Women, minorities are underrepresented in hospital leadership; as an opportunity to diversify the healthcare's population is comprised of racial and ethnic minorities. 

By Gretchen Henkel

Permit 161

The mid-20th century, most immigrants came from Western European countries. Since 1965, when the Immigration and Nationality Act abolished national-origin quotas, the diversity of immigrants has increased. "By the year 2043," says Tomás León, president and CEO of the Institute for Diversity in Health Management, "we will be a country where the majority of our population is comprised of racial and ethnic minorities."

"We see this paper because it's really well written," says Ann Sheehy, MD, FHM, a hospitalist at the University of Wisconsin School of Medicine and Public Health and member of SHM's Public Policy Committee. "The paper definitively shows that hospitals are not gaming the system to avoid readmission penalties." 

"My gut feel was as hospitalists—that the readmissions rate falling wasn't linked to the HRRP to penalize hospitals with higher-than-expected 30-day readmissions rate falling wasn't linked to the HRRP to penalize hospitals. The quality improvement initiatives made the difference." 

"Readmission rates had been rock steady for years and years, and coinciding with an increase in observation services to avoid readmission penalties can be put to rest."

"By late 2010, this drop was not correlated with an increase in observation services," Dr. Sheehy says. "According to the paper, "Improving Early Discharge Rates: study shows that hospitals are not utilizing more observation stays in an effort by hospitals to avoid readmission penalties"." 

"An extensive study by SHM's Palliative Care Palliative Care Certification Program director and lead palliative care hospitalist chairman, Dr. John Nelson, MD, MHM, shows that while readmission rates dropped dramatically with the passage of the Affordable Care Act (ACA) in 2010, this drop was not correlated with an increase in observation services."

"I think we were all really happy to see this because we have not been able to take care of people who pass away in the hospital. It is very disheartening, and are considered a mark of poor-quality care."

The ACA established HRRP to penalize hospitals with higher-than-expected readmissions. In February 2010, the New England Journal of Medicine published a study showing that hospitals are not gaming the system to avoid readmission penalties. "The paper definitively shows that hospitals are not gaming the system to avoid readmission penalties can be put to rest."

"A study published in late February shows that hospitals are not gaming the system to avoid readmission penalties can be put to rest."

"In addition to the monthly magazine, The Hospitalist regularly publishes articles and information to its website, www.the-hospitalist.org. The Hospitalist also includes an extensive classified section featuring a comprehensive listing of job opportunities geared toward clinicians in hospital-based settings. The Hospitalist is the best way for physicians to stay current, save time, and gain perspective."
**GENERAL INFORMATION**

*The Hospitalist* is published by Frontline Medical Communications.

**Issuance:** Monthly  
**Established:** 1996  
**Organization Affiliation:** Society of Hospital Medicine  
**Circulation:** 33,000  
**Coverage & Market:** Physicians Society of Hospital Medicine Members/Roster, Internal Medicine Residents/Society of Hospital Medicine Members/Roster Allied Health/Others  
**Circulation Verification:** Independent; BPA Worldwide  
**Editorial:** *The Hospitalist* is the official news-magazine of SHM. Now in its 20th year of publication, *The Hospitalist* reports on issues and trends in the practice of hospital medicine. The *Hospitalist* reaches more than 30,000 hospitalists, physician assistants, nurse practitioners, residents, and medical administrators interested in the practice and business of hospital medicine. The award-winning newsmagazine features compelling articles each month in the areas of clinical practice, quality improvement, technology, public policy, and practice management. All articles are researched and written by professional journalists or practicing hospitalists, and thoroughly vetted by the society and editors prior to publication.

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

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

**Contract and Copy Regulations**  
a. All contracts and contents of advertisements are subject to the approval of the Publisher. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.  
b. Publisher reserves the right to put the word “Advertisement” on advertising which, in the Publisher’s opinion, resembles editorial material.  
c. Publisher guarantees uniform rates and discount to all advertisers using same amount and kind of space. No exceptions to published rates.  
d. Only insertions of a parent company and its subsidiaries are combined to determine earned rate.  
e. Rates are subject to change with 90 days notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.  
f. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, Publisher reserves the right to repeat a former ad.

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

**Policy on Placement of Advertising**  
Interspersed

**Bonus Distribution**  
**MARCH ISSUE:**  
American College of Physicians (ACP), San Diego, CA, March 30-April 1, 2017  
**APRIL/MAY ISSUES:**  
Society of Hospital Medicine (SHM), Las Vegas, NV, May 1-4, 2017  
**MAY ISSUE:**  
American Congress of Obstetricians and Gynecologists (ACOG), San Diego, CA, May 6-9, 2017  
**SEPTEMBER ISSUE:**  
American Academy of Family Physicians (AAFP), San Antonio, TX, September 12-17, 2017  
**OCTOBER ISSUE:**  
American College of Emergency Physicians (ACEP), Washington DC, October 30-November 2, 2017

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**Click here for Standard Terms and Conditions for Advertising**

## CIRCULATION

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Members of the Society of Hospital Medicine (SHM)</td>
<td>13,000</td>
</tr>
<tr>
<td>SHM non-member prospects across multiple specialties and allied health providers</td>
<td>13,700</td>
</tr>
<tr>
<td>Internal Medicine residents</td>
<td>6,500</td>
</tr>
</tbody>
</table>

TOTAL CIRCULATION: **33,200**

Source: July 2016 BPA

For more detailed BPA circulation information, [CLICK HERE.](#)

---

- **41%**: SHM non-member prospects across multiple specialties and allied health providers
- **39%**: Members of the Society of Hospital Medicine (SHM)
- **19%**: Internal Medicine residents
## ISSUE AND CLOSING DATES

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<th>Issue Dates</th>
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<td>January 12, 2017</td>
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<td>March</td>
<td>February 1</td>
<td>February 8</td>
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<td>March 8</td>
<td>March 15</td>
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<td>May</td>
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<td>June</td>
<td>May 4</td>
<td>May 11</td>
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<td>July</td>
<td>June 7</td>
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<tr>
<td>December</td>
<td>November 2</td>
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Stated Date of Mailing and Class: 15th of publication month. Standard class.
**ADVERTISING RATES**

**Black & White Rates**

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<th>96x</th>
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<td>$4,505</td>
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<td>2,910</td>
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**Black-and-White (ROB) + 4-Color Rates**

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</table>

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

| Standard color | $650 |
| Matched color  | 950  |
| Metallic ink   | 250  |
| Four Color Rates | 1,805 |

**Special Positions**

- Page 3 – Earned king rate + 30% (plus color)
- Fourth Cover – Earned king rate + 60% (plus color)
- Center Spread – Earned king rate + 25% (plus color)

Please consult sales representative for additional special positions.

**BLEED** Full-page bleed or gutter bleed (accepted for spreads only): no charge.
Insert Rates

<table>
<thead>
<tr>
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<th>12x</th>
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<td>33,100</td>
<td>32,465</td>
<td>31,825</td>
</tr>
</tbody>
</table>

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.

**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.


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.
FRONTLINE MEDICAL COMMUNICATIONS
CORPORATE DISCOUNT POLICIES & COMBINATION BUYS

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

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

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

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

THE HOSPITALIST & JOURNAL OF HOSPITAL MEDICINE (JHM) COMBINATION DISCOUNT
Advertise the same product ad unit in the same month of The Hospitalist and receive a 50% discount off the earned rate in the Journal of Hospital Medicine. (B&W and color). NOTE: This 50% discount cannot be combined with any other discounts (except the earned frequency and corporate discounts).

- 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 FMC 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.

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

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

CONTINUITY DISCOUNT PROGRAM
Please select one program. (Programs cannot be combined.)

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

b. Run an ad for the same product in every issue (12) of The Hospitalist 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.

c. Run an ad for the same product in every issue of The Hospitalist during 2017 and deduct 8.3% off each insertion throughout the year.

DOUBLE IMPACT DISCOUNT PROGRAM
Run two (2) insertions for the same product in the same issue of The Hospitalist 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.
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/
The Hospitalist
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.

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

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

REPRINTS—USA & CANADA ONLY

CONTACT:
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 The Hospitalist that’s highly read and trusted. Your preprinted Outserts are placed over a current issue and poly-bagged 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.

CONTACTS

General Information

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

DIGITAL ADVERTISING
Introducing MDedge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

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

ABOUT FRONTLINE

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

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

BINDING
• Saddle Stitch

FULL BLEEDS
• Bleed size: 11 1/8” x 15 1/4”
• Trim: 10 7/8” x 15”
• Keep live matter 1/2” from all trim edges

HALFTONE SCREEN
• 133-line screen recommended

RUN-OF-BOOK REPRODUCTION REQUIREMENTS
a. Black-and-White or Color Advertisements
• PDF/X-1a required
• All images must be CMYK (RGB, SRBG, or ICC lab color will not be accepted)
• All files must be at 100%
• Digital files will not be altered or manipulated
• Ads can be accepted via FTP

Call Rebecca Slebodnik at 240-221-2417 for FTP instructions or e-mail at rslebodnik@frontlinemedcom.com

b. Color Proofs
• Provide a digital proof with color bars.
• Proofs must be provided at 100% size

c. Provider Information
Please provide the following with your media:

• Publication name and issue date
• Advertiser, product and agency name
• Contact name and phone number
• Directory of disk or CD

DISPOSITION OF MATERIAL
Files are held one year and then destroyed, unless instructed otherwise in writing. Please call Rebecca Slebodnik at 240-221-2417 for extension if needed.

INSERTS AND INSERT REQUIREMENTS
a. General Conditions
Publication accepts both full King-size and “A-size” (minimum size: 8” x 11”) inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability, quantities and other information required.

b. Mechanical Specifications
1. Maximum Paper Weight:
• Two-page (single-leaf) insert: 80 lb. text coated or matte
• Four-page (double-leaf) insert: 80 lb. text coated or matte
• Larger inserts: Consult FMC

2. Size Requirements:
• Full King-size: 11” x 15 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:
The Hospitalist
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:
The Hospitalist
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:
The Hospitalist
Frontline Medical Communications
2275 Research Boulevard
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@frontlinemedcom.com
For details of programs, rates, metrics, and more, please contact your account manager.

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ABOUT FRONTLINE

Bleed Size:
11 1/8" x 15 1/4"
Trim Size:
10 7/8" x 15" 

Ad Size:
4 7/8" x 13 5/8" 

Journal Trim Size: 10 7/8" x 15"
Live matter: Allow 1/4" safety from all trim edges
Type of Binding: Saddle Stitch
%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 approval
- Ability to include video and audiocast online, upon medical/legal approval

ABOUT FRONTLINE

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

Key Opinion Leaders (KOL) Best Practices Program

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

PROGRAM DESIGN
• Each Best Practices column focuses on a single message (sponsor can support one Best Practices program or a series of columns)
• One King-size, 4-color page or King-size spread, 4 color pages of editorial, within the pages of The Hospitalist
• 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.the-hospitalist.org
• Email blast sent to physicians with a direct link to the online PDF

ADDITIONAL TARGETED DISTRIBUTION OF BEST PRACTICES PROGRAM
• Reprint or repurpose column(s) to publish in other markets within the publication(s) or to distribute with sales reps
• 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

Contact your account manager for details and pricing.
INTRODUCING MDedge™

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

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

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

HCP TARGETING

Frontline Medical Communications now has the capability to target, track, and evaluate engagement of physicians and other healthcare professionals through multiple touch-points. FMC provides you with the option of targeting our readers/visitors/users across all channels, including multiple screens. Take advantage of this unique opportunity to target multidisciplinary audiences via multiple channels, enabling tailored messages to be delivered to the right audience at the right time.
HCP LEVEL DATA (VALUE-ADD)

FMC can provide up-to-date insights on your strategic tactics through comprehensive analytical reports.

- Tactics available for tracking include display and mobile banners, eNewsletters and eBlasts, text ads, sponsored landing pages, microsites/resource centers and webcasts.
- HCP level reporting will be provided on either a monthly or annual basis.
- Data feeds for client CRMs available.
- Additional costs may apply.
- User data provided:
  - First and last name
  - City, State, Zip code
  - Specialty
  - Title
  - Type of Practice
  - NPI #
- Engagement data provided:
  - Web usage (visits, pageviews, time spent, banner impressions)
  - E-mail usage (delivered, opened, clicks)

Report Examples:

<table>
<thead>
<tr>
<th>USER DATA</th>
<th>ENGAGEMENT DATA</th>
</tr>
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<tbody>
<tr>
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</tr>
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<th>Avg. Time Spent</th>
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<td>12:14 (May 5)</td>
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<th>Email 1 728x90 Click</th>
<th>Email 1 300x250 Click</th>
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</thead>
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<td>2</td>
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<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

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

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

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

Cost Model: CPD (Cost Per Day)
Asset Type: 300x250 & 640x480 Banners (Rich Media is accepted)
Creative Type: .html5, .swf, IFRAME, .gif and .jpg

WEB SITE “FROM INDUSTRY” CONTENT BOX
Text Ads are available on all Frontline Web sites and are a great fit for general awareness campaigns. Ads appear on pageviews that are not exclusively sponsored.

Cost Model: CPC (Cost Per Click) or Flat Rate
Asset Type: 150 Character Max (1 Destination URL Max)
Creative Type: Text, Article/Video in pop-up

CLICK HERE FOR DETAILED SPECIFICATIONS

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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

Contact your account manager for details and pricing.
WEEKLY ENEWSLETTERS

The Hospitalist eNewsletters put your ad message in front of approximately 30,000 physicians from the official database of the Society of Hospital Medicine; an 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 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

ENNEWSLETTER TEXT AD

Text Ads are available within select eNewsletters and are a great fit for general awareness campaigns. Text ads can appear on any of the available rectangle positions. Ads appear above the fold. Deployments are mobile optimized for Smartphone users.

Cost Model: Flat or CPC (Cost Per Click)
Asset Type: 250 Character Max (2 Destination URLs Max)
Creative Type: Text

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

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

Cost Model: Flat or CPS (Cost Per Send)

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

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

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

These weekly eNewsletters are deployed to approximately 30,000 physicians from the official database of the Society of Hospital Medicine.

Cost Model: Flat or CPS (Cost Per Send)

Asset Type: Finalized .html e-Blast

Creative Type: .html
PREMIUM PACKAGES (WEB & EMAIL)

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

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

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

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

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

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

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

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

CLINICALEDGETM
(GENERAL OR THERAPEUTIC FOCUSED)
ClinicalEdge™ is a roadblock package that is available on all Frontline Web sites. Sponsorships comprise the ClinicalEdge Section (site) and 2-4 ClinicalEdge eBlasts (e-mail). ClinicalEdge content includes summaries of must-read clinical literature, guidelines and FDA actions. “Rising Star” ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level “User” Data and Engagement Data are included as value-add.

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

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.
MEDIA PLACEMENT OPPORTUNITIES

DISEASE-STATE HUB SPONSORSHIP
Hubs are the ideal destination for HCPs interested in a specific therapeutic area of interest. Sponsorships may include multiple Frontline properties, which combines FMC’s superior CONTENT and REACH (22 + Specialties). Content includes News, Conference Coverage, Reviews, Summaries, Quizzes, and Multimedia. Sponsorships include banner advertising (onsite & within eNewsletters) and the ability to house branded content within “sponsored” tabs.

KOL VIDEO ROUNDTABLES
FMC will organize a KOL video roundtable focused on a topic of your choice. Roundtables will be created in text and/or video and promoted on the participating journals’ websites. Sponsors may provide banners and/or additional assets to run alongside the roundtable.

PROJECT “JOURNEY”
The sponsorship includes a patient’s “Journey” in a specific therapeutic area, with HCP, Caregiver and Patient perspectives. The interactive video and text format creates an engaging experience, created to offer users a deeper form of content. The sponsorship includes six content modules, e-Blasts promoting each module and banner advertising throughout the “Journey” experience. Sponsors may provide testimonials in the form of modules to live within FMC developed project journey. Asset housing is available in other ways.

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

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

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

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

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

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

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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.

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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+

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

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

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

Contact your account manager directly. Click “Contacts” or call 973-206-3434.
Email us at sales@frontlinemedcom.com.