant news, on-site conference coverage, and commentary about clinical developments in their field and about the impact of health care policy on their specialty and 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 Issue:
• National Association of Pediatric Nurse Practitioners
Denver, CO; March 16-19, 2017

September Issue:
• SDEF's Women's & Pediatrics Dermatology Seminar
Newport Beach, CA, Oct. 13-14, 2017
• American Academy of Pediatrics
Chicago, IL; Sept. 16-19, 2017
b. **PQ Report:**
Submit your close-end questions to *Pediatric News* readers. Free to qualifying advertisers in August issue.
c. Sales force bulk subscription discount available.

Agency Commission, Credit and Discount Terms

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

Cancellations

a. Notification in writing of space cancellations must be received by space closing deadline.
b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
c. Cover positions are non-cancelable within 60 days of the issue's closing date.

Click here for Standard Terms and Conditions for Advertising

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CIRCULATION

Specialty	Total Qualified	Office Based	Residents	Hospital Staff	Osteopaths	Other Professional Activity
Pediatrics	56,687*	40,960	6,222	5,453	3,177	669
Pediatrics, Infectious Disease	691	397	152	106	4	32
Pediatric Nurse Practitioners	3,218	-	-	-	-	-
Total Distribution	**60,596***	**41,357**	**6,374**	**5,559**	**3,181**	**701**

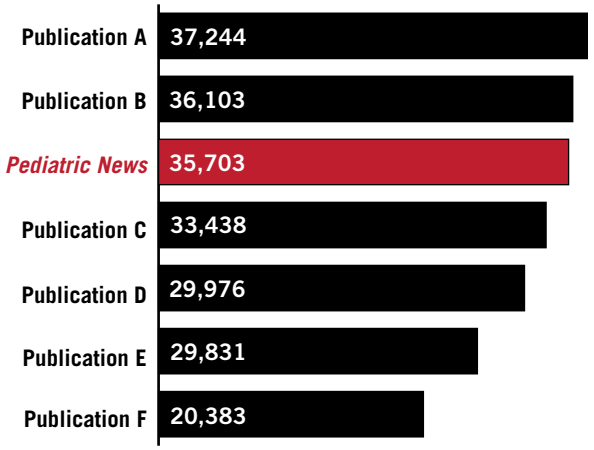
The above grid is projected circulation for January 2017.

*NOTE: 206 semi-retired pediatricians included in totals, not in break out.

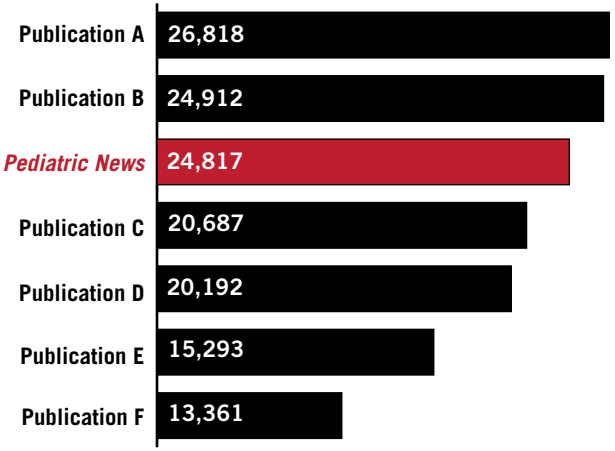
For July 2016 BPA circulation information, CLICK HERE.

READERSHIP SCORES

Projected Average Issue Readers



Projected Average Page Exposures



Source: Kantar Media, June 2016, Pediatrics Office & Hospital, Table 139

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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 19, 2016	January 4, 2017
February	January 26, 2017	February 2
March	February 13	February 22
April	March 24	March 31
May	April 24	May 1
June	May 22	May 31
July	June 23	June 30
August	July 21	July 28
September	August 18	August 25
October	September 20	September 27
November	October 25	November 11
December	November 17	December 1

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

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ADVERTISING RATES

Black & White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	$6,590	$6,525	$6,410	$6,370	$6,225	$6,125	$5,995	$5,935	$5,840	$5,795	$5,705	$5,630	$5,540
3/4 Page	6,175	6,105	6,025	5,905	5,750	5,610	5,445	5,375	5,275	5,180	5,010	4,925	4,875
Island Page	4,860	4,805	4,725	4,635	4,455	4,370	4,265	4,160	4,120	4,090	3,990	3,930	3,895
1/2 Page	4,750	4,690	4,610	4,530	4,295	4,235	4,150	4,060	3,985	3,930	3,890	3,795	3,760
1/4 Page	2,390	2,350	2,325	2,290	2,150	2,130	2,105	1,995	1,980	1,940	1,930	1,915	1,885

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

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	$9,580	$9,515	$9,400	$9,360	$9,215	$9,115	$8,985	$8,925	$8,830	$8,785	$8,695	$8,620	$8,530
3/4 Page	9,165	9,095	9,015	8,895	8,740	8,600	8,435	8,365	8,265	8,170	8,000	7,915	7,865
Island Page	7,850	7,795	7,715	7,625	7,445	7,360	7,255	7,150	7,110	7,080	6,980	6,920	6,885
1/2 Page	7,740	7,680	7,600	7,520	7,285	7,225	7,140	7,050	6,975	6,920	6,880	6,785	6,750
1/4 Page	5,380	5,340	5,315	5,280	5,140	5,120	5,095	4,985	4,970	4,930	4,920	4,905	4,875

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

Standard color	$1,045
Matched color	1,390
Metallic ink	185
Four Color Rates	2,990
Fifth Color Rates	4,250

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.

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Insert Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	$10,010	$9,905	$9,730	$9,555	$9,185	$9,000	$8,785	$8,575	$8,480	$8,430	$8,215	$8,105	$8,035
2-Page King	13,565	13,445	13,200	13,125	12,820	12,615	12,345	12,230	12,035	11,935	11,750	11,595	11,405
4-Page A-size	20,020	19,805	19,455	19,110	18,375	18,010	17,570	17,140	16,970	16,855	16,425	16,215	16,060
4-Page King	27,135	26,880	26,405	26,255	25,645	25,235	24,695	24,460	24,060	23,870	23,500	23,205	22,805
6-Page A-size	30,035	29,710	29,185	28,665	27,560	27,010	26,360	25,715	25,450	25,285	24,645	24,315	24,090
6-Page King	40,715	40,320	39,605	39,375	38,470	37,850	37,040	36,680	36,100	35,810	35,250	34,800	34,215
8-Page A-size	40,040	39,605	38,915	38,220	36,750	36,015	35,150	34,280	33,935	33,720	32,855	32,420	32,115
8-Page King	54,280	53,760	52,810	52,505	51,290	50,470	49,390	48,910	48,135	47,745	47,005	46,400	45,625

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.

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FRONTLINE MEDICAL COMMUNICATIONS
CORPORATE DISCOUNT POLICIES & COMBINATION BUYS

CORPORATE DISCOUNT

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2017. Full year 2016 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2017. All manufacturer promotional spend will be credited towards the corporate level, including, electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are listed in the graphic on the right (see Order of Print Discounts).

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 10% discount off the earned rate in *Pediatric News*. 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.

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.

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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	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King 4 pg	$28,980	$28,755	$28,425	$28,060	$27,325	$26,980	$26,550	$26,120	$25,960	$25,835	$25,430	$25,185	$25,040
King 6 pg	41,940	41,605	41,115	40,565	39,465	38,945	38,300	37,660	37,415	37,230	36,620	36,250	36,035
King 8 pg	54,905	54,460	53,805	53,070	51,600	50,910	50,050	49,195	48,870	48,625	47,805	47,320	47,030

NEW PRODUCT LAUNCH PROGRAM

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

CONTINUITY DISCOUNT PROGRAM

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

a. Run an ad for the same product in five (5) issues of *Pediatric News* during 2017 and receive your 6th insertion at no charge. Ads do not need to run consecutively. Varying ad unit sizes will be averaged to determine amount of free ad space. Premium position charges still applicable on free ad. Free ads count toward earned frequency.

b. Run an ad for the same product in every issue (12) of *Pediatric News* during 2017 and receive the 6th and 12th insertion at no charge. Varying ad unit sizes will be averaged to determine free ad unit. Premium position charges still applicable on free ads. Free ads count toward earned frequency.

c. Run an ad for the same product in every issue (12) of *Pediatric News* during 2017 and deduct 8.3% off each insertion throughout the year.

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 *Pediatric 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.

NEW ADVERTISER PROGRAM

Any advertiser that has not placed space in the last 12 months earn 10% off each insertion. Ads do not need to be consecutive. Only companies that have not advertised in the publication in the past 12 months are eligible for this program. The discounted ad unit counts towards earned frequency. Premium position charges still apply to the fourth ad.

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PEDIATRIC NEWS + DERMATOLOGY NEWS COMBINATION DISCOUNT

10% off Pediatric News and 7.5% off Dermatology News

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Pediatric News* and *Dermatology News*. **Full-run only**. Insertions count towards earned frequency.

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

Standard color	$1,715
Matched color	2,315
Metallic ink	325
Four Color Rates	4,580
Fifth Color Rates	6,920

Black & White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	$9,390	$9,290	$9,110	$9,020	$8,815	$8,650	$8,455	$8,350	$8,180	$8,095	$7,955	$7,820	$7,695
3/4 Page	8,765	8,605	8,465	8,240	8,075	7,940	7,775	7,610	7,500	7,205	7,030	6,855	6,775
Island Page	7,050	6,925	6,780	6,645	6,440	6,310	6,150	6,025	5,945	5,875	5,745	5,650	5,580
1/2 Page	6,845	6,740	6,575	6,400	6,130	6,050	5,910	5,755	5,650	5,550	5,490	5,385	5,285
1/4 Page	3,455	3,380	3,310	3,235	3,080	3,040	2,985	2,855	2,830	2,765	2,740	2,705	2,660

Insert Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	$14,530	$14,275	$13,975	$13,690	$13,275	$12,995	$12,665	$12,420	$12,240	$12,105	$11,830	$11,650	$11,495
2-Page King	19,335	19,135	18,760	18,585	18,155	17,810	17,405	17,205	16,860	16,670	16,395	16,110	15,840
4-Page A-size	29,065	28,545	27,945	27,385	26,540	25,995	25,335	24,825	24,490	24,205	23,660	23,305	22,985
4-Page King	38,675	38,265	37,535	37,170	36,320	35,630	34,820	34,410	33,705	33,350	32,775	32,220	31,680
6-Page A-size	43,585	42,805	41,920	41,080	39,815	38,985	38,005	37,245	36,735	36,310	35,490	34,955	34,480
6-Page King	58,025	57,390	56,295	55,755	54,485	53,440	52,230	51,600	50,560	50,030	49,165	48,330	47,525
8-Page A-size	58,110	57,070	55,885	54,775	53,085	51,980	50,675	49,655	48,975	48,420	47,320	46,605	45,960
8-Page King	77,350	76,525	75,055	74,350	72,645	71,260	69,645	68,805	67,420	66,700	65,550	64,445	63,380

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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
- Non-standard cover tips also available which include multiple flaps, PI's, etc. These types of cover tips must be supplied by the client. For price quote, please consult with the publisher.

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/
Pediatric 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"

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REPRINTS/EPRINTS

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

REPRINTS—USA & CANADA ONLY
CONTACT:
Brett Petillo, Sales Manager
Wright's Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77386
Office: 281-419-5725
Toll Free: 877-652-5295
Cell: 832-458-9467
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 *Pediatric 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 Sally Cioci for details and pricing.

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

CLASSIFIED ADS

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

CONTACT:
Tim LaPella
Marketplace Account Manager
Tel: 484-921-5001
Cell: 610-506-3474
Fax: 484-921-5005
tlapella@frontlinemedcom.com

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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 preclearance 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:

Pediatric 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:

Pediatric 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:

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

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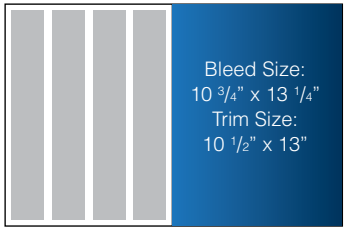
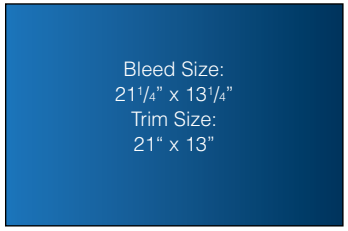
SPECIFICATIONS

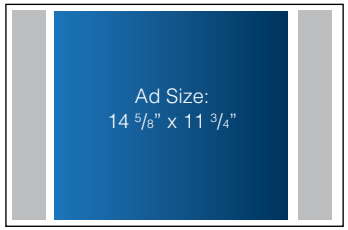
King-size Page



King-size Spread

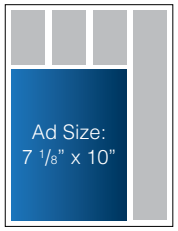


3/4 Vertical Spread

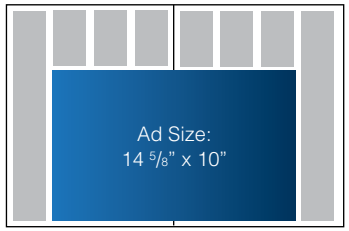


3/4 Vertical

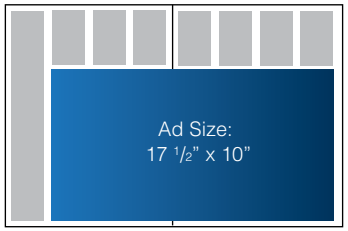
Island Page



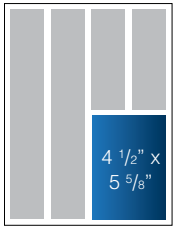
Island Spread



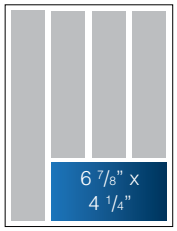
Island Page + 3/4 Page Horiz.



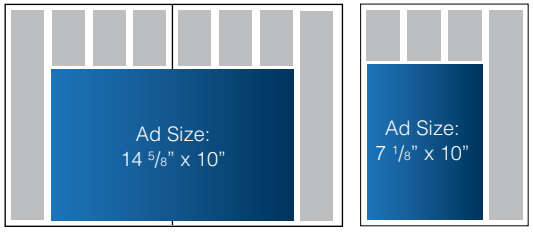
1/4 Page Vertical



1/4 Page Horizontal

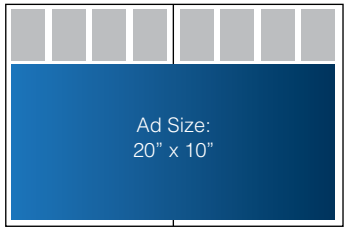


Island Spread + Island Page

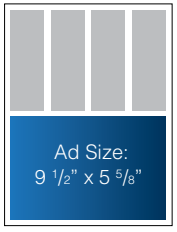


3/4 Horizontal

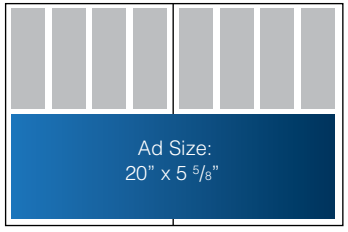
3/4 Horizontal Spread



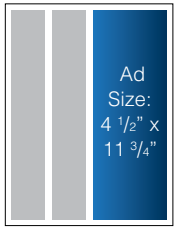
1/2 Page Horizontal



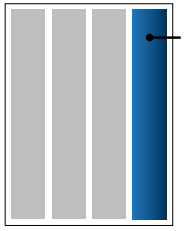
1/2 Horizontal Spread



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

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ABOUT FRONTLINE

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

UNIQUE PRINT OPPORTUNITIES

Roundtable Meetings and Supplements

COMPLETE TURNKEY EDUCATIONAL DISCUSSION
From roundtable meeting to print supplement
- Program development and management by Frontline Medical Communications
- Content/outline
- Faculty recruitment and slide development
- Arrange travel for attendees
- Contract for meeting room and AV

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

TRANSCRIBED ROUNDTABLE DISCUSSION
- Cover design and layout
- Print, polybag, and mail

Customizable Print Supplements

CASE STUDIES
- Custom review of case reports
- Feature introduction by KOL

JOURNAL SCAN/POSTER REVIEW
- Summarizing previously published, peer-reviewed articles on a given topic or disease state, and/or posters presented at meetings

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
- Ability to adhere PI to supplement

Multi-Sponsored Supplements

2017
June: Pediatric Dermatology (supplement to mail with Pediatiric News and Dermatology News)
October: Vaccines and Infectious Diseases
Please consult with Sally Cioci for more details.

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UNIQUE PRINT OPPORTUNITIES

Key Opinion Leaders (KOL) Best Practices Program

PROGRAM GOAL

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

PROGRAM DESIGN

- Each Best Practices column focuses on a single message (sponsor can support one Best Practices program or a series of columns)
- One King-size, 4-color page of editorial, within the pages of *Pediatric News* or King-size insert with PI attached*
- Design can coordinate with brand marketing colors or establish its own color scheme

**PI to be supplied by sponsor*

BENEFITS/HIGHLIGHTS

- Excellent independent format to meaningfully discuss clinical content
- High visibility for sponsor and Key Opinion Leaders
- Turnkey program; completely handled by FMC
- Call-out box placed on page 2 of the publication
- Posted on www.mdedge.com/pediatricnews
- Email blast sent to pediatricians 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
- Combine all columns in your series to create a stand-alone compendium

OPTIONAL ADDITIONAL COMPONENT

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

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DIGITAL ADVERTISING: INTRODUCTION

Since 1967, *Pediatric News* has been the leading provider of news and commentary about clinical developments as well as health care policy and regulations that affect the pediatrician's practice.

With pediatricnews.com pediatricians now have a place to call home.

With award-winning daily news coverage, pediatricians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, Facebook, and Twitter.

Extend Your Reach beyond medical newspapers.

Pediatric News online 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.

SPECIALTY FOCUS
- ADOLESCENT MEDICINE
- ASTHMA
- DERMATOLOGY
- DIABESES
- ENDOCRINOLOGY
- GASTROENTEROLOGY
- HEALTH POLICY
- HEMATOLOGY
- IMMUNOLOGY
- INFECTIOUS DISEASES
- INJURIES
- MENTAL HEALTH
- MUSCULOSKELETAL DISORDERS
- NEUROLOGY
- OBESITY
- ONCOLOGY
- PRACTICE MANAGEMENT
- PULMONOLOGY
- RARE DISEASES
- VACCINES
- ZIKA

PRACTICE ECONOMICS

MEETING COVERAGE

VIEWS
- ASK DR. J.
- BEHAVIORAL CONSULT
- BEYOND THE WHITE COAT
- CHILD PSYCHIATRY CONSULT
- COMMENTARIES
- ID CONSULT
- LETTERS FROM MAINE
- LGBT YOUTH CONSULT
- PEARCE-INGS
- PEDIATRIC DERMATOLOGY CONSULT
- WRITER IN RESIDENCY

MULTIMEDIA
- VIDEO LIBRARY

RESOURCES
- MEDICAL EDUCATION LIBRARY
- CME
- BEST PRACTICES
- MD-IQ QUIZZES
- CLINICAL EDGE
- CLICK FOR CREDIT
- CAREERS

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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 *Pediatric 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.

Contact Sally Cioci for details and pricing.

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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 Sally Cioci for details and pricing.

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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.

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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

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EMAIL / ENEWSLETTERS

WEEKLY ENEWSLETTERS

Pediatric 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 www.mdedge.com/pediatricnews 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)

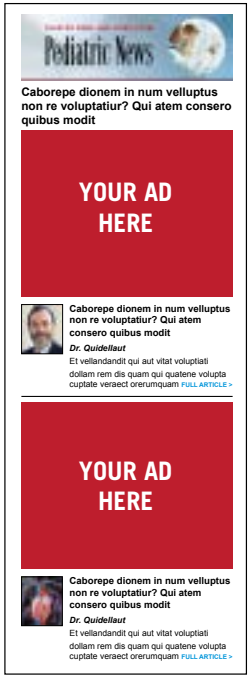
Asset Type: 250 Character Max (2 Destination URLs Max)

Creative Type: Text

Contact Sally Cioci for details and pricing.

DESKTOP

MOBILE



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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.

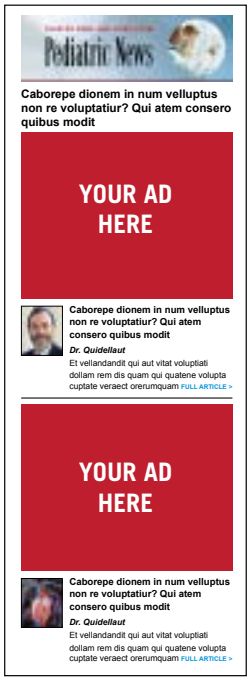
Cost Model: Flat or CPS (Cost Per Send)

Asset Type: Finalized .html e-Blast

Creative Type: .html

DESKTOP

MOBILE



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

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PREMIUM PACKAGES (WEB & EMAIL)

SPECIALTY FOCUS CHANNEL SPONSORSHIPS

Specialty Focus Channels are Specialty/Disease-State roadblock packages that are available on all Frontline Web sites. Sponsorships comprise ROS (site), Channel Section (site) and two therapeutic 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

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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)

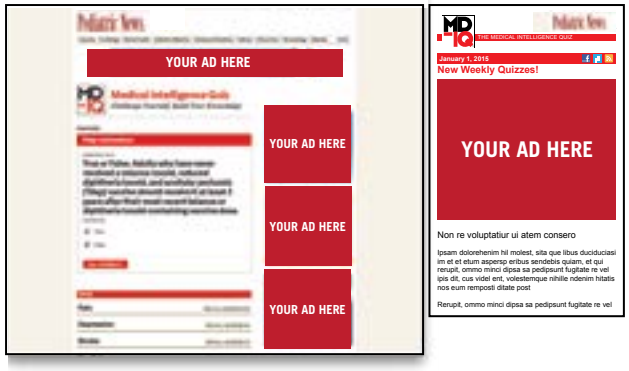
Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

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

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PREMIUM PACKAGES (WEB & EMAIL)

CONFERENCE COVERAGE SPONSORSHIPS

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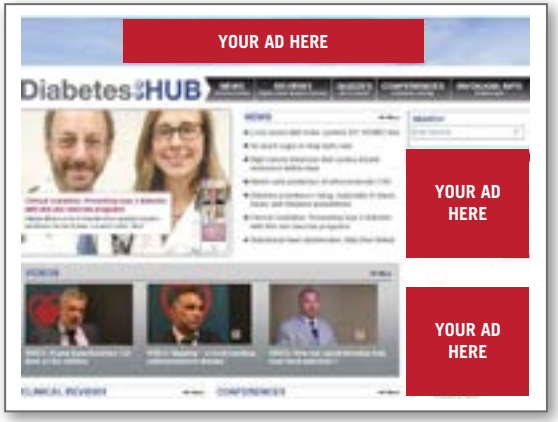
MEDIA PLACEMENT OPPORTUNITIES

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. 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 Sally Cioci for details and pricing.

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CUSTOM MULTI-MEDIA PROGRAMS

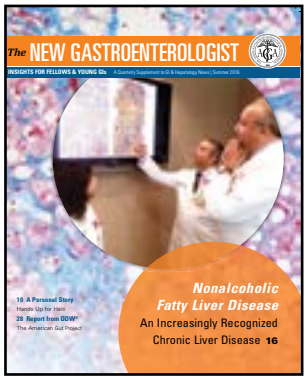
FRONTLINE BRANDS DELIVER MULTICHANNEL, MULTIDISCIPLINARY LEARNING EXPERIENCES

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

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

CUSTOM SPECIAL ISSUES / SUPPLEMENTS

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



PATIENT EDUCATION / HANDOUTS

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

Contact Sally Cioci for details and pricing.

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CUSTOM MULTI-MEDIA PROGRAMS

CUSTOM MICROSITES / RESOURCE CENTERS

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

CUSTOM WEBCASTS / VIDEOS / ROUNDTABLES

We develop branded and unbranded landing pages with audio/video/webcast/virtual or 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 Sally Cioci for details and pricing.

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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

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The American Journal of Orthopedics®
Cardiology News®
CHEST™ Physician
Clinical Endocrinology News®
Clinical Neurology News®
Clinical Psychiatry News®
Clinician Reviews®
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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®
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Thoracic Surgery News®
Vascular Specialist®

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