



# Clinical Psychiatry News®

**MDedge** | Psychiatry

## 2021 ADVERTISING RATE CARD

### PUBLISHER'S STATEMENT

*Clinical Psychiatry News*® is the leading independent news source for the practicing psychiatrist. Readers rely on *Clinical Psychiatry News* for daily, specialty-specific news and insightful commentary in a clear, concise, accessible format. The print edition of *Clinical Psychiatry News* is published monthly and circulates to over 43,000 psychiatrists and child psychiatrists. All articles are researched, written, and produced by professional medical journalists.

Online at [mdedge.com/psychiatry](http://mdedge.com/psychiatry), part of the MDedge® Network, our award-winning news coverage is updated daily and includes physician commentaries that add perspective on how the news matters to the way psychiatrists practice. Columns and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters. Psychiatrists can join the conversation via social media sharing through Facebook and Twitter. *Clinical Psychiatry News* is the best way for psychiatrists to stay current, save time, and gain perspective.

### ADVERTISING / CONTRACTS / INSERTION ORDERS

**TRACEY SEARS**  
Publisher  
973-290-8212  
CELL: 551-206-5369  
[tsears@mdedge.com](mailto:tsears@mdedge.com)

### PRINT PRODUCTION

**REBECCA SLEBODNIK**  
Director of Production/  
Manufacturing  
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### CLASSIFIED / RECRUITMENT

**TIM LAPELLA**  
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Frontline Medical Communications  
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PARSIPPANY, NJ 07054  
973-206-3434  
[www.frontlinrates.com](http://www.frontlinrates.com)



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### ABOUT FRONTLINE

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## GENERAL INFORMATION

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

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1973
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide

- **CIRCULATION SUMMARY:** *Clinical Psychiatry News* reaches over 43,000 cardiovascular specialists.

- **EDITORIAL**

*Clinical Psychiatry News* online (part of [mdedge.com/psychiatry](http://mdedge.com/psychiatry)), via e-newsletters, and the print publication provide practicing psychiatrists with timely and relevant specialty-specific news, from coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in psychiatry. Our practice economics articles cover regulatory, specialty, and healthcare reform issues that affect psychiatrists' pocketbooks and how they manage their practice. All articles are researched, written, and produced by professional medical journalists.

- **EDITORIAL/ADVERTISING RATIO**  
55% editorial/45% advertising

- **CONTRACT AND COPY REGULATIONS**

- 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.
- FMC reserves the right to inspect and approve all website advertising. Proof must be submitted to FMC no later than the ad space closing date.

- Sweepstakes ads are prohibited by AMA list rental agreement.
- 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.
- Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
- 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.
- 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**

- Convention Bonus Distribution:  
\*pending live conferences

**March issue:**

Current Psychiatry/AACP:  
Psychiatry Update  
Chicago, IL; April 8-10, 2021

**April issue:**

American Psychiatric Association  
Los Angeles, CA; May 1-2, 2021

**June issue:**

Current Psychiatry/AACP:  
Focus on Neuropsychiatry  
Arlington, VA; June 18-19, 2021

**October issue:**

Psychopharmacology Update  
Cincinnati, OH; October 23, 2021

**November issue:**

Current Psychiatry/AACP:  
Psychiatry Update Encore  
Las Vegas, NV; December 5-7, 2021.

- Sales force bulk subscription discount available.

- **AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS**

- Agency Commission: 15% on all ads.
- 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.
- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

- **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-cancellable 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	TOTAL QUALIFIED
Psychiatry	21,689	3,195	5,566	1,188	2,771	34,972
Addiction Psychiatry	94	6	25	-	-	125
Child Psychiatry	6,325	322	1,134	17	130	7,928
Geriatric Psychiatry	155	5	71	-	-	231
<b>Total Distribution</b>	<b>28,263</b>	<b>3,528</b>	<b>6,796</b>	<b>1,205</b>	<b>2,901</b>	<b>43,256</b>

\*NOTE: 563 semi-retired psychiatrists included in total qualified number, but not in breakout.  
 Source: July 2020 BPA Circulation Statement  
 For more detailed BPA circulation information, [click here](#).

# ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 11, 2020	December 18, 2020
February	January 14	January 22
March	February 12	February 22
April	March 17	March 24
May	April 14	April 21
June	May 13	May 20
July	June 15	June 22
August	July 15	July 22
September	August 16	August 23
October	September 16	September 23
November	October 15	October 22
December	November 12	November 19

Stated Date of Mailing and Class: 15<sup>th</sup> of publication month. Periodicals class.

# READERSHIP SCORES

Average Page Exposures	
Publication A	12,517
<b>Clinical Psychiatry News</b>	<b>11,291</b>
Publication B	10,539
Publication C	10,415
Publication D	6,749
Publication E	6,063
Publication F	4,148

Average Issue Readers	
Publication A	18,733
Publication B	18,714
<b>Clinical Psychiatry News</b>	<b>17,384</b>
Publication C	14,347
Publication D	13,471
Publication E	12,532
Publication F	8,353

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	\$9,670	\$9,430	\$8,945	\$8,410	\$8,175	\$8,015	\$7,850	\$7,585	\$7,470	\$7,300
3/4 Page	9,025	8,735	7,320	7,270	7,185	7,045	6,905	6,725	6,595	6,430
Island Page	6,520	6,215	5,375	5,260	5,145	4,945	4,855	4,775	4,680	4,600
1/2 Page	6,235	5,995	5,140	5,055	4,940	4,755	4,635	4,535	4,405	4,365
1/4 Page	3,220	3,065	2,595	2,580	2,545	2,495	2,420	2,365	2,305	2,260

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$12,145	\$11,905	\$11,420	\$10,885	\$10,650	\$10,490	\$10,325	\$10,060	\$9,945	\$9,775
3/4 Page	11,500	11,210	9,795	9,745	9,660	9,520	9,380	9,200	9,070	8,905
Island Page	8,995	8,690	7,850	7,735	7,620	7,420	7,330	7,250	7,155	7,075
1/2 Page	8,710	8,470	7,615	7,530	7,415	7,230	7,110	7,010	6,880	6,840
1/4 Page	5,695	5,540	5,070	5,055	5,020	4,970	4,895	4,840	4,780	4,735

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$175
Four Color Rates	\$2,475
Five Color Rates (4C + PMS)	\$4,000

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	\$13,410	\$12,810	\$11,075	\$10,830	\$10,605	\$10,185	\$10,010	\$9,835	\$9,640	\$9,470
2-Page King	19,910	19,440	18,420	17,315	16,835	16,520	16,170	15,630	15,375	15,035
4-Page A-size	26,835	25,635	22,140	21,675	21,205	20,365	20,030	19,680	19,285	18,935
4-Page King	39,820	38,860	36,845	34,635	33,665	33,030	32,345	31,270	30,750	30,060
6-Page A-size	40,250	38,445	33,205	32,500	31,810	30,555	30,035	29,515	28,930	28,415
6-Page King	59,730	58,300	55,280	51,950	50,505	49,550	48,520	46,900	46,125	45,090
8-Page A-size	53,680	51,260	44,270	43,335	42,405	40,735	40,035	39,360	38,575	37,880
8-Page King	79,645	77,730	73,695	69,270	67,350	66,070	64,695	62,525	61,495	60,110

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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	\$34,510	\$33,255	\$29,795	\$29,320	\$28,845	\$28,020	\$27,650	\$27,320	\$26,930	\$26,600
King 6 pg	50,490	48,605	43,415	42,705	41,995	40,755	40,200	39,705	39,120	38,625
King 8 pg	66,470	63,960	57,035	56,090	55,140	53,495	52,750	52,090	51,310	50,650

### New Product Launch Program

Established products that have not run in *Clinical Psychiatry News* during 2020 OR new launch products, indications, and formulations can qualify for the new business or launch program. Advertise in 3 consecutive months and earn a 50% discount on the ad unit insertion in the 4th month (same size or smaller). Prelaunch ad units do not apply.

### Continuity Discount Program

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

a. Run an ad for the same product in five (5) issues of *Clinical Psychiatry News* during 2021 and receive 50% off your 6th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all six insertions. Premium position charges do not qualify for 50% discount.

b. Run an ad for the same product in every issue (12) of *Clinical Psychiatry News* 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.

### New Advertiser Program

Place your ad in four (4) issues of *Clinical Psychiatry 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 toward earned frequency. Premium position charges still apply to the fourth ad.

### Split Runs

#### • 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.
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.

#### • 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.

#### • 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.
4. Split-run Production Charges—Run-of-book: \$900 per split-run insertion.
5. A 20% premium is required on ROB splits of 6 pages or more.

#### • 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 toward 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%

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.

Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news content and receive a 7.5% discount off

the earned rate (B&W and color) in each of these MarketDUOs published by FMC: DermDUO | *Cutis*®+ *Clinical Psychiatry News*®; ObGynDUO | *OBG Management*®+*Ob.Gyn. News*®; PsychDUO | *Current Psychiatry*®+ *Clinical Psychiatry News*®. In the Family MedicineDUO, receive a 15% discount off the earned rate (B&W and color) in *The Journal of Family Practice*®+ *Family Practice News*®. Full-run only.

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 [frontlinerate.com](http://frontlinerate.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.

## 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

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# PSYCHIATRY MARKET DUO / CURRENT PSYCHIATRY + CLINICAL PSYCHIATRY NEWS

## 7.5% off each publication

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Current Psychiatry* and *Clinical Psychiatry News*.

**Full-run only.** Insertions count toward earned frequency.

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$1,885
Four Color Rates	\$4,405
Five Color Rates (4C + PMS)	\$7,225

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size + A-size page	\$14,680	\$14,250	\$13,625	\$12,870	\$12,490	\$12,155	\$11,870	\$11,425	\$11,240	\$11,025
King 3/4 + A-size page	14,085	13,605	12,120	11,815	11,575	11,255	11,000	10,630	10,430	10,220
Island + A-size page	11,765	11,275	10,325	9,960	9,690	9,315	9,100	8,825	8,660	8,530
King 1/2 + 1/2 A-size page	9,515	9,195	8,295	8,050	7,835	7,550	7,330	7,110	6,940	6,860

INSERT RATES (KING + A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$29,445	\$28,165	\$26,605	\$25,870	\$25,170	\$24,555	\$23,680	\$23,280	\$22,785
4 page insert	NA	58,490	55,965	52,860	51,345	49,975	48,760	47,030	46,195	45,200
6 page insert	NA	87,570	83,785	79,090	76,870	74,785	72,985	70,385	69,140	67,650
8 page insert	NA	NA	111,535	105,350	102,360	99,585	97,185	93,705	92,070	90,085

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$23,310	\$21,370	\$20,605	\$20,105	\$19,310	\$18,855	\$18,320	\$17,975	\$17,640
4 page insert	NA	46,260	42,360	40,870	39,820	38,260	37,370	36,310	35,590	34,910
w6 page insert	NA	69,205	63,365	61,095	59,575	57,215	55,890	54,300	53,235	52,225
8 page insert	NA	NA	84,320	81,360	79,285	76,150	74,375	72,275	70,870	69,525

Evaluate the above combination discounts by Media Group in Kantar's MARS Medical system by selecting **Combination Duplicated**.

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# NEUROPSYCHIATRY COMBINATION DISCOUNT CURRENT PSYCHIATRY + CLINICAL PSYCHIATRY NEWS + NEUROLOGY REVIEWS

## 7.5% off each publication

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Current Psychiatry*®, *Clinical Psychiatry News*® and *Neurology Reviews*®. Full-run only. Insertions count toward earned frequency.

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$3,575
Four color	\$6,320
Four color + metallic	\$9,895
Five color	\$10,525

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size + A-size page	\$20,495	\$19,790	\$19,140	\$18,225	\$17,750	\$17,275	\$16,790	\$16,230	\$15,940	\$15,615
King 3/4 + A-size page	19,270	18,530	17,030	16,590	16,275	15,825	15,380	14,930	14,615	14,305
Island + A-size page	15,695	15,015	14,040	13,570	13,240	12,775	12,420	12,070	11,830	11,650
King 1/2 + 1/2 A-size page	13,270	12,755	11,840	11,500	11,230	10,855	10,495	10,215	9,960	9,840

INSERT RATES (KING + A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	N/A	\$41,670	\$40,330	\$38,470	\$37,550	\$36,575	\$35,535	\$34,445	\$33,830	\$33,125
4 page insert	N/A	N/A	79,150	75,420	73,540	71,625	69,560	67,420	66,145	64,755
6 page insert	N/A	N/A	117,990	112,340	109,570	106,690	103,615	100,380	98,480	96,405
8 page insert	N/A	N/A	N/A	149,305	145,580	141,740	137,630	133,325	130,810	128,050

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	N/A	\$31,950	\$29,970	\$28,990	\$28,370	\$27,385	\$26,640	\$25,985	\$25,485	\$24,995
4 page insert	N/A	N/A	58,410	56,475	55,190	53,270	51,785	50,485	49,445	48,495
w6 page insert	N/A	N/A	86,860	83,935	82,040	79,140	76,930	74,975	73,435	72,025
8 page insert	N/A	N/A	N/A	111,420	108,860	104,995	102,050	99,460	97,420	95,550

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For further information, contact the sales representative



# PRIMARY CARE PSYCHIATRY COMBINATION DISCOUNT CLINICAL PSYCHIATRY NEWS + INTERNAL MEDICINE NEWS + FAMILY PRACTICE NEWS

## PowerBuy rate + 7.5% off Clin Psych 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 Psychiatry News*. **Full-run only.** Insertions count toward earned frequency.

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$455
Four Color Rates	\$6,400
Five Color Rates (4C + PMS)	\$10,870

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King size	\$34,900	\$33,385	\$32,005	\$30,620	\$30,075	\$29,335	\$28,690	\$28,035	\$27,660	\$27,380	\$26,985	\$26,595
3/4 page	31,540	30,115	27,910	27,140	26,770	26,235	25,730	25,185	24,470	24,025	23,830	23,300
Island page	23,415	22,275	20,865	20,170	19,855	19,260	18,850	18,510	18,235	18,065	17,805	17,555
1/2 Page	22,955	21,925	20,505	19,840	19,495	19,015	18,490	18,020	17,745	17,645	17,360	17,195
1/4 Page	11,355	10,820	9,985	9,690	9,545	9,340	9,065	8,850	8,650	8,555	8,520	8,345

INSERT RATES (KING + A-SIZE)												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$48,230	\$45,900	\$42,990	\$41,550	\$40,915	\$39,670	\$38,830	\$38,140	\$37,665	\$37,215	\$36,670	\$36,180
2-Page King	71,880	68,780	65,925	63,055	61,960	60,425	59,105	57,770	57,095	56,375	55,575	54,760
4-Page A-size	96,455	91,810	85,975	83,105	81,825	79,335	77,680	76,295	75,350	74,425	73,340	72,350
4-Page King	143,775	137,560	131,860	126,120	123,935	120,860	118,215	115,540	114,200	112,755	111,135	109,525
6-Page A-size	144,690	137,705	128,955	124,650	122,745	119,015	116,505	114,440	113,025	111,650	110,020	108,530
6-Page King	215,655	206,350	197,795	189,180	185,895	181,285	177,330	173,310	171,290	169,135	166,710	164,285
8-Page A-size	192,930	183,600	171,935	166,195	163,650	158,675	155,330	152,585	150,695	148,850	146,675	144,705
8-Page King	287,550	275,125	263,720	252,250	247,880	241,725	236,445	231,065	228,380	225,505	222,265	219,035

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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.
- 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.
- Contact your 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

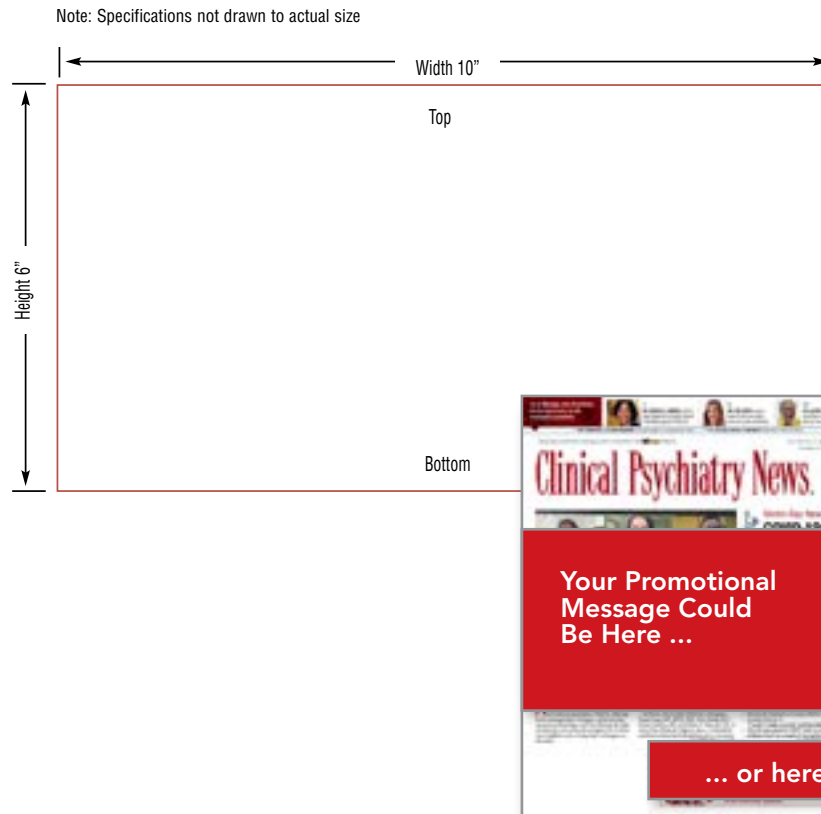
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (1/4" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

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

Deliver electronic files and color proof to:

Production Department  
 Clinical Psychiatry 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:**

Amy Trombetta, Sales Manager  
 Wright's Media  
 2407 Timberloch Place, Suite B  
 The Woodlands, TX 77386  
 Direct: 281-944-7808  
 Office: 281-419-5725 x115  
 Toll Free: 877-652-5295  
 Cell: 832-515-1736  
 Email: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
[www.wrightsmedia.com](http://www.wrightsmedia.com)

### REPRINTS—ALL OTHER

**CONTACT:**

Ray Thibodeau, Executive Vice President  
 Content Ed Net  
 350 South Main St., Suite 113B  
 Doylestown, PA 18901  
 Phone: 267-895-1758  
 Cell: 215-933-8484  
 Skype: raythibodeau1  
 Email: [Ray.Thibodeau@contentednet.com](mailto:Ray.Thibodeau@contentednet.com)  
[www.contentednet.com](http://www.contentednet.com)

## OUTSERTS

Outserts are a great opportunity to capture high visibility through *Clinical Psychiatry 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](mailto:tsears@mdedge.com) for details and pricing.



## CLASSIFIED ADS

The MedJobNetwork consists of an interactive recruitment portal ([www.medjobnetwork.com](http://www.medjobnetwork.com)) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *Clinical Psychiatry 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:**

Tim LaPella  
 Senior Director of Classified Print Sales  
 610-506-3474  
 Email: [tlapella@mdedge.com](mailto:tlapella@mdedge.com)

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## 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](mailto: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 Psychiatry 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 Psychiatry News*  
 Frontline Medical Communications  
 7 Century Drive, Suite 302  
 Parsippany, NJ 07054  
 Attn: Tracey Sears  
 Phone: 973-290-8212  
[tsears@mdedge.com](mailto:tsears@mdedge.com)

#### Send color proofs to:

*Clinical Psychiatry News*  
 2275 Research Blvd  
 Suite 400  
 Rockville, MD 20850  
 Attn: Advertising Production  
 Phone: 240-221-2417  
[rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)

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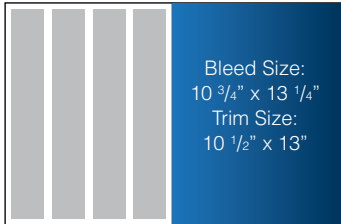
Conferences

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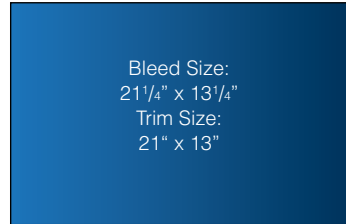
For further information,  
 contact the sales representative

# SPECIFICATIONS

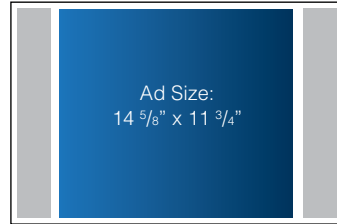
King-size Page



King-size Spread



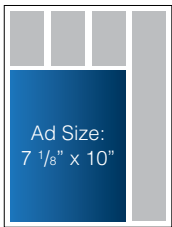
3/4 Vertical Spread



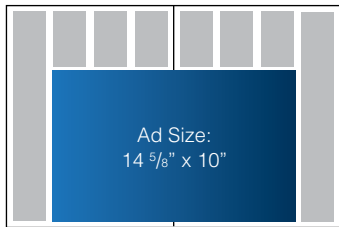
3/4 Vertical



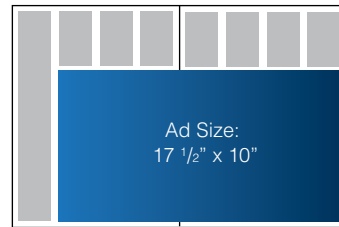
Island Page



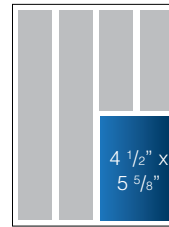
Island Spread



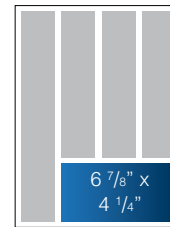
Island Page + 3/4 Page Horiz.



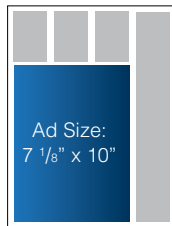
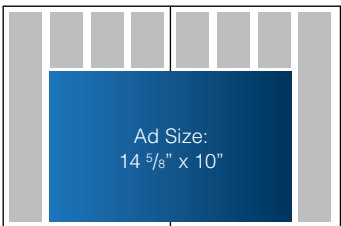
1/4 Page Vertical



1/4 Page Horizontal



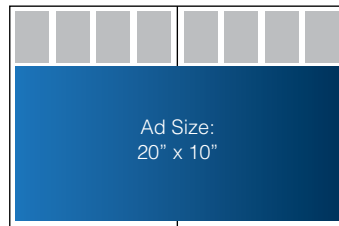
Island Spread + Island Page



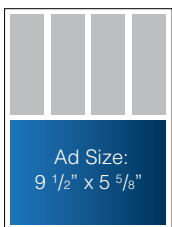
3/4 Horizontal



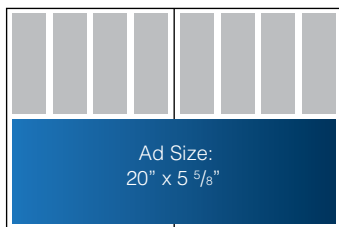
3/4 Horizontal Spread



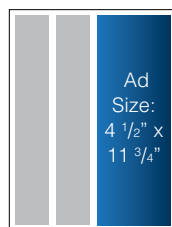
1/2 Page Horizontal



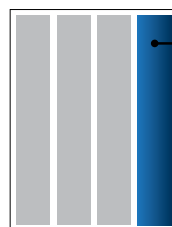
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



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

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## 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 Psychiatry News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Clinical Psychiatry News*
- Special issue supplements are posted online in the education center of [www.mdedge.com/psychiatry](http://www.mdedge.com/psychiatry)
- 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](http://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.frontlinrates.com](http://www.frontlinrates.com) for an extensive look at our multichannel/platform opportunities.

Email us at [sales@mdedge.com](mailto:sales@mdedge.com) and visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com).

<b>MDedge®</b> 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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