FRONTLINE MEDICAL COMMUNICATIONS

Rheumatology News®

2017 INTEGRATED MEDIA KIT

Rheumatology News is the leading independent newspaper for the practicing rheumatologist. With specialty-focused news and insightful commentary—in a clear, concise, accessible format—*Rheumatology News* keeps busy rheumatologists up to date on clinical advances that impact their daily practice of medicine. *Rheumatology News* is published 18x per year and circulates to 8,000 rheumatologists, selected primary care physicians, and NP and PA specialists in rheumatology. All articles are researched, written, and produced by professional medical journalists.

Rheumatology News can be found online at www.mdedge.com/rheumatologynews. This site is updated throughout the day with specialty-specific news that includes Views on the News-expert clinician commentary on how the news affects medical practice. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Rheumatologists can join the conversation through commentary, Facebook, and Twitter. *Rheumatology News* is the best way for physicians to stay up to date, save time, and gain perspective.

See NEW address for ROB materials & samples.

CONTACTS

Editorial and Production Office
2275 Research Boulevard
Suite 400
Rockville, MD 20850
Tel: 240-221-2400

Advertising Sales Office
Frontline Medical Communications Inc.
7 Century Drive
Suite 302
Parsippany, NJ 07054-4609
Tel: 973-206-3434
Fax: 973-206-9378

Advertising
Jeanne Gallione
National Account Manager
Tel: 973-290-8208
jgallione@frontlinemedcom.com

Circulation
Donna Sickles
Vice President, Audience Development
Tel: 973-206-8005
dsickles@frontlinemedcom.com

Digital Business Development
Lee Schweizer
Vice President, eBusiness Development
Tel: 973-206-8982
lschweizer@frontlinemedcom.com

Rey Valdivia
Digital Account Manager
Tel: 973-209-8094
rvaldivia@frontlinemedcom.com

Recruitment and Classified Advertising
Drew Endy
Classified Advertising Account Manager
Tel: 215-657-2319
Cell: 267-481-0133
dendy@frontlinemedcom.com

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

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

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

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

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

Denise Fulton
Executive Editor
Tel: 240-221-2440
dfulton@frontlinemedcom.com

Kathleen Scarbeck
Executive Editor
Tel. 240-221-2450
kscarbeck@frontlinemedcom.com

Jeff Evans
Publication Editor
Tel: 919-390-1373
jevans@frontlinemedcom.com

1.13.17

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

GENERAL INFORMATION

Rheumatology News is published by Frontline Medical Communications (FMC).

Issuance: 18 times a year
Established: 2002
Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Rheumatology News* reaches 7,500 rheumatologists, high prescribing internists and internists with a secondary specialty in rheumatology.

Editorial
Rheumatology News through its e-newsletters, and the print publication provides practicing physicians with timely and relevant news, from on-site coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in rheumatology. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect rheumatologists' pocketbooks and how they manage their practice. All articles are researched, written and produced by professional medical journalists.

Editorial/Advertising Ratio
55% editorial/45% advertising

Contract and Copy Regulations
a. All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
b. FMC reserves the right to inspect and approve all web site advertising. Proof must be submitted to FMC no later than the ad space closing date.
c. Sweepstakes ads are prohibited by AMA list rental agreement.
d. FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
g. Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

Advertisers' Index
Back-of-book

Advertising Service
a. Convention Bonus Distribution:
April 1st Issue:
• Congress of Clinical Rheumatology
Destin, FL; April 27-30, 2017
June Issue:
• European Congress of Rheumatology (EULAR)
Madrid, Spain; June 14-17, 2017
September 1st Issue:
• Annual Perspectives in Rheumatic Diseases
Las Vegas, NV; Sept. 15-16, 2017
October 1st Issue:
• ACR/ARHP Annual Meeting
San Diego, CA; Nov. 3-8, 2017
b. Sales force bulk subscription discount available.

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

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

Click here for Standard Terms and Conditions for Advertising

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CIRCULATION

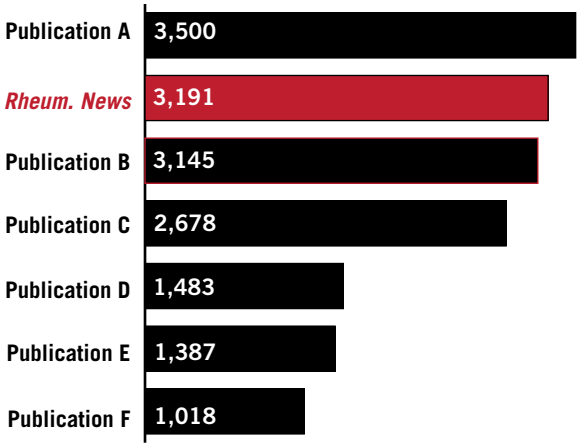
Specialty	Total Qualified	Office Based	Residents	Hospital Staff	Osteopaths	Other Professional Activity	Semi-Retired
Rheumatology	5,581	3,752	393	475	190	690	81
Pediatrics, Rheumatology	346	146	72	46	5	75	2
Internal Medicine	1,170	1,074	-	92	-	4	-
Internal Medicine, Secondary in Rheumatology	399	269	-	46	-	69	15
Total Distribution	**7,496**	**5,241**	**465**	**659**	**195**	**838**	**98**

NOTE: A total of 656 NPs/PAs will be added to the circulation as of January 2017. NPs–356; PAs–300
Source: July 2016 BPA

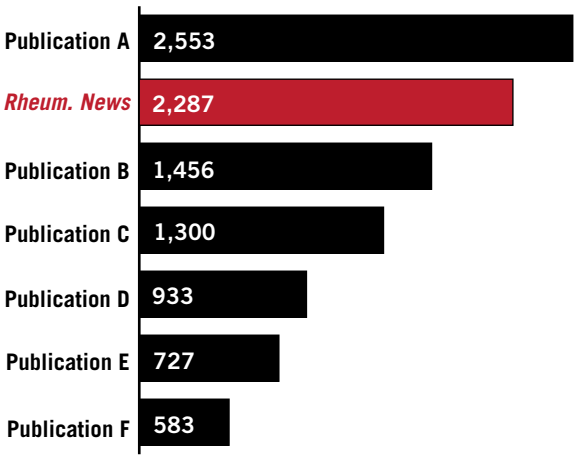
For more detailed BPA circulation information, CLICK HERE.

READERSHIP SCORES

Projected Average Issue Readers



Projected Average Page Exposures



Source: Kantar Media, June 2016, Rheumatology Office & Hospital, Readership Ranking Report

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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 6, 2016	December 13, 2016
February 1	January 12, 2017	January 23, 2017
March 1	February 8	February 15
March 15	February 28	March 7
April 1	March 15	March 22
April 15	March 29	April 6
May 1	April 12	April 19
May 15	April 28	May 5
June	May 9	May 16
July	June 12	June 19
August	July 11	July 18
September 1	August 15	August 22
September 15	August 31	September 11
October 1	September 14	September 21
October 15	September 28	October 5
November 1	October 13	October 20
November 15	October 30	November 6
December	November 13	November 20

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

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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	$6,070	$5,905	$5,720	$5,545	$5,425	$5,305	$5,160	$5,070	$4,975	$4,905	$4,810	$4,715	$4,630
3/4 Page	5,675	5,495	5,325	5,160	5,055	4,955	4,820	4,715	4,655	4,485	4,435	4,255	4,195
Island Page	4,625	4,485	4,350	4,225	4,110	4,040	3,925	3,855	3,780	3,725	3,665	3,590	3,515
1/2 Page	4,495	4,385	4,240	4,090	4,005	3,940	3,835	3,745	3,695	3,590	3,525	3,440	3,395
1/4 Page	2,280	2,200	2,135	2,080	2,020	1,990	1,945	1,895	1,875	1,790	1,770	1,720	1,685

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

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	$8,405	$8,240	$8,055	$7,880	$7,760	$7,640	$7,495	$7,405	$7,310	$7,240	$7,145	$7,050	$6,965
3/4 Page	8,010	7,830	7,660	7,495	7,390	7,290	7,155	7,050	6,990	6,820	6,770	6,590	6,530
Island Page	6,960	6,820	6,685	6,560	6,445	6,375	6,260	6,190	6,115	6,060	6,000	5,925	5,850
1/2 Page	6,830	6,720	6,575	6,425	6,340	6,275	6,170	6,080	6,030	5,925	5,860	5,775	5,730
1/4 Page	4,615	4,535	4,470	4,415	4,355	4,325	4,280	4,230	4,210	4,125	4,105	4,055	4,020

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

Standard color	$870
Matched color	1,205
Metallic ink	180
Four Color Rates	2,335
Fifth Color Rates	3,495

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	$9,435	$9,155	$8,875	$8,615	$8,390	$8,235	$8,005	$7,870	$7,715	$7,595	$7,475	$7,330	$7,175
2-Page King	12,395	12,055	11,680	11,320	11,055	10,820	10,525	10,335	10,150	9,995	9,810	9,620	9,445
4-Page A-size	18,875	18,315	17,745	17,230	16,775	16,470	16,015	15,735	15,435	15,195	14,955	14,650	14,350
4-Page King	24,780	24,115	23,350	22,640	22,120	21,645	21,060	20,670	20,305	19,995	19,630	19,240	18,895
6-Page A-size	28,310	27,465	26,620	25,840	25,165	24,705	24,020	23,605	23,145	22,785	22,430	21,980	21,520
6-Page King	37,170	36,170	35,025	33,955	33,175	32,460	31,585	31,005	30,450	29,995	29,440	28,860	28,340
8-Page A-size	37,745	36,620	35,495	34,455	33,550	32,940	32,035	31,465	30,860	30,385	29,910	29,300	28,700
8-Page King	49,560	48,215	46,705	45,280	44,235	43,285	42,120	41,335	40,600	39,995	39,260	38,480	37,790

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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ADVERTISING RATES

Run an ad in both issues (1st & 15th) for the month and receive a 25% discount
The 25% off discounted rates below are only valid for the 2nd issue
2nd issue available in: March, April, May, September, October, November

Black & White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	$4,555	$4,430	$4,290	$4,160	$4,070	$3,980	$3,870	$3,805	$3,730	$3,680	$3,610	$3,535	$3,475
3/4 Page	4,255	4,120	3,995	3,870	3,790	3,715	3,615	3,535	3,490	3,365	3,325	3,190	3,145
Island Page	3,470	3,365	3,265	3,170	3,085	3,030	2,945	2,890	2,835	2,795	2,750	2,695	2,635
1/2 Page	3,370	3,290	3,180	3,070	3,005	2,955	2,875	2,810	2,770	2,695	2,645	2,580	2,545
1/4 Page	1,710	1,650	1,600	1,560	1,515	1,495	1,460	1,420	1,405	1,345	1,330	1,290	1,265

Insert Rates (King + A-size)

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2 page insert	$9,295	$9,040	$8,760	$8,490	$8,290	$8,115	$7,895	$7,750	$7,615	$7,495	$7,360	$7,215	$7,085
4 page insert	18,585	18,085	17,515	16,980	16,590	16,235	15,795	15,505	15,230	14,995	14,725	14,430	14,170
6 page insert	27,880	27,130	26,270	25,465	24,880	24,345	23,690	23,255	22,840	22,495	22,080	21,645	21,255
8 page insert	37,170	36,160	35,030	33,960	33,175	32,465	31,590	31,000	30,450	29,995	29,445	28,860	28,345

Insert Rates (A-size (island)+A-size)

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2 page island insert	$7,075	$6,865	$6,655	$6,460	$6,295	$6,175	$6,005	$5,905	$5,785	$5,695	$5,605	$5,500	$5,380
4 page island insert	14,155	13,735	13,310	12,925	12,580	12,355	12,010	11,800	11,575	11,395	11,215	10,990	10,765
6 page island insert	21,235	20,600	19,965	19,380	18,875	18,530	18,015	17,705	17,360	17,090	16,825	16,485	16,140
8 page island insert	28,310	27,465	26,620	25,840	25,165	24,705	24,025	23,600	23,145	22,790	22,435	21,975	21,525

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

Standard color	$655
Matched color	905
Metallic ink	135
Four Color Rates	1,750
Fifth Color Rates	2,620

Special Positions

Page 3 – Earned king rate + 30% (plus color)
Fourth Cover – Earned king rate + 60% (plus color)
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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.

2016 Net Spending	$150K	$250K	$500K	$750K	$1.0M	$1.5M	$2.0M	$3.0M+
Earned 2017 Discount	0.50%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

EARNED FREQUENCY

Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

CORPORATE FREQUENCY DISCOUNT PROGRAM

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

COMBINATION BUYS AND MARKET DUOS

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

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

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

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

ADVERTISING INCENTIVE PROGRAMS

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

King Conversion

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King 4 pg	$26,015	$25,445	$24,895	$24,385	$23,915	$23,630	$23,160	$22,875	$22,570	$22,345	$22,100	$21,790	$21,485
King 6 pg	37,830	36,975	36,150	35,385	34,680	34,250	33,550	33,120	32,660	32,325	31,955	31,500	31,040
King 8 pg	49,650	48,505	47,405	46,385	45,445	44,875	43,935	43,365	42,755	42,305	41,815	41,205	40,590

CONTINUITY DISCOUNT PROGRAM

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

a. Run an ad in both issues (1st & 15th) for the month and receive a 25% discount off of the ad in the 2nd issue (or smaller of the two ad units)

b. Run an ad for the same product in six (6) issues of *Rheumatology News* during 2017 and receive 50% off your 7th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.

c. Run an ad for the same product in 12 issues of *Rheumatology News* during 2017 and receive the 12th insertion at no charge. Varying ad unit sizes will be averaged to determine free ad unit. Premium position charges still applicable on free ads. Free ads count towards earned frequency.

d. Run an ad for the same product in 16 issues of Rheumatology News and get 17th and 18th ads free.

Discounts C and D CANNOT be combined.

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 *Rheumatology News* and the second advertising unit is discounted 30% off black-and-white rates. When ad units differ in size, the 30% discount is applied to the smaller ad unit. Full color charges on both ads; no position guarantees. Program applies to full-run ads only.

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PRIMARY CARE RHEUMATOLOGY DISCOUNT

Rheumatology News + Internal Medicine News + Family Practice News

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

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

Standard color	$2,675
Matched color	3,345
Metallic ink	445
Four Color Rates	6,150
Fifth Color Rates	10,195

Black & White Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	$29,140	$27,640	$26,640	$25,720	$25,315	$24,640	$24,115	$23,930	$23,655	$23,530	$23,410	$23,225	$22,785	$22,340	$21,920
3/4 Page	26,270	24,895	23,935	23,180	22,825	22,330	21,895	21,720	21,495	21,230	20,955	20,535	20,305	19,660	19,065
Island Page	20,040	19,005	18,315	17,670	17,420	16,940	16,580	16,460	16,270	16,190	16,095	15,965	15,670	15,380	15,065
1/2 Page	19,740	18,765	18,060	17,450	17,175	16,790	16,340	16,165	15,950	15,880	15,810	15,650	15,330	15,105	14,835
1/4 Page	9,700	9,210	8,800	8,490	8,355	8,170	7,940	7,870	7,770	7,715	7,645	7,510	7,465	7,265	7,065

Insert Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x	504x	570x
2-Page A-size	$41,190	$39,070	$37,650	$36,335	$35,805	$34,825	$34,085	$33,950	$33,460	$33,330	$33,195	$32,815	$32,210	$31,630	$30,975
2-Page King	59,925	56,850	54,780	52,860	52,060	50,655	49,575	49,375	48,645	48,450	48,250	47,740	46,840	45,930	45,055
4-Page A-size	82,390	78,135	75,300	72,665	71,620	69,645	68,160	67,895	66,925	66,655	66,400	65,630	64,430	63,250	61,945
4-Page King	119,845	113,695	109,560	105,735	104,120	101,325	99,150	98,750	97,280	96,890	96,500	95,490	93,690	91,860	90,125
6-Page A-size	123,580	117,200	112,940	109,005	107,425	104,470	102,250	101,850	100,385	99,990	99,595	98,445	96,640	94,875	92,910
6-Page King	179,765	170,545	164,340	158,595	156,170	151,980	148,725	148,130	145,920	145,335	144,745	143,235	140,525	137,790	135,180
8-Page A-size	164,770	156,270	150,585	145,335	143,240	139,295	136,325	135,785	133,840	133,315	132,790	131,255	128,850	126,500	123,890
8-Page King	239,690	227,390	219,120	211,470	208,235	202,655	198,295	197,500	194,560	193,775	192,990	190,985	187,370	183,725	180,245

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RHEUMATOLOGY MARKET DUO

Rheumatology News + The American Journal of Orthopedics

7.5% off Rheumatology News & The American Journal of Orthopedics Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. **Full-run only**. Insertions count towards earned frequency.

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

Standard	$1,590
Matched	2,015
Metallic ink	1,615
Four color rates	3,750
Five color rates	5,730

Black & White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King size page + A-size page	$8,465	$8,270	$8,060	$7,855	$7,610	$7,430	$7,240	$7,060	$6,775	$6,630	$6,545	$6,455	$6,380
King 3/4 page + A-size page	8,100	7,895	7,695	7,500	7,265	7,110	6,925	6,730	6,480	6,245	6,195	6,030	5,975
Island page + A-size page	7,130	6,960	6,795	6,635	6,390	6,260	6,095	5,935	5,670	5,540	5,485	5,415	5,345
King 1/2 page + 1/2 A-size page	6,020	5,875	5,735	5,560	5,355	5,285	5,150	5,010	4,840	4,690	4,630	4,550	4,510

Insert Rates (King + A-Size)

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2 page insert	NA	$17,780	$17,340	$16,905	$16,395	$16,060	$15,680	$15,325	$14,740	$14,475	$14,305	$14,130	$13,965
4 page insert	NA	NA	33,535	32,685	31,685	31,000	30,235	29,515	28,355	27,830	27,495	27,130	26,815
6 page insert	NA	NA	49,755	48,460	46,965	45,920	44,775	43,695	41,970	41,180	40,665	40,130	39,650
8 page insert	NA	NA	NA	64,240	62,235	60,860	59,340	57,890	55,590	54,525	53,845	53,125	52,485

Insert Rates (A-size (island)+A-size)

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2 page island insert	NA	$15,100	$14,745	$14,405	$13,930	$13,665	$13,350	$13,045	$12,485	$12,255	$12,145	$12,010	$11,865
4 page island insert	NA	NA	28,350	27,685	26,740	26,215	25,570	24,950	23,850	23,390	23,170	22,885	22,607
6 page island insert	NA	NA	41,980	40,950	39,895	38,745	37,780	36,850	35,215	34,510	34,185	33,765	33,340
8 page island insert	NA	NA	NA	54,225	52,355	51,290	50,010	48,760	46,580	45,635	45,195	44,635	44,080

Evaluate the above combination discounts by Media Group in Kantar's MARS Medical system by selecting **Combination Duplicated**.

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COVER TIPS

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

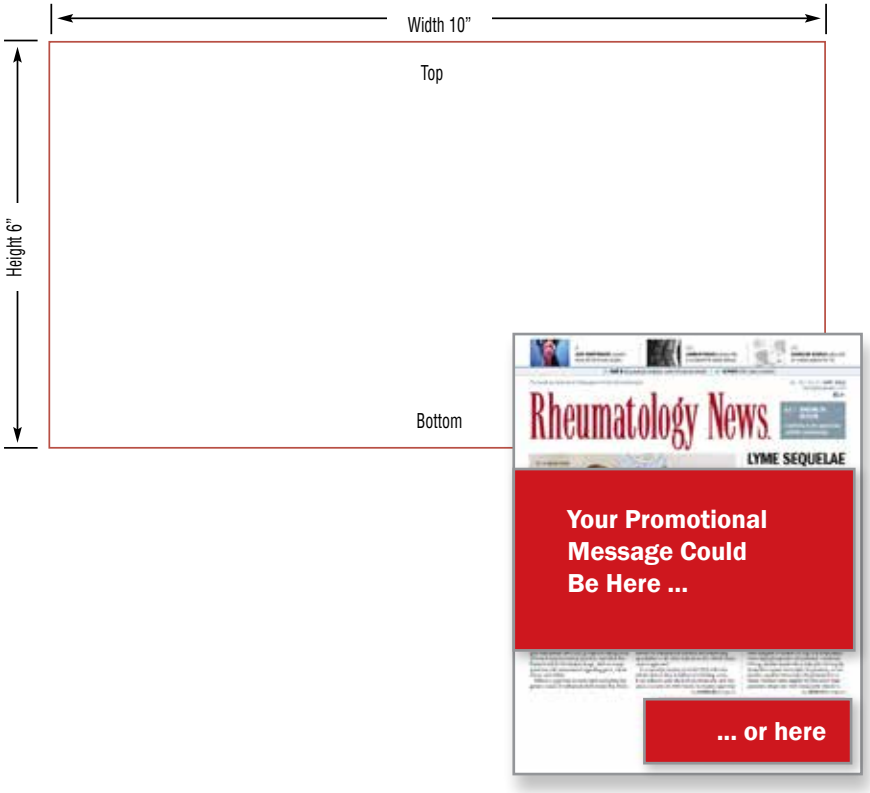
PRICING
Please consult your account manager.

SPACE RESERVATIONS
Available on a first-come, first-served basis. Please consult your sales representative.

COVER TIP SPECIFICATIONS
Final Trim: 10" x 6"
Bleed Size: 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
Live Area: 9 1/2" x 5 1/2" (1/4" on all four sides)
Stock: 80# Coated Text
Ink: CMYK
Quantity: As specified in contract. Check with your production manager for spoilage quantity.

SHIPPING INSTRUCTIONS
Deliver electronic files and color proof to:
Production Department
Frontline Medical Communications/
Rheumatology 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 *Rheumatology News* that's highly read and trusted. Your preprinted Outserts are placed over a current issue and polybagged for outstanding exposure. This is a cost-effective way to get your message to an engaged audience with a brand they trust most.

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

Contact your account manager for details and pricing.

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

CONTACT:
Drew Endy
Classified Advertising Account Manager
Tel: 215-267-2319
Cell: 267-481-0133
dendy@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:

Rheumatology 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:

Rheumatology 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:

Rheumatology 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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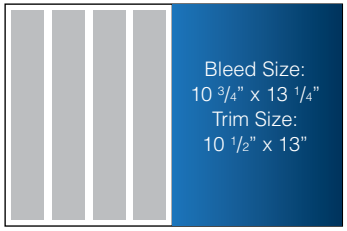
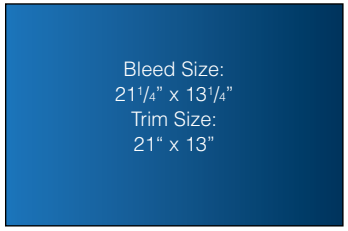
SPECIFICATIONS

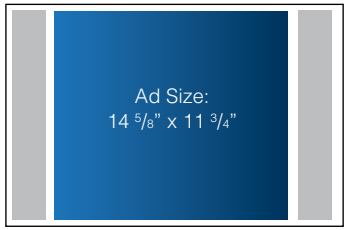
King-size Page



King-size Spread

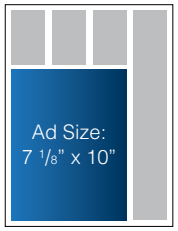


3/4 Vertical Spread

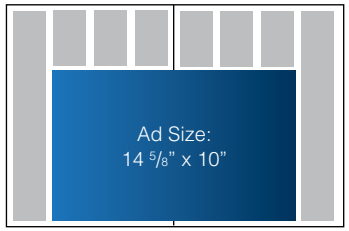


3/4 Vertical

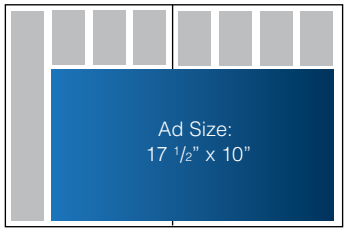
Island Page



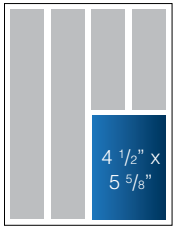
Island Spread



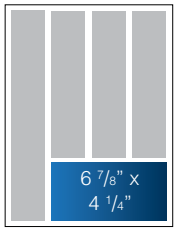
Island Page + 3/4 Page Horiz.



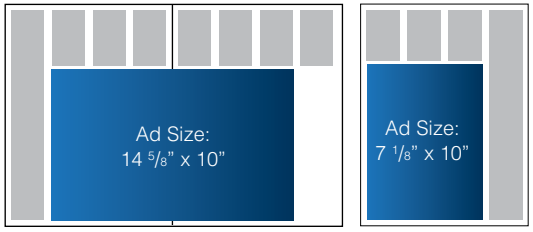
1/4 Page Vertical



1/4 Page Horizontal

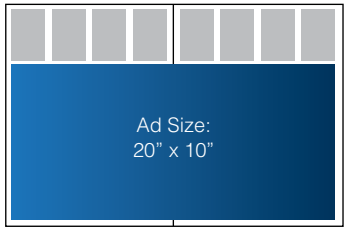


Island Spread + Island Page

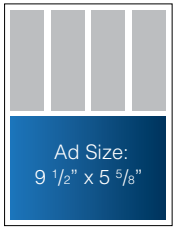


3/4 Horizontal

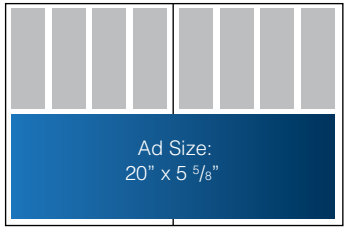
3/4 Horizontal Spread



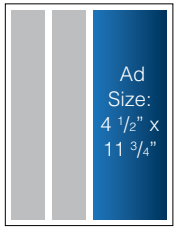
1/2 Page Horizontal



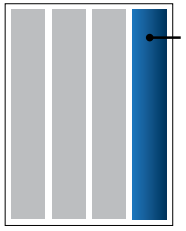
1/2 Horizontal Spread



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

UNIQUE PRINT OPPORTUNITIES

Roundtable Meetings and Supplements

COMPLETE TURNKEY EDUCATIONAL DISCUSSION

From roundtable meeting to print supplement

- Program development and management by Frontline Medical Communications
- Content/outline
- Faculty recruitment and slide development
- Arrange travel for attendees
- Contract for meeting room and AV

ONSITE MANAGEMENT

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

TRANSCRIBED ROUNDTABLE DISCUSSION

- Cover design and layout
- Print, polybag, and mail

Customizable Print Supplements

CASE STUDIES

- Custom review of key posters and/or presentations at major medical meetings
- Feature introduction by KOL

JOURNAL SCAN

- Summarizing previously published, peer-reviewed articles on a given topic or disease state

SYMPOSIUM PROCEEDINGS

- Summarize symposium in print to reach a larger audience

CLINICAL UPDATE

- Customize supplement on topic of your choice

PRODUCT THEATER REPORTER

- Summarize the information presented at your product theater and extend the reach beyond the conference room floor

Distribution & Format

- A-size, 4-24 Pages
  - 4-8 Pages: Inserted or Polybagged with Select Issue
  - 12-24 Pages: Polybagged with Select Issue
- King size, 4 Pages: Inserted or Polybagged
- Non-CME: On label following medical/legal review
- Ability to include video and audiocast online, upon medical/legal approval

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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 *Rheumatology News*
- Design can coordinate with brand marketing colors or establish its own color scheme

BENEFITS/HIGHLIGHTS

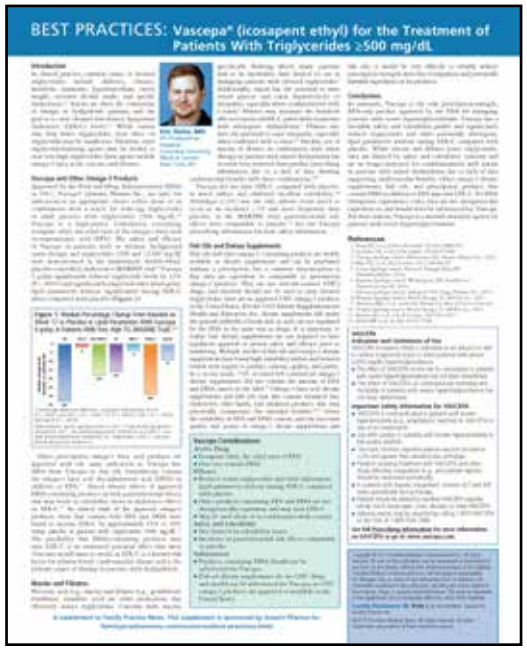
- Excellent independent format to meaningfully discuss clinical content
- High visibility for sponsor and Key Opinion Leaders
- Turnkey program; completely handled by FMC
- Call-out box placed on page 2 of the publication
- Posted on www.mdedge.com/rheumatologynews
- Email blast sent to rheumatologists with a direct link to the online PDF

ADDITIONAL TARGETED DISTRIBUTION OF BEST PRACTICES PROGRAM

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

OPTIONAL ADDITIONAL COMPONENT

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



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DIGITAL ADVERTISING: INTRODUCTION

Rheumatology News website, www.mdedge.com/rheumatologynews is the online destination and multimedia resource for Rheumatology News. The independent news publication for rheumatologists since 2002, Rheu*matology News* has been the leading provider of news and commentary about clinical developments as well as health care policy and regulations that affect the physician's practice.

Rheumatologists now have a place to call home.
With award-winning daily news coverage, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, Facebook, and Twitter.

Extend Your Reach beyond medical newspapers.
Rheumatology News website offers an array of online advertising and sponsorship opportunities, including run-of-site and targeted advertising, e-newsletters, section and content sponsorships, video sponsorships, podcasts, and microsites.

NEWS
- CONFERENCE NEWS
- EXPERT ANALYSIS
- GRAPHICS
- PHYSICIAN RESOURCES
- VIDEO LIBRARY

SPECIALTY FOCUS
- GOUT
- IMAGING
- LUPUS & CONNECTIVE TISSUE DISEASES
- ORTHOPEDICS
- OSTEOARTHRITIS
- OSTEOPOROSIS & BONE DISORDERS
- PAIN
- PEDIATRIC RHEUMATOLOGY
- RHEUMATOID ARTHRITIS
- ANKYLOSING SPONDYLITIS
- PSORIATIC ARTHRITIS

CLINICAL EDGE

COLUMNISTS AND COMMENTARY
- COMMENTARIES
- LAW & MEDICINE
- RHEUM IN BLOOM

MD-IQ QUIZZES

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

CME
- GLOBAL ACADEMY FOR MEDICAL EDUCATION
- CLICK FOR CREDIT

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

DIGITAL ADVERTISING

INTRODUCING MDedge™

MDedge™

— a new, state-of-the-art web resource for busy HCPs. MDedge™ is a fully integrated web portal of personalized medical news, clinical content and interactive learning from the trusted equity of FMC's 33 specialty-specific websites and publications.

With the launch of MDedge™, the *Rheumatology 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.

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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 your account manager for details and pricing.

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GENERAL DISPLAY ADVERTISING

SITE-WIDE INTERSTITIALS

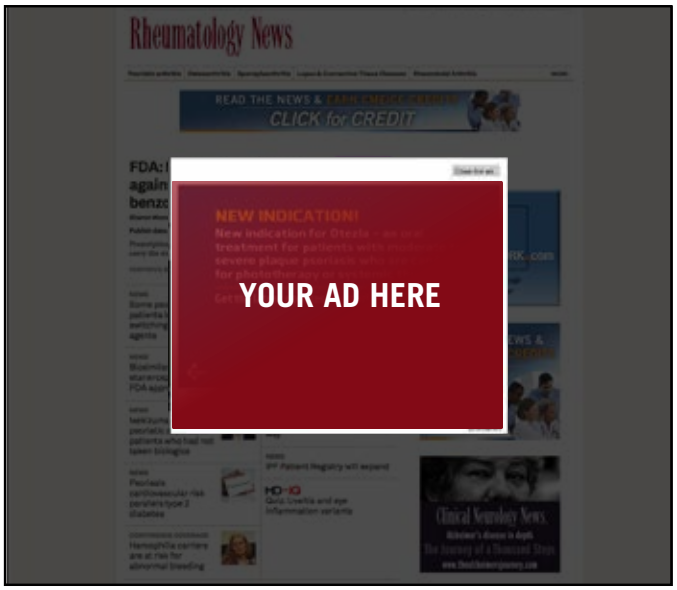
Interstitials are high impact advertising that are available on all Frontline Web sites. The interstitial appears 10 seconds after a user visits the site and only displays 1x per visit, every 24 hours.

Cost Model: CPD (Cost Per Day)

Creative Size: 300x250 (minimum required; applicable: desktop/ tablet & mobile) & 640x480 (applicable: desktop/ tablet only).

Creative Type: Rich Media (.html5), .swf, flash, .gif and .jpg

CLICK HERE FOR DETAILED SPECIFICATIONS



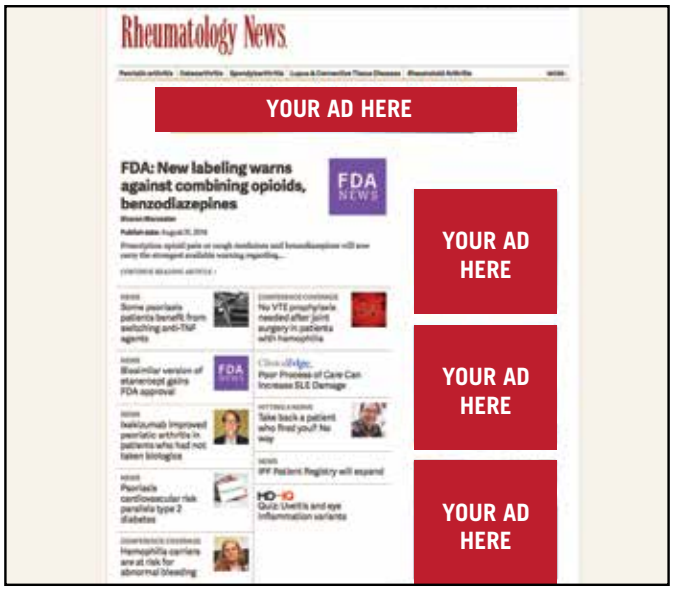
WEB SITE "FROM INDUSTRY" CONTENT BOX

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

ADVANCED DISPLAY ADVERTISING

NATIVE ADVERTORIAL

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

Cost Model: CPC (Cost Per Click) or Flat Rate

Asset Type: Text, Images, Video, PDFs, e-Details, Learning Modules, etc. (2 Destination URLs Max)

Creative Type: .mp4, .mov, .gif, .jpg, .pdf, .html5 or .swf

PROGRAMMATIC MARKETPLACE

Geographic, Behavioral, Contextual or List Match targeting is available on select Frontline Web sites. Partners must be aligned with a Demand Side Platform (DSP) in order to participate. Viewability guarantees are not applicable for this tactic. Minimum monthly commitment may be required in order to participate.

Cost Model: CPM (Cost Per Thousand)

Asset Type: 728x90 & 300x250 Banners (Rich Media is accepted)

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

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EMAIL / ENEWSLETTERS

WEEKLY ENEWSLETTERS

Rheumatology 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/rheumatologynews 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)

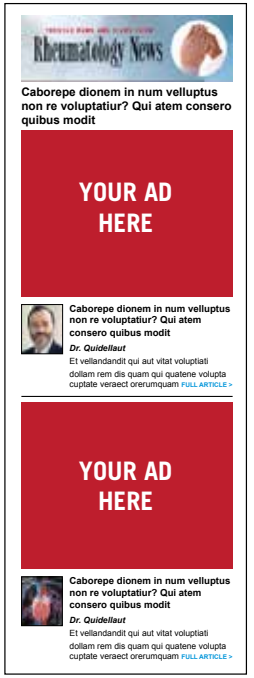
Asset Type: 250 Character Max (2 Destination URLs Max)

Creative Type: Text

Contact your account manager for details and pricing.

DESKTOP

MOBILE



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

EMAIL / ENEWSLETTERS

DISEASE-STATE MASH-UP ENEWSLETTER

Therapeutic specific eNewsletters can be created by each Frontline brand, with multiple forms of content (News, Reviews, Summaries, Quizzes & Multimedia). Disease-State Mash-Up eNewsletters are only available to exclusive sponsors. Deployments are mobile optimized for Smartphone users.

Cost Model: Flat or CPS (Cost Per Send)

Asset Type: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: .gif, .jpg, .png & .bmp

CUSTOM EBLAST (LIST RENTALS)

Each Frontline brand has the ability to deploy commercial messaging on behalf of our sponsors. Each brand's list is well established and comprises "Engaged" HCPs. Partners can deploy up to three drops annually per audience.

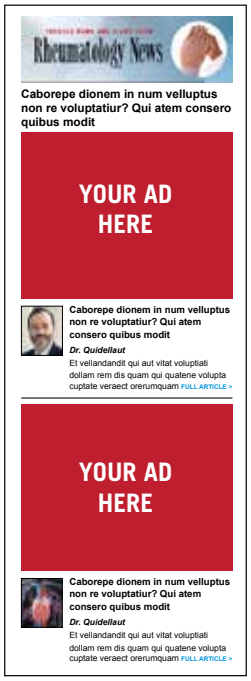
Cost Model: Flat or CPS (Cost Per Send)

Asset Type: Finalized .html e-Blast

Creative Type: .html

DESKTOP

MOBILE



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

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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

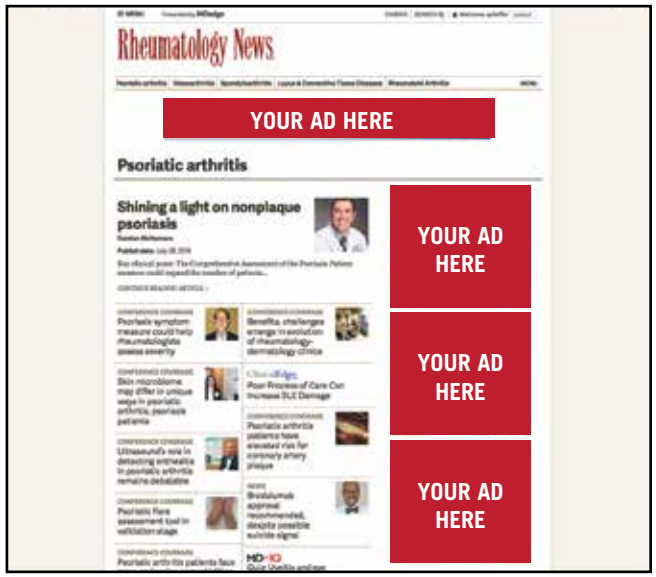
PHYSICIAN EXCLUSIVE

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)

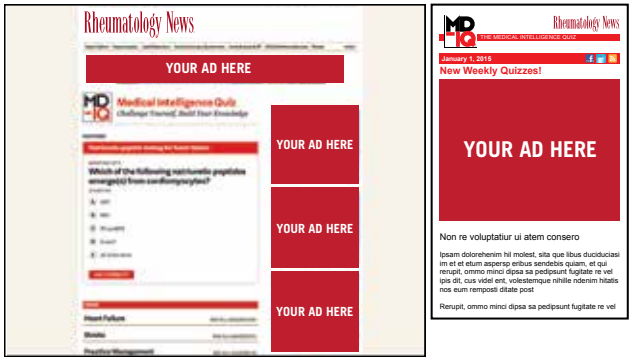
Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

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

PREMIUM PACKAGES (WEB & EMAIL)

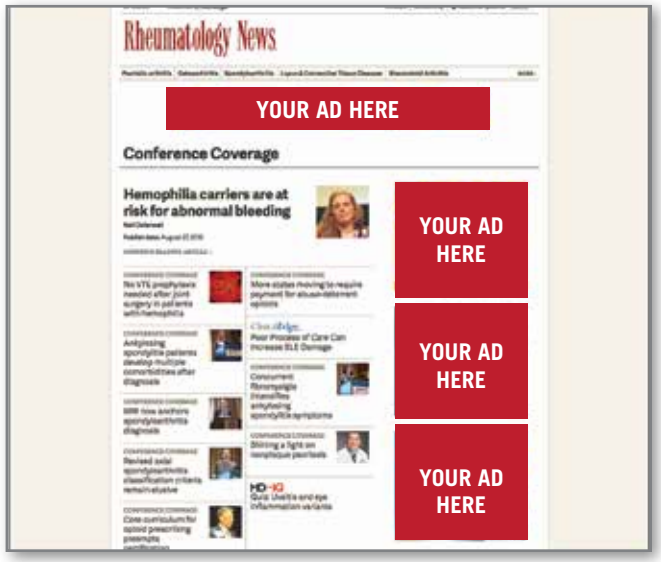
CONFERENCE COVERAGE SPONSORSHIPS

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

Cost Model: Flat

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

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



Contact your account manager for details and pricing.

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MEDIA PLACEMENT OPPORTUNITIES

DISEASE-STATE HUB SPONSORSHIP

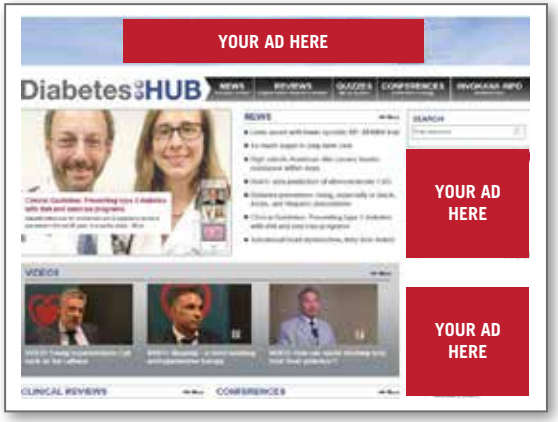
Hubs are the ideal destination for HCPs interested in a specific therapeutic area of interest. Sponsorships may include multiple Frontline properties, which combines FMC's superior CONTENT and REACH (22 + Specialties). Content includes News, Conference Coverage, Reviews, Summaries, Quizzes, and Multimedia. 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.



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CUSTOM MULTI-MEDIA PROGRAMS

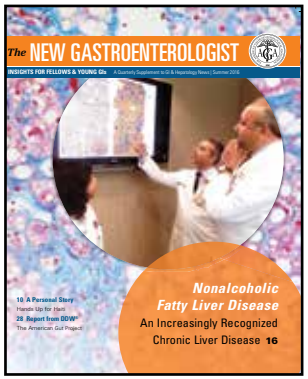
FRONTLINE BRANDS DELIVER MULTICHANNEL, MULTIDISCIPLINARY LEARNING EXPERIENCES

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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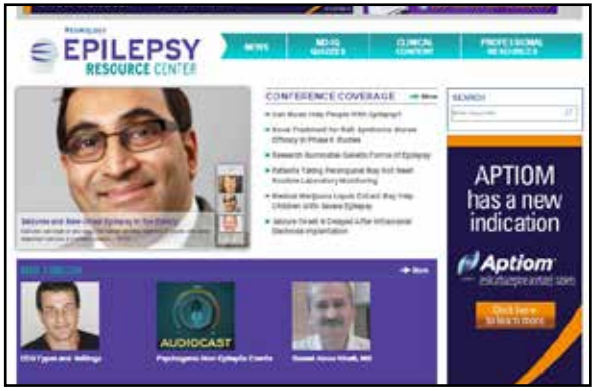
CUSTOM MULTI-MEDIA PROGRAMS

CUSTOM MICROSITES / RESOURCE CENTERS

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



CUSTOM WEBCASTS / VIDEOS / ROUNDTABLES

We develop branded and unbranded landing pages with audio/video/webcast/virtual or onsite roundtables content conducive to your educational message. The programs feature KOL interviews on topics of relevance (e.g. disease state awareness) and can be developed as a series if warranted. Sponsors can repurpose content in a supplement or as assets for eDetailing. These educational messages are accessible via print, web, mobile and tablet.

CUSTOM CLINICAL QUIZZES

Engage HCPs you wish to target by sponsoring a brief self-assessment study guide. These clinical challenges test HCP knowledge vis a vis their peers while providing a fun, learning environment to showcase your message. All questions are on-label and housed on a branded landing page – with participant scores and new question alerts. Analyses of the answers identifies HCP-specific learning gaps (and subsequent follow-up if desired).

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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 physician database. Whether it is a therapeutic category you need more information on or just want to know how our targeted audience perceives your product, you can be sure that you will get a high response rate and answers to your query or survey promptly.

- Guaranteed survey completions 100+

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

- Cultivate and enhance relationships with hard-to-reach "no see" orthopedic surgeons, residents, fellows, sports medicine physicians, and other orthopedic clinicians
- Maximize one-on-one contact with practicing orthopedic surgeons and sports medicine physicians
- Get critical input and feedback on your product or service at a focus group arranged with a group of our attendees on your behalf
- Present your surgical or therapeutic device within the confines of a private meeting room where you can fully and confidentially display its unique benefits over dinner or a small reception
- Participate in a forum from which to cost-effectively produce and distribute print and online enduring materials to the wider audience of the *American Journal of Orthopedics* and *Rheumatology News*
- Enjoy a higher ROI for your marketing dollar — much more so than at larger association events

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

- Innovative Techniques: The Knee Course
  October 19-21, 2017
  Las Vegas
  www.Knee-cme.org

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

Sponsored Symposia/Product Theaters

Presenting a sponsored educational symposium or product theater at a live event affiliated with Rheumatology News provides a cost-effective vehicle to educate rheumatologists sports medicine physicians and other specialists on new devices, techniques, and therapies to improve patient care.

- Educate our audience of early-adopting rheumatologists, sports medicine physicians, and orthopedic specialists
- Generate instant feedback in a live environment
- Extend the impact of your educational message with enduring materials distributed in print and online through our peer-reviewed journals and websites

Benefits of presenting your sponsored symposium or Product Theater at a live event affiliated with *Rheumatology News:*

- **Highly qualified audience**
  Your content deserves the attention of an engaged audience eager to learn about the latest devices and techniques. Innovative Techniques: The Knee Course attendees are early-adopting, highly qualified orthopedic surgeons and specialists looking to stay at the forefront of their specialty.

- **Strong attendance**
  Sponsored symposia/product theaters that take place at Innovative Techniques: The Knee Course are scheduled during mealtime— without competing activities—ensuring robust participation levels from these uniquely qualified clinicians. (Since meals are provided to all conference attendees, the Sunshine Act is not applicable.)

- **Multi-platform promotion**
  Your sponsored symposium or product theater will benefit from a high level of promotion before and during the live event on our web site, in eblasts, and with handouts and signage on site. The sooner you reserve your symposium, the more promotion it will receive.

- **Superb cost efficiency and high ROI**
  Your symposium will take place in our general session room, making it easy for attendees to locate, and providing you with access to our audiovisual equipment and personnel at no additional charge.

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

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MEDICAL COMMUNICATIONS

Frontline Medical Communications Inc is one of the healthcare industry's largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP-level targeting and is ranked 1st in combined web and print engagements. With the launch of MDedge™ and BPA-audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs.

- A portfolio of 33 print and digital publications, reaching 22 distinct market segments, circulating to 800,000 healthcare professionals (HCPs)
- MDedge™, our state-of-the-art integrated web portal
- Access to more than 1 million physicians, nurse practitioners, physician assistants and other HCPs through our validated proprietary e-database
- eNewsletters, interactive Web sites, digital editions, and mobile apps deliver content daily
- 18 live events
- Collaboration with notable societies and key medical associations
- Development of innovative and engaging educational programs across multiple channels

From 1 to 1 million, FMC delivers your message to the right audience at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2017 discount programs: corporate-wide earned frequencies based on combined pages, new business/launch programs; continuity discounts; and corporate discounts. (Click "Rates, Incentives & Discounts" for details.)

Contact your account manager directly.
Click "Contacts" or call 973-206-3434.
Visit www.frontlinemedcom.com.
Access all media kits at www.frontlinerates.com.
Email us at sales@frontlinemedcom.com.

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

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

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