



EULAR Congress News

The Official Newspaper of the 21st Annual
European Congress of Rheumatology

2020 RATE CARD



3-6 JUNE 2020 – FRANKFURT

ADVERTISING SALES CONTACT

Jeanne Gallione

(908)-872-9399 • jgallione@mdedge.com

FRONTLINE
MEDICAL COMMUNICATIONS

Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
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EULAR Congress News

2020 RATE CARD

Issuance

A digital Preview edition, 3 Onsite print editions and The EULAR Report—a digital edition containing highlights from the 21st Annual EULAR Congress.

Organization Affiliation

Published by Frontline Medical Communications (FMC) in partnership with the European League Against Rheumatism (EULAR).

Distribution

EULAR Congress News will be widely distributed both onsite and online to ensure maximum exposure for your message.

PREVIEW: The EULAR Congress News Preview is a digital edition emailed to more than 70,000 specialists in rheumatology using the official EULAR database. The Preview enables you to reach the largest number of rheumatologists before the Congress with your product and symposium information.

ONSITE: The first onsite issue will be included in the EULAR registration bags provided to approximately 15,000 registrants at the meeting in Frankfurt. All three issues will also be available through distribution bins strategically placed throughout the convention centre. In addition, copies will be distributed each day by hand to attendees entering the Congress.

ONLINE: Each issue of EULAR Congress News will be available simultaneously online at www.EULARcongressnews.com. Online distribution in PDF format includes advertising, which extends the reach of your message to thousands of physicians unable to attend the meeting in Frankfurt.

THE EULAR REPORT: Like the Preview, The EULAR Report is a digital edition e-mailed to the EULAR database and posted online at EULARcongressnews.eu and EULAR.org. Both the Preview and The EULAR Report mailings have high open rates and visibility and extend the life of your message once the Congress concludes.

Editorial

Preview and meeting highlights of the 21st Annual European Congress.

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 put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- c. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- d. 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.

Editorial Staff

Editor: Jeff Evans

Advertising Sales

Jeanne Gallione

908-872-9399 • jgallione@mdedge.com

Advertising Agencies

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.

Cancellations

- a. Notification in writing of space cancellations must be received by space closing deadline.
- b. If space is canceled after deadline or material received too late, the advertiser will be charged for the insertion.
- c. Cover positions are noncancelable.



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ONSITE PLUS ONLINE

Issues & Closing Dates

Issue Dates	Space Close	Material Due
3,4,5-6 June	23 April	30 April

Rates

RATES—Black & White Rates (Net US Dollars)

Page Size	x1	x2	x3	x6
Tabloid	\$8,900	\$8,800	\$8,700	\$8,600
Standard	8,500	8,400	8,300	8,200
1/2 Page	6,500	6,400	6,300	6,200

Color

4C	3,000
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PREMIUM POSITIONS

- Page 3: Tabloid black & white rate + 50% (plus color)
- Cover 4: Tabloid black & white rate + 60% (plus color)
- Cover Tips: \$21,000 net per issue



The first onsite issue will be included in the EULAR registration bags provided to approximately 15,000 registrants at the meeting in Frankfurt.

Each issue of EULAR Congress News will be available simultaneously online at www.EULARcongressnews.com.

DIGITAL EDITIONS: PREVIEW ISSUE & THE EULAR REPORT \$9,000 US NET

Issues & Closing Dates

Closing Date	Materials Due
1 April	8 April

Regardless of ad unit size, your ad in both the Preview edition and The EULAR Report is one low price of \$9,000 US net. You must be an advertiser in the onsite print edition to take advantage of this opportunity. Both the Digital Preview Edition and The EULAR Report are mailed to approximately 70,000.

Sizes are standard page. See specifications on page 5 for details.





EULAR Congress News

2020 ONSITE SPECIFICATIONS

Full-Page Bleeds

Bleed size: 10 3/4" x 13 1/4"
(Metric—27.3cm wide x 33.7cm long)
Trim: 10 1/2" x 13" (Metric—26.7cm x 33cm)
Keep live matter 1/2" (1.3cm) from all trim edges.

Printing

FMC publications are printed offset in a tabloid news format.

Paper Stock

High-quality gloss stock

Binding

Saddle Stitch

Halftone Screen

133-line screen recommended.

Reproduction Requirements

a. Black-and-white or color advertisements

- PDFs required. We accept CDs or the file may be transmitted to our FTP site using your web browser.

files.digilink-inc.com/_sCKelGbltob9R

- When uploading multiple files, please place all files in a folder and compress with ZIP. When the same ad is running in multiple issues, please only upload once, indicating each issue in the Publication field.
- Please contact Maria Aquino when files have been sent to the FTP site. Include the name of the file as well.
- All files must be 100%. Digital files will not be altered. Trapping must be included in file. All images must be CMYK (RGB images cannot be processed). Third-party fonts are not accepted.

For further questions, please contact Maria Aquino at 240-221-2418.

b. Color Proofs

- Provide a digital proof with color bars.
- Color laser proofs are not accepted as color guidance.
- 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 CD

Shipping Instructions

Send all contracts and insertion orders to:

EULAR Congress News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054 USA
Attn: Tara Culleney

Phone: 973-206-9248 | Email: tculleney@mdedge.com

Send all digital files and proofs to:

EULAR Congress News
Frontline Medical Communications
2275 Research Blvd, Suite 400
Rockville, MD 20850 USA
Attn: Advertising Production
Phone: 240-221-2418

Mechanical Specifications

Tabloid



Bleed: 10 3/4" x 13 1/4" (27.3cm x 33.7cm)
Trim Size: 10 1/2" x 13" (26.7cm x 33cm)

"Standard" Page



7 1/8" x 10"
(18.1cm x 25.4cm)

1/2 Horizontal Page



9 1/2" x 5 5/8"
(24.1cm x 14.3cm)



EULAR Congress News Preview & The EULAR Report

2020 SPECIFICATIONS

Print Advertising Dimensions

Full page Bleed size: 8 5/8" x 11 1/8"

Trim: 8 3/8" x 10 7/8"

Spread bleed size: 16 3/4" x 11 1/8"

Spread Trim: 16 1/2" x 10 7/8"

Reproduction Requirements

Color Advertisements

- PDFs required. We accept CDs or the file may be transmitted to our FTP site using your web browser.

files.digilink-inc.com/_sCKelGblttob9R

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Maria Aquino
maquino@mdedge.com
 240-221-2418

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Jeanne Gallione
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EULAR Congress News

2020 INSERTION ORDER

NOTE: Unless otherwise notified, Frontline Medical Communications accepts this insertion order as a written contract for advertising with the client. Please check in the spaces provided below those issues you wish to include in your purchase. Thank you!

ISSUE(S): _____ **3 Onsite Issues** (3, 4, 5-6 June 2020)
_____ **Issue #1** (Wednesday 3 June)
_____ **Issue #2** (Thursday 4 June)
_____ **Issue #3** (Fri-Sat 5-6 June)
_____ **Preview** (May 2020) & **The EULAR Report** (September 2020)

COMPANY: _____

PRODUCT: _____

SPACE UNIT: _____

COLOR: _____

HEADLINE: _____

POSITION: _____

PRICE: \$ _____ US Net

AD: _____ New _____ Pick-up _____

MATERIALS TO: Frontline Medical Communications
2275 Research Blvd, Suite 400
Rockville, MD 20850 USA
Attn: Maria Aquino
Phone: 240-221-2418
E-mail: maquino@mdedge.com

AGENCY: _____

PHONE: _____

FAX: _____

E-MAIL: _____

SIGNATURE: _____

TITLE: _____

DATE: _____

PLEASE E-MAIL THIS ORDER TO: Tara Culleney • Frontline Medical Communications
tculleney@mdedge.com • Tel: 973-206-9248