

# EULAR Congress News

The Official Newspaper of the 21<sup>st</sup> Annual  
European Congress of Rheumatology

eular

EUROPEAN  
E-CONGRESS OF  
RHEUMATOLOGY  
2020 | FROM 3 JUNE

[congress.eular.org](http://congress.eular.org)

## 2020 RATE CARD



## eCongress from 3 June

ADVERTISING SALES CONTACT

**Jeanne Gallione**

(908)-872-9399 • [jgallione@mdedge.com](mailto:jgallione@mdedge.com)

**FRONTLINE**  
MEDICAL COMMUNICATIONS.

Frontline Medical Communications  
7 Century Drive, Suite 302  
Parsippany, NJ 07054  
[Tcullen@mdedge.com](mailto:Tcullen@mdedge.com)



# EULAR Congress News

## 2020 RATE CARD

### Issuance

A digital Preview edition, 3 Digital edition flipbooks supporting the EULAR Congress News daily reporter and The EULAR Report—a digital edition containing highlights from the 21<sup>st</sup> 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 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 company's nonbranded advertising information.

**CONGRESS DAILY:** Digital Edition Flipbooks: Flipbooks are slated for release on June 3, June 4 & June 5/6. Flipbooks // links will be mailed to EULAR database as well as housed online.

**ONLINE:** Each issue of EULAR Congress News will be available simultaneously online at [www.EULARcongressnews.com](http://www.EULARcongressnews.com). Online distribution in PDF and digital flipbook formats includes advertising, which extends the reach of your message to thousands of physicians.

**THE EULAR REPORT:** Like the Preview, The EULAR Report is a digital edition e-mailed to the EULAR database and posted online at [EULARcongressnews.com](http://EULARcongressnews.com). 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 21<sup>st</sup> 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](mailto: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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## 2020 RATE CARD

### ONSITE PLUS ONLINE

#### Issues & Closing Dates

Issue Dates	Space Close	Material Due
3,4,5-6 June	23 April	15 May

#### Rates

##### RATES—Color Rates (Net US Dollars)

Page Size	x1	x2	x3	x6
<b>Full Page</b>	\$11,900	\$11,800	\$11,700	\$11,600
<b>1/2 Page</b>	9,500	9,400	9,300	9,200

#### PREMIUM POSITIONS

- a. Page 3: Full Page rate + 50%
- b. Cover 4: Full Page rate + 60%
- c. Cover Tips: \$21,000 net per issue



Each issue of EULAR Congress News will be available simultaneously online at [www.EULARcongressnews.com](http://www.EULARcongressnews.com).

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

#### Issues & Closing Dates

Closing Date	Materials Due
1 April	1 May

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 4 for details.





# EULAR Congress News, Preview & The EULAR Report

## 2020 SPECIFICATIONS

### Advertising Dimensions

Full Page size: 8.375" x 10.875"

Spread size: 16.5" x 10.875"

Half Page size 7.625" x 4.625"

### 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/\\_sCKelGbltob9R](http://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. Third-party fonts are not accepted.

### Contact Information

Maria Aquino

[maquino@mdedge.com](mailto:maquino@mdedge.com)

240-221-2418

### Shipping Instructions

Send all contracts and insertion orders to:

EULAR Congress News Preview

Frontline Medical Communications

7 Century Drive, Suite 302

Parsippany, NJ 07054

Attn: Tara Culleney

Tel: 973-206-9248 | [tculleney@mdedge.com](mailto:tculleney@mdedge.com)

### Advertising Sales Contact

Jeanne Gallione

(908)-872-9399

[jgallione@mdedge.com](mailto:jgallione@mdedge.com)



Frontline Medical Communications

7 Century Drive, Suite 302

Parsippany, NJ 07054

[Tculleney@mdedge.com](mailto:Tculleney@mdedge.com)

# 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