



Clinical Endocrinology News

MDedge | Endocrinology

2021 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Clinical Endocrinology News® is the leading independent news source for the endocrinologist. Readers rely on *Clinical Endocrinology News* for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. *Clinical Endocrinology News* is published monthly and circulates to over 16,500 endocrinology specialists and related subspecialists in print. All articles are researched, written, and produced by professional medical journalists.

Clinical Endocrinology News can be found online at www.mdedge.com/endocrinology, part of the MDedge® web portal. The site features commentaries on key clinical and regulatory issues, physician-written columns, MD-IQ™ quizzes, and ClinicalEdge® summaries offered in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Endocrinologists can engage online by contacting editors and sharing articles via social media such as Facebook and Twitter. *Clinical Endocrinology News* is the best way for endocrinologists to stay current, save time, and gain perspective.

ADVERTISING/CONTRACTS/ INSERTION ORDERS

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www.frontlinrates.com



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For further information,
contact the sales representative

GENERAL INFORMATION

Clinical Endocrinology News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 2006
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide
- **CIRCULATION SUMMARY:** Clinical Endocrinology News reaches over 16,500 endocrinologists, diabetologists, pediatric endocrinologists, diabetes educators, and physician assistants
- **EDITORIAL:** *Clinical Endocrinology News* provides practicing endocrinologists with timely and relevant news, conference coverage, and commentary about clinical developments in their field and about the impact of healthcare policy on their specialty and 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:
**pending live conferences*

March Issue:

- Minimally Invasive Surgery Symposium
TBA
- Endocrine Society,
Virtual Mar 20-23, 2021

July Issue:

- Metabolic & Endocrine Disease
Summit West
TBA

October Issue:

- Metabolic & Endocrine Disease
Summit East
TBA

- 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.

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CIRCULATION

CIRCULATION ANALYSIS							
Specialty	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	Semi-Retired	TOTAL QUALIFIED
Diabetes	85	-	21	-	-	-	106
Endocrinology	4,971	596	695	359	96	15	6,732
Pediatrics, Endocrinology	860	195	277	98	12	5	1,447
American Association of Diabetes Educators	-	-	-	-	-	-	8,351
American Society of Endocrine Physician Assistants	-	-	-	-	-	-	228
Total Distribution	5,916	791	993	457	108	20	16,864

Source: July 2020 BPA

For more detailed BPA circulation information, [click here](#).

ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 9, 2020	December 16, 2020
February	January 12	January 20
March	February 10	February 18
April	March 15	March 22
May	April 13	April 20
June	May 11	May 18
July	June 11	June 18
August	July 13	July 20
September	August 12	August 19
October	September 14	September 21
November	October 13	October 20
December	November 10	November 17

Stated Date of Mailing and Class: 15th of publication month. Standard class.

READERSHIP SCORES

Average Page Exposures	
Clinical Endocrinology News	2,439
Publication A	2,423
Publication B	2,134
Publication C	1,504
Publication D	1,364
Publication E	1,335
Publication F	1,330

Average Issue Readers	
Clinical Endocrinology News	3,631
Publication A	3,566
Publication B	3,478
Publication C	2,912
Publication D	2,910
Publication E	2,701
Publication F	2,533

Source: Kantar Media, Medical/Surgical May 2020 Media Measurement Study

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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$4,900	\$4,845	\$4,815	\$4,785	\$4,735	\$4,695	\$4,645	\$4,590	\$4,530	\$4,460
3/4 Page	4,490	4,435	4,410	4,370	4,315	4,285	4,245	4,180	4,110	4,060
Island Page	4,115	4,075	4,050	4,010	3,945	3,910	3,875	3,820	3,745	3,700
1/2 Page	3,750	3,710	3,675	3,630	3,580	3,555	3,505	3,445	3,370	3,320
1/4 Page	3,435	3,370	3,350	3,310	3,285	3,250	3,210	3,155	3,095	3,060

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$7,305	\$7,250	\$7,220	\$7,190	\$7,140	\$7,100	\$7,050	\$6,995	\$6,935	\$6,865
3/4 Page	6,895	6,840	6,815	6,775	6,720	6,690	6,650	6,585	6,515	6,465
Island Page	6,520	6,480	6,455	6,415	6,350	6,315	6,280	6,225	6,150	6,105
1/2 Page	6,155	6,115	6,080	6,035	5,985	5,960	5,910	5,850	5,775	5,725
1/4 Page	5,840	5,775	5,755	5,715	5,690	5,655	5,615	5,560	5,500	5,465

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$175
Four Color Rates	\$2,405
Five Color Rates (4C + PMS)	\$3,730

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										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$8,470	\$8,395	\$8,345	\$8,260	\$8,140	\$8,055	\$7,985	\$7,860	\$7,720	\$7,605
2-Page King	10,080	9,985	9,920	9,850	9,760	9,670	9,560	9,450	9,330	9,195
4-Page A-size	16,950	16,785	16,690	16,515	16,280	16,110	15,960	15,725	15,430	15,220
4-Page King	20,155	19,960	19,850	19,700	19,510	19,335	19,120	18,905	18,670	18,370
6-Page A-size	25,425	25,175	25,030	24,775	24,415	24,160	23,940	23,580	23,150	22,825
6-Page King	30,235	29,950	29,765	29,550	29,265	29,010	28,680	28,355	27,990	27,565
8-Page A-size	33,900	33,570	33,365	33,030	32,555	32,215	31,930	31,440	30,870	30,425
8-Page King	40,320	39,935	39,690	39,400	39,010	38,670	38,245	37,810	37,325	36,745

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ADVERTISING INCENTIVE PROGRAMS / OPPORTUNITIES / INSERTS

King Conversion										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King 4 pg	\$24,150	\$23,985	\$23,885	\$23,720	\$23,455	\$23,310	\$23,170	\$22,945	\$22,640	\$22,455
King 6 pg	34,995	34,750	34,600	34,355	33,955	33,740	33,525	33,190	32,730	32,455
King 8 pg	45,845	45,520	45,315	44,985	44,455	44,170	43,885	43,435	42,825	42,460

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *Clinical Endocrinology News* 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 same size for all four insertions. Discounted ad unit counts towards earned frequency. All FMC combination discounts apply. Launch Program may not be combined with Continuity Discount Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

Continuity Discount Program

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

- Run an ad for the same product in six (6) issues of *Clinical Endocrinology News* during 2021 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.
- Run an ad for the same product in every issue (12) during 2021 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.
- Run an ad for the same product in every issue (12) during 2021 and deduct 8.3% off each insertion throughout the year.

Program available to full-run and full-cost split-run advertisers; ROB production charges apply. Cover tips do not get counted towards continuity discount program.

Double Impact Discount Program

Run two (2) insertions for the same product in the same issue of *Clinical Endocrinology News* 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. Program applies to full-run ads only.

New Advertiser Program

Place your ad in four (4) issues of *Clinical Endocrinology News*, and receive 50% off the space and color charges of your fourth insertion. Ads do not need to be consecutive. Only companies that have not advertised in the publication in the past 12 months are eligible for this program. Ad unit size must be identical for all four insertions. The discounted ad unit counts towards earned frequency. Premium position charges still apply to the fourth ad.

Split Runs

- SPECIFICATIONS**
 - 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.
 - Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
 - All split-run ROB advertising units must be the same size.
 - Split-run additional production charges are commissionable.
 - Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
 - 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.

- SPLIT-RUN RATES—INSERTS**

- If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost.
- If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost.
- If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost.
- No production charges for inserts.

- SPLIT-RUN RATES—RUN-OF-BOOK**

- If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
- If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
- If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
- Split-run Production Charges—Run-of-book: \$900 per split-run insertion.

- 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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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 2021. Full year 2020 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2021. 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.

2020 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2021 Discount	0.5%	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. (All FMC publications have the same frequency levels through the 240x. JFP, FPN and IMN extend to 396x.)

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™ discount (see separate rates) supersedes this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News*® + *Internal Medicine News*®) counts as 1 publication. Except for PowerBuy™, 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. Discount only applicable on run of book and inserts. Discount not available for cover tips.

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 Integrated Media Kit and Rate Cards available at frontlinrates.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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PRIMARY CARE ENDOCRINOLOGY COMBINATION DISCOUNT CLINICAL ENDOCRINOLOGY NEWS + INTERNAL MEDICINE NEWS + FAMILY PRACTICE NEWS

PowerBuy rate + 7.5% Off *Clinical Endocrinology News*

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Internal Medicine News*, *Family Practice News*, and *Clinical Endocrinology News*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$455
Four Color Rates	\$6,335
Five Color Rates (4C + PMS)	\$10,620

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$30,490	\$29,140	\$28,185	\$27,265	\$26,895	\$26,265	\$25,725	\$25,265	\$24,940	\$24,750	\$24,355	\$23,965
3/4 Page	27,345	26,135	25,220	24,455	24,115	23,685	23,270	22,830	22,170	21,830	21,635	21,105
Island Page	21,190	20,295	19,640	19,015	18,745	18,300	17,945	17,630	17,370	17,235	16,975	16,725
1/2 Page	20,660	19,810	19,150	18,525	18,235	17,905	17,445	17,010	16,785	16,675	16,390	16,225
1/4 Page	11,550	11,100	10,685	10,365	10,230	10,035	9,795	9,580	9,385	9,295	9,260	9,085

INSERT RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$43,660	\$41,815	\$40,465	\$39,170	\$38,635	\$37,700	\$36,955	\$36,315	\$35,890	\$35,490	\$34,945	\$34,455
2-Page King	62,790	60,035	58,060	56,150	55,420	54,090	52,995	52,050	51,505	50,975	50,175	49,360
4-Page A-size	87,315	83,625	80,935	78,330	77,270	75,395	73,915	72,635	71,785	70,990	69,905	68,915
4-Page King	125,585	120,080	116,140	112,310	110,840	108,190	105,980	104,100	103,025	101,940	100,320	98,710
6-Page A-size	130,980	125,430	121,395	117,500	115,905	113,100	110,870	108,950	107,680	106,480	104,850	103,360
6-Page King	188,370	180,125	174,195	168,460	166,250	162,285	158,980	156,155	154,515	152,925	150,500	148,075
8-Page A-size	174,635	167,235	161,850	156,665	154,540	150,795	147,835	145,255	143,570	141,955	139,780	137,810
8-Page King	251,175	240,165	232,265	224,620	221,665	216,380	211,975	208,205	206,020	203,895	200,655	197,425

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COVER TIPS

FMC will print all standard cover tips. Standard adheres to specs below.

- Cost includes FMC printing of standard cover tips to specifications (one-sided, 4-color) as a value-added service. No rebates will be issued for client-supplied material.
- Issue polybagged per postal regulations
- Cost is non-commissionable
- Non-standard cover tips are also available such as tips with extra flaps, PI's, etc. These must be client supplied. Contact your sales representative for pricing.
- Sample of non-standard cover tips must be supplied to the production manager for approval.
- Full run only. Continuity discounts or combination discounts are not applicable for cover tips.
- Please consult the sales representative for pricing..

Space Reservations

Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

Cover Tip Specifications

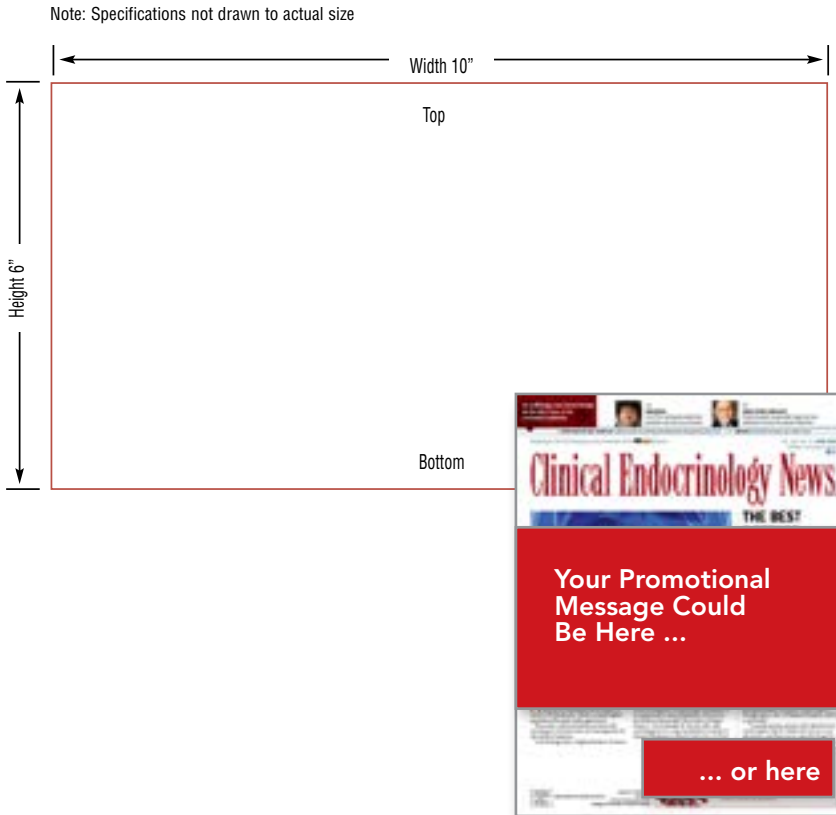
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (1/4" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

Cancellation Policy: Tips can be canceled 60 days prior to the issue space closing date. After this, agreement is considered non-cancelable and will be invoiced in full.

Deliver electronic files and color proof to:

Production Department
Clinical Endocrinology 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.



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 healthcare 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:

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REPRINTS—ALL OTHER

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www.contentednet.com

OUTSERTS

Outserts are a great opportunity to capture high visibility through *Clinical Endocrinology News* that's highly read and trusted. Your preprinted Outserts are placed with a current issue and polybagged for outstanding exposure. Please note: multiple items may appear within a polybag. Disease state exclusivity within the polybag is guaranteed. 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 Tracey Sears at tsears@mdedge.com for details and pricing.



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 *Clinical Endocrinology 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:

Heather Gonroski
Classified Sales Representative
Senior Sales Director, Classified
973-290-8259
Email: hgentile@mdedge.com

CONTACTS / COVER

PRINT ADVERTISING

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ABOUT FRONTLINE

For further information, contact the sales representative

PRINTING INFORMATION

Frontline Medical Communications publications are printed offset in a tabloid news format. Black-and-white, 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 3/8" 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 not accepted)
 - All files must be at 100%
 - Digital files will not be altered or manipulated
 - Ads can be accepted via FTP
 - b. **Color Proofs**
 - SWOP digital proof with color bars requested.
 - 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.

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

● INSERTS AND INSERT REQUIREMENTS

a. General Conditions

Publication accepts both full King-size and "A-size" (minimum size: 7 3/4" x 10 1/2") 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 and quantities.

b. Mechanical Specifications

Maximum Paper Weight:

- Two-page (single-leaf) and Four-page (double-leaf) inserts: 80 lb. text coated or matte
- Larger inserts: Consult FMC

Size Requirements:

- Full King-size: 10 3/8" x 12 7/8", must furnish trimmed; no portion will trim with publication
- "A-size": 7 3/4" x 10 1/2", must furnish trimmed; no portion will trim with publication
- Note: Multiple-leaf inserts to be furnished folded

Quantity:

- Consult FMC Production as quantity varies
- Shipping of Inserts:
- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

Ship inserts to:

Clinical Endocrinology News
 ISSUE DATE
 Attn: Jim Beekler
 Fry Communications
 Building 2 - 800 West Church Road
 Mechanicsburg, PA 17055

● POLYBAGGING GUIDELINES

Polybagging is available for promotional outserts with all publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Contact your sales representative for details.

● SHIPPING INSTRUCTIONS

Send contracts and insertion orders to:

Clinical Endocrinology News
 Frontline Medical Communications
 7 Century Drive, Suite 302
 Parsippany, NJ 07054
 Attn: Tracey Sears
 Phone: 973-290-8212
tsears@mdedge.com

Send color proofs to:

Clinical Endocrinology News
 2275 Research Blvd
 Suite 400
 Rockville, MD 20850
 Attn: Advertising Production
 Phone: 240-221-2417
rslebodnik@mdedge.com

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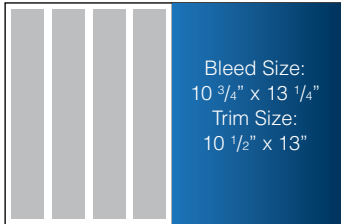
Conferences

ABOUT FRONTLINE

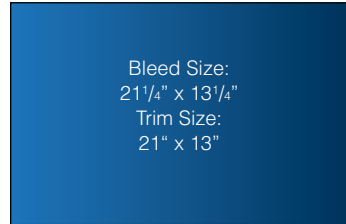
For further information,
 contact the sales representative

SPECIFICATIONS

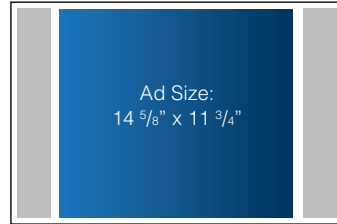
King-size Page



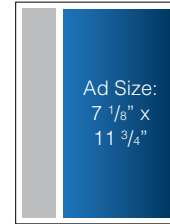
King-size Spread



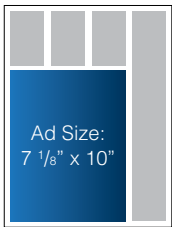
3/4 Vertical Spread



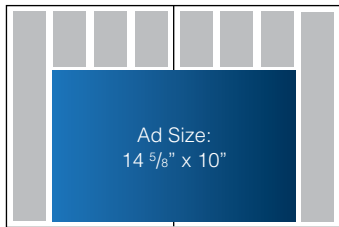
3/4 Vertical



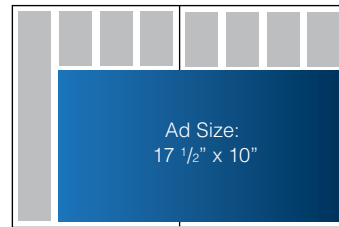
Island Page



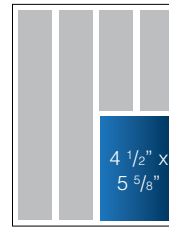
Island Spread



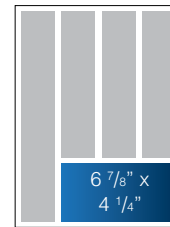
Island Page + 3/4 Page Horiz.



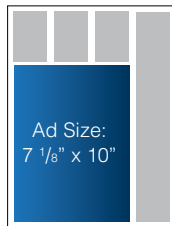
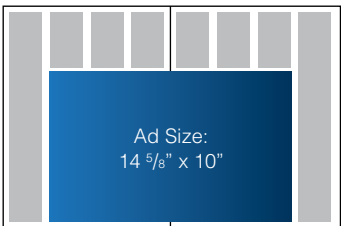
1/4 Page Vertical



1/4 Page Horizontal



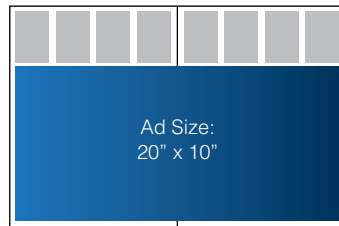
Island Spread + Island Page



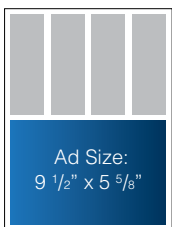
3/4 Horizontal



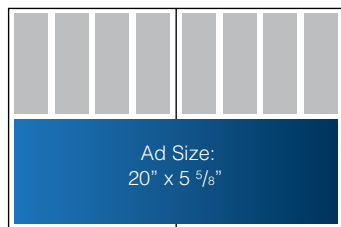
3/4 Horizontal Spread



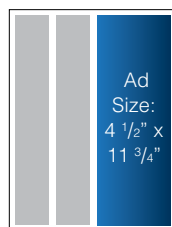
1/2 Page Horizontal



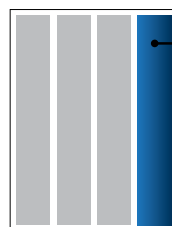
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 ¹/₂" x 13"
Live matter: Allow ³/₈" safety from all trim edges
Type of Binding: Saddle Stitch

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For further information, contact the sales representative

UNIQUE OPPORTUNITIES

Multi-sponsored Special Issue Supplements:

Multi-sponsored print and digital themed special issues focus on specific diseases and/or topic areas to provide uniquely relevant in-depth content geared specifically toward physicians and other HCPs with the market.

Available in print and on-line, these issues provide informative and objective information on a topic of interest that HCPs can refer to again and again. This may include diagnosis and treatment information around a disease state; content devoted to a subgroup of the primary specialty; or content produced on behalf of or in collaboration with any of our medical association, patient advocacy group, or Society partners.

These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Clinical Endocrinology News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Clinical Endocrinology News*
- Special issue supplements are posted online in the education center of www.mdedge.com/endocrinology
- Print versions receive Bonus Distribution at various medical meetings and events.

Pricing:

Please consult with the sales representative on advertising rates for each special issue. Cover tips are also available, please consult with the sales representative regarding availability and costs. Ads must be approved for both print and digital placements.

Cancellation Policy:

Space may be cancelled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

Closing Dates, Inserts, and Specifications:

Please consult your sales representative for closing dates, insert quantity and print/digital advertising specs.



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INTEGRATED MEDIA OPPORTUNITIES

Targeted Communications Tactics | Increases Awareness | Informs & Educates | Expands Reach | Frequency

Identify your objectives and work with our sales experts and network of brands to integrate the optimal solutions to get your message in front of the right targets at the right time.

Our wide-array of digital and print advertising tactics, Custom Programs, and Medical Conferences, built around our 25+ print and digital brands in 20+ markets provide unique and tried and true opportunities to achieve reach, generate engagement, and reinforce your messaging with multiple exposures, developed around your marketing goals.

As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

All print advertising rates and unique print opportunities for each MDedge® brand are accessible at Frontlinerrates.com.

Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.

Digital ad specifications are available [here](#).

Digital Advertising



Custom Programs



Medical Conferences



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As one of the healthcare industry's largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events. The Company has multichannel "scale" and ranks 1st in combined web and print engagements. Through our MDedge® network of trusted brands and affiliated portal; custom solutions group; BPA® audited print/digital publications; and conferences group, FMC meets the marketing challenges of our clients by optimizing multi-channel advertising programs and multi-faceted sponsorship opportunities. FMC is #1 in total print physician reach, #2 in combined web and print physician reach behind Medscape, and #2 in total combined web & print physician engagement with 20.6 million reader/visitor engagements annually among the Kantar Medical/Surgical universe.

Our MDedge® integrated web portal is fueled by content from 25+ print and digital brands in 20+ markets. A single, comprehensive resource, MDedge saves HCP's time and meets their practice needs through personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, board reviews, podcasts, videos, resource centers, practice management, medical education, disease state crossword puzzles, and more. Improved user experience, content categorization, and SEO optimization has increased visits and engagement by 40%.

We provide access to 1.1 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.

- Our pubs rank among the top 5 in readership in (nearly) all measured markets, reaching more than half the measured physician universe at least 1x/month.
- Our websites rank among the top 5 publication-affiliated sites by market, reaching more than one third of the measured physician universe an average of 6x/month.
- Combined with NPs/PAs, we reach more than 65% of these measured clinicians (print + web) 4x/month.
- 20+ disease specific, multi-day live educational events, including hem/onc, globally
- 1,125 active KOLs - authors, editorial/advisory boards, accreditors, etc.
- 40+ partnerships with notable societies and key medical associations
- Producers of innovative, engaging, educational programs.

FMC | MDedge delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our discount programs and incentive programs. For details contact your sales representative directly or call 973-206-3434.

Access all rate cards and our integrated media kit at www.frontlinerrates.com for an extensive look at our multichannel/platform opportunities.

Email us at sales@mdedge.com and visit www.frontlinemedcom.com.

MDedge® A Unified Multichannel Platform Built on Brand Equity
Cardiology News®
CHEST Physician®
Clinical Endocrinology News®
Clinical Psychiatry News®
Clinician Reviews® *
Cosmetic Dermatology® *
Current Psychiatry®
Cutis®
Dermatology News®
Family Practice News®
Federal Practitioner®
GI & Hepatology News®
Hematology News®
The Hospitalist®
ID Practitioner® *
Internal Medicine News®
Journal of Clinical Outcomes Management®
The Journal of Family Practice®
Journal of Hospital Medicine®
Neurology Reviews®
OBG Management®
Ob.Gyn. News®
Pediatric News®
Physicians' Travel & Meeting Guide® *
Rheumatology News®

* Online only

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