

HM20 DAILY NEWS

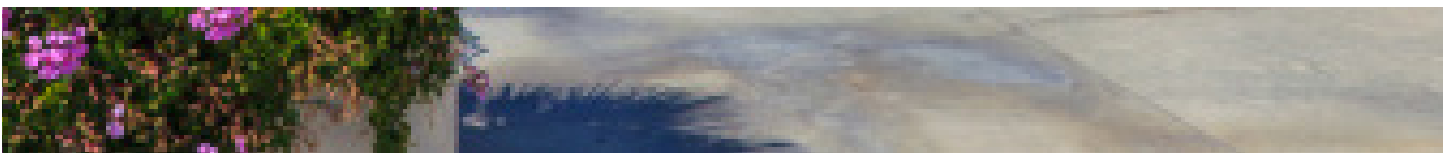
THE OFFICIAL DAILY NEWSPAPER OF HOSPITAL MEDICINE 2020

RATE CARD



Hospital Medicine
HM20

SHM's Annual Conference
April 15-18, 2020 / San Diego, CA



FRONTLINE
MEDICAL COMMUNICATIONS.

ADVERTISING SALES CONTACTS:

VALERIE BEDNARZ

T: 973-206-8954

C: 973-907-0230

E: vbednarz@mdedge.com

JULIAN KNIGHT

T: 973-206-2317

C: 201-310-7063

E: jknight@mdedge.com

HM20 DAILY NEWS

RATE CARD THE OFFICIAL DAILY NEWSPAPER OF HOSPITAL MEDICINE 2020



To SHM's Valued Industry Partners:

On behalf of the Society of Hospital Medicine (SHM) and its members, I am pleased to invite you to join SHM and your colleagues at Hospital Medicine 2020 (HM20), which will be held April 15-18, 2020 at the San Diego Convention Center, located bayside in the Marina district of downtown San Diego, California. The Exhibit Hall dates are April 16-17, 2020.

The annual conference has continued to grow over the years, both in participation and partnerships. SHM is grateful for the support of companies such as yours and looks forward to continuing to create connections in the fastest-growing specialty in modern healthcare — including important connections between hospitalists and the companies that can help them advance their careers and improve patient care.

Thank you for your ongoing collaboration. Please register online to reserve your company's package, as space and sponsorship opportunities are limited. There will be no other occasion in 2020 for you to meet face-to-face with more than 4,500 hospital medicine professionals in one place.

SHM looks forward to seeing you in San Diego. Here's to a successful and productive HM20!



Larry D. Wellikson, MD

Larry Wellikson, MD, MHM Chief
Executive Officer

EXHIBITORS
PARTICIPATING IN THE
HM20 LOYAL PARTNER PROGRAM,
PLEASE CONTACT US TO DISCUSS
BENEFITS AND NEW
OPPORTUNITIES.

HM20 DAILY NEWS

RATE CARD THE OFFICIAL DAILY NEWSPAPER OF HOSPITAL MEDICINE 2020

WELCOME TO HOSPITAL MEDICINE 2020!

As publishing partner of the Society of Hospital Medicine, Frontline Medical Communications is pleased to be publishing HM20 Daily News—the official daily newspaper of the Annual Meeting of the Society of Hospital Medicine. This year we will gather at the San Diego Convention Center with an expected attendance of over 4,500 hospital medicine specialists.

HM20 Daily News will have the important information needed for participants to make the most of their time in San Diego. In addition, there will be a series of five e-newsletters delivered to the SHM database of 30,000 hospital medicine specialists that will serve to complement your onsite print advertising program. Exceptional editorial design and production quality make the onsite newspaper an essential marketing tool for delivering your message to this key audience. And daily e-mail delivery guarantees high-impact visibility to onsite attendees as well as those unable to be in San Diego for the meeting. For maximum exposure, all versions of HM20 Daily News are also available online at www.the-hospitalist.org. Don't miss out on these opportunities to alert these engaged hospitalists to your products, services, and onsite symposia and other activities.

There is no better way to reach attendees and prospective attendees before, during and after the Annual Meeting than with HM20 Daily News. See you in San Diego!

ADVERTISING RATES

AD UNIT	3 ON-SITE ISSUES
Black-and-white Rates (All rates are net)	
King Page	\$13,500
3/4 Page	\$11,500
Island (A-Size)	\$10,000
1/2 Page	\$9,000
1/4 Page	\$7,000
1/8 Page	\$4,500
Color (in addition to black-and-white rates)	
Full Color	\$2,500
Special Positions (King Page Only)	
Inside Front	Add 50%
Back Cover	Add 50%

ADDITIONAL ADVERTISING OPPORTUNITIES

COVER TIP

Your message is assured excellent visibility every day of the meeting with a large 10"x6" cover tip on HM20 Daily News. (Advertiser is responsible for supplying printed materials.)

\$21,000 net

HM20 E-NEWSLETTERS

A series of 5 e-newsletters (Preview, 3 onsite editions, Post-meeting edition) will be mailed to the SHM database of 30,000 hospital medicine professionals. Reach all meeting attendees as well as thousands more who were unable to attend the meeting.

\$7,500 net for your banner ad in all 5 e-newsletters – Maximum of 4 advertisers

HM20 DAILY NEWS

RATE CARD THE OFFICIAL DAILY NEWSPAPER OF HOSPITAL MEDICINE 2020

AD PRODUCTION INFORMATION

ISSUE AND CLOSING DATES

On-site Issue Dates	Space Close	Materials Due
April 15/16	March 12	March 19
April 17	March 12	March 19
April 18	March 12	March 19

ADVERTISING SALES CONTACTS

Valerie Bednarz

T: 973-206-8954
C: 973-907-0230
E: vbednarz@mdedge.com

Julian Knight

T: 973-206-2317
C: 201-310-7063
E: jknight@mdedge.com

CONTRACT AND COPY REGULATIONS

- All contracts and contents of advertisements are subject to Frontline Medical Communications's (FMC) approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitments.
- FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.

CANCELLATIONS

- Notification in writing of space cancellations must be received by space closing deadline.
- If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- Cover positions are non-cancelable.

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.

FULL-PAGE 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.

See next page for Mechanical Ad Measurements

REPRODUCTION REQUIREMENTS

a. Black-and-white or Color Advertisements

- PDFs required. We accept CD-ROM or the file may be transmitted to our FTP site: files.digilink-inc.com/_opu9dHRsctct0R (Our FTP site is available through your web browser using the web address above and does not require use of FTP software, a user name, nor password.)
- File name must include name of product.
- 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 or maquino@mdedge.com.

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

- 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

E-NEWSLETTER ADVERTISING

Top Leaderboard: 728 x 90 (Desktop and tablet only)

Medium Rectangle: 300 x 250 (All devices)

Bottom Leaderboard: 728 x 90 (Desktop and tablet only)

Maximum Banner File Size: 40kb

- Static images only, including .gif and .jpg
- Destination URL Needed

In-column Text Ad: Headline: 60 characters; Body: 210 characters excluding space; Both plain text and HTML allowed; HTML will be accepted upon approval with appearance; No scripting.

SHIPPING INSTRUCTIONS

Send all contracts and insertion orders to:

HM20 Daily News

Frontline Medical Communications
7 Century Drive
Parsippany, NJ 07054
Attn: Joan Friedman
P: 973-290-8211
F: 973-206-9378

Send all digital files and proofs to:

HM20 Daily News

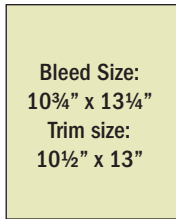
Frontline Medical Communications
2275 Research Blvd., Suite 400
Rockville, MD 20850
Attn: Advertising Production
P: 240-221-2418

HM20 DAILY NEWS

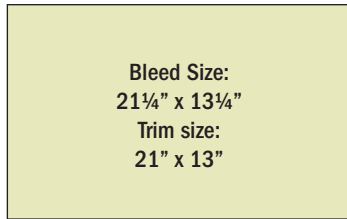
RATE CARD THE OFFICIAL DAILY NEWSPAPER OF HOSPITAL MEDICINE 2020

MECHANICAL AD MEASUREMENTS

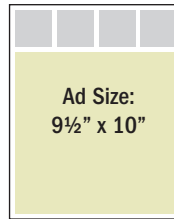
King-size Page



King-size Spread



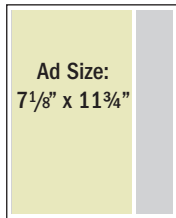
3/4 Horizontal



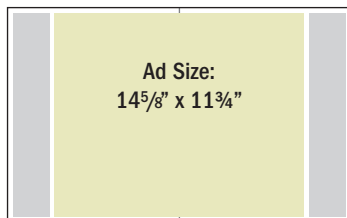
3/4 Horizontal Spread



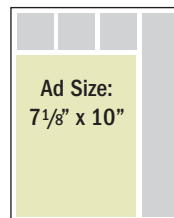
3/4 Vertical



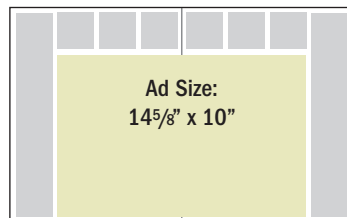
3/4 Vertical Spread



Island Page



Island Spread



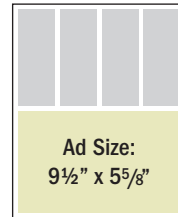
Island Spread + Island Page



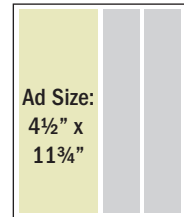
Island Page + 3/4 Horizontal Spread



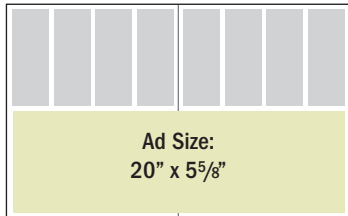
1/2 Horizontal



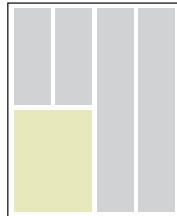
1/2 Vertical



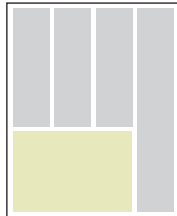
1/2 Horizontal Spread



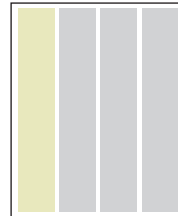
1/4 Vertical



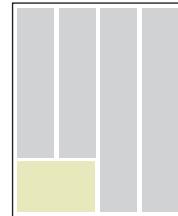
1/4 Horizontal



1/4 Column



1/8 Page



Journal Trim Size:
10¹/₂" x 13"

Live Image Area:
Allow ¹/₄" safety
from all trim edges

Type of Binding:
Saddle Stitch



HM20 DAILY NEWS

Insertion Order

NOTE: Unless otherwise notified, Frontline Medical Communications accepts this insertion order as a written contract for space with the client.

HM20 DAILY NEWS

Please indicate package selection(s):

- 3 On-site Issues of *HM20 Daily News*
- Hospital Medicine 2020 e-Newsletter (5 issues)
- Cover tip

Company:

Space Unit:

Headline:

Price:

_____ *net*

Advertising contact:

Ph/Fx: _____

Email: _____

Product:

Color:

Position:

MATERIALS TO:

Frontline Medical Communications
2275 Research Blvd., Suite 400, Rockville, MD 20850
Attn: Maria Aquino - Phone: 240-221-2418

Billing address:

Signature

Title

Date

Please fax this order to: Joan Friedman, Frontline Medical Communications, 973-206-9378
or e-mail joanfriedman@mdedge.com