



Official newspaper of the AGA Institute
mdedge.com/gihepnews

GI & Hepatology News

MDedge® | gihepnews

2021 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

GI & Hepatology News® is the official newspaper of the AGA Institute. Over 19,000 gastroenterologists and hepatologists rely on *GI & Hepatology News* every month to cover the world of medicine with breaking news, medical meeting coverage, and expert perspectives both in print and online. The official newspaper of the AGA Institute was launched in partnership with Frontline Medical Communications in January 2007. Our independent reporting focuses on impacting the way gastroenterologists practice medicine and news from the AGA Institute keeps active members up-to-date on educational opportunities and policy initiatives. All articles are researched, written, and produced by professional medical journalists.

www.mdedge.com/gihepnews, part of the MDedge® web portal, is the online destination of *GI & Hepatology News*. This site provides news and views that matter to physicians in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters.

GI & Hepatology News is the best way for physicians to stay current, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS

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ABOUT FRONTLINE

For further information, contact the sales representative

GENERAL INFORMATION

GI & Hepatology News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 2007
- **ORGANIZATION AFFILIATION:** AGA Institute; BPA Worldwide
- **CIRCULATION SUMMARY:** 19,213
- **COVERAGE & MARKET:** All US members of the AGA and all other US non-member gastroenterologists.
- **EDITORIAL**
The official newspaper of the AGA Institute provides cutting-edge news from clinical meetings, FDA coverage and clinical trial results, expert commentary and reporting on the business and politics of gastroenterology.
- **EDITORIAL/ADVERTISING RATIO**
55% editorial/45% advertising
- **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.
- **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 website 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.

- **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.

- **POLICY ON PLACEMENT OF ADVERTISING**

Interspersed

- **BONUS DISTRIBUTION**

- a. Convention Bonus Distribution:
**pending live conferences*

January Issue:

Crohn's & Colitis Congress
Virtual; Jan 21-23, 2021

March Issue:

Digestive Diseases: New Advances
TBA

April Issue:

Digestive Disease Week
Virtual; May 22-25, 2021

October Issue:

American College of Gastroenterology
TBA

November Issue:

American Association for the Study of Liver Disease (AASLD)
TBD

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CIRCULATION

CIRCULATION ANALYSIS						
Specialty	AGA Members	Office Based	Residents	Hospital Staff	Osteopaths	TOTAL QUALIFIED
Gastroenterology	-	7,304	688	737	428	9,157
Hepatology	-	45	-	21	-	66
Members of the AGA	9,990	-	-	-	-	9,990
Total Distribution	9,990	7,349	688	758	428	19,213

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	12/4/20	12/11/20
February	1/7	1/14
March	2/5	2/12
April	3/11	3/18
May	4/7	4/14
June	5/5	5/12
July	6/8	6/15
August	7/8	7/15
September	8/9	8/16
October	9/9	9/16
November	10/8	10/15
December	11/5	11/12

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

READERSHIP SCORES

Average Page Exposures	
Publication A	5,781
GI & Hepatology News	5,248
Publication B	4,480
Publication C	3,782
Publication D	3,749
Publication E	3,726
Publication F	3,674

Average Issue Readers	
Publication A	8,482
GI & Hepatology News	7,970
Publication B	7,713
Publication C	7,593
Publication D	7,218
Publication E	7,186
Publication F	7,022

High Readers	
Publication A	5,500
GI & Hepatology News	4,130
Publication B	3,913
Publication C	2,962
Publication D	2,949
Publication E	2,931
Publication F	2,574

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	\$6,350	\$6,230	\$6,105	\$5,965	\$5,905	\$5,825	\$5,725	\$5,530	\$5,455	\$5,395
3/4 Page	5,175	5,060	4,975	4,860	4,800	4,760	4,650	4,490	4,445	4,390
Island Page	3,810	3,750	3,655	3,595	3,545	3,500	3,420	3,315	3,280	3,235
1/2 Page	3,075	3,040	2,980	2,915	2,860	2,835	2,780	2,690	2,665	2,625
1/4 Page	2,400	2,370	2,305	2,265	2,245	2,230	2,170	2,095	2,075	2,050

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$8,715	\$8,595	\$8,470	\$8,330	\$8,270	\$8,190	\$8,090	\$7,895	\$7,820	\$7,760
3/4 Page	7,540	7,425	7,340	7,225	7,165	7,125	7,015	6,855	6,810	6,755
Island Page	6,175	6,115	6,020	5,960	5,910	5,865	5,785	5,680	5,645	5,600
1/2 Page	5,440	5,405	5,345	5,280	5,225	5,200	5,145	5,055	5,030	4,990
1/4 Page	4,765	4,735	4,670	4,630	4,610	4,595	4,535	4,460	4,440	4,415

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$170
Four Color Rates	\$2,365
Five Color Rates (4C + PMS)	\$3,595

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	\$7,850	\$7,725	\$7,540	\$7,390	\$7,315	\$7,210	\$7,030	\$6,815	\$6,760	\$6,670
2-Page King	13,080	12,855	12,565	12,295	12,150	12,010	11,790	11,390	11,240	11,130
4-Page A-size	15,695	15,445	15,065	14,785	14,605	14,430	14,080	13,655	13,520	13,320
4-Page King	26,155	25,700	25,135	24,585	24,310	24,025	23,575	22,790	22,485	22,255
6-Page A-size	23,545	23,165	22,600	22,180	21,915	21,650	21,110	20,470	20,280	19,975
6-Page King	39,235	38,550	37,715	36,875	36,455	36,040	35,365	34,180	33,735	33,380
8-Page A-size	31,395	30,890	30,135	29,565	29,215	28,860	28,150	27,285	27,040	26,630
8-Page King	52,310	51,395	50,280	49,170	48,605	48,060	47,140	45,565	44,970	44,515

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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	\$22,335	\$22,095	\$21,715	\$21,475	\$21,275	\$21,095	\$20,775	\$20,355	\$20,215	\$20,035
King 6 pg	32,320	31,960	31,390	31,030	30,730	30,460	29,980	29,350	29,140	28,870
King 8 pg	42,305	41,825	41,065	40,585	40,185	39,825	39,185	38,345	38,065	37,705

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *GI & Hepatology 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 *GI & Hepatology 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) of *GI & Hepatology News* 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) of *GI & Hepatology 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.

Cover tips do not get counted towards continuity discount program.

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%

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.

Combination Non-Duplicated. Combinations not currently programmed can be upon request. 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 www.frontlinerrates.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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PRIMARY CARE GI & HEPATOLOGY DISCOUNT

GI & HEPATOLOGY NEWS + INTERNAL MEDICINE NEWS + FAMILY PRACTICE NEWS

PowerBuy rate + 7.5% off GI & Hepatology 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 *GI & Hepatology News*. **Full-run only.** Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)

Metallic ink	\$450
Four Color Rates	\$6,300
Five Color Rates (4C + PMS)	\$10,495

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$31,830	\$30,425	\$29,375	\$28,360	\$27,975	\$27,310	\$26,725	\$26,135	\$25,795	\$25,615	\$25,220	\$24,830
3/4 Page	27,975	26,715	25,740	24,910	24,565	24,125	23,645	23,120	22,480	22,135	21,940	21,410
Island Page	20,910	19,995	19,275	18,630	18,375	17,925	17,525	17,160	16,940	16,800	16,540	16,290
1/2 Page	20,035	19,190	18,505	17,860	17,570	17,235	16,775	16,315	16,135	16,035	15,750	15,585
1/4 Page	10,595	10,175	9,715	9,400	9,265	9,095	8,830	8,600	8,440	8,360	8,325	8,150

INSERT RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$43,085	\$41,195	\$39,720	\$38,365	\$37,870	\$36,920	\$36,075	\$35,350	\$35,005	\$34,625	\$34,080	\$33,590
2-Page King	65,565	62,690	60,510	58,415	57,630	56,255	55,055	53,845	53,270	52,765	51,965	51,150
4-Page A-size	86,155	82,385	79,430	76,730	75,720	73,845	72,175	70,720	70,015	69,230	68,145	67,155
4-Page King	131,135	125,390	121,030	116,825	115,280	112,530	110,100	107,695	106,555	105,535	103,915	102,305
6-Page A-size	129,240	123,575	119,145	115,100	113,590	110,775	108,250	106,075	105,025	103,840	102,210	100,720
6-Page King	196,695	188,080	181,545	175,235	172,900	168,785	165,165	161,540	159,830	158,300	155,875	153,450
8-Page A-size	172,315	164,760	158,860	153,460	151,450	147,690	144,340	141,415	140,025	138,445	136,270	134,300
8-Page King	262,265	250,765	242,060	233,655	230,540	225,065	220,205	215,380	213,090	211,080	207,840	204,610

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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 Publisher 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

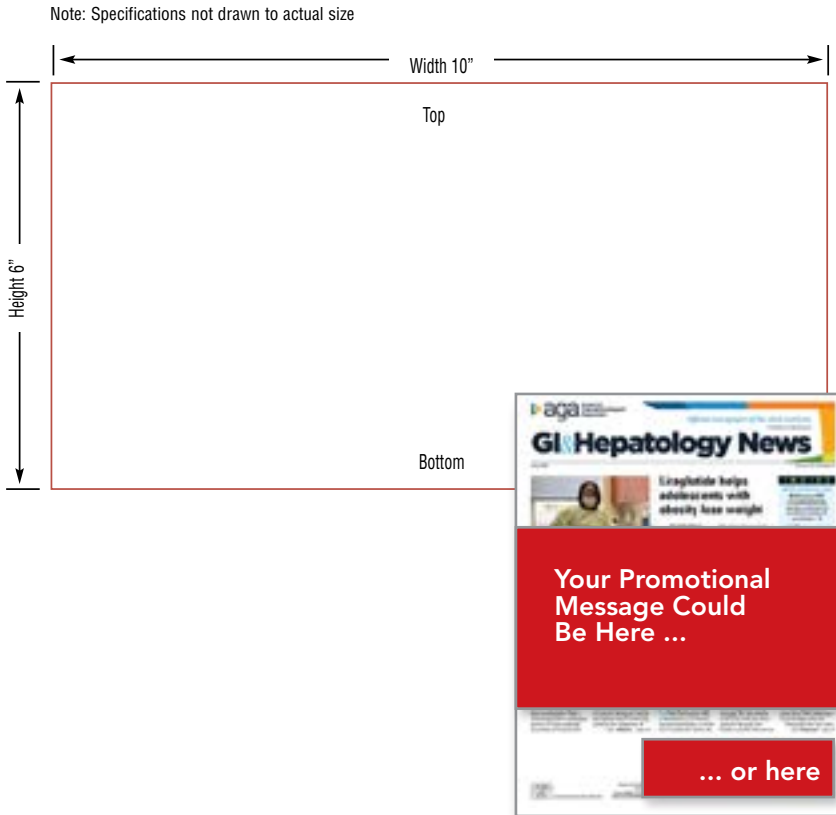
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (1/4" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

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
GI & Hepatology 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

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REPRINTS—ALL OTHER

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OUTSERTS

Outserts are a great opportunity to capture high visibility through *GI & Hepatology 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 Joshua Norton at jnorton@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 *GI & Hepatology 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 Sales
484-921-5001
Email: 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

● 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:

GI & Hepatology 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:

GI & Hepatology News
 Frontline Medical Communications
 7 Century Drive, Suite 302
 Parsippany, NJ 07054
 Attn: Joshua Norton
 Phone: 830-971-4002
jnorton@mdedge.com

Send color proofs to:

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

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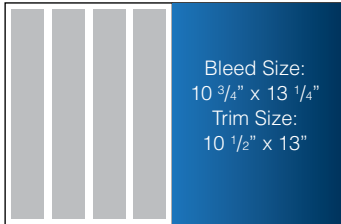
Conferences

ABOUT FRONTLINE

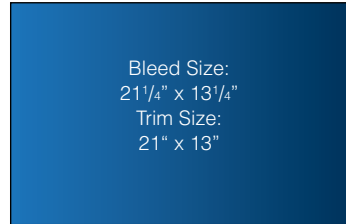
For further information, contact the sales representative

SPECIFICATIONS

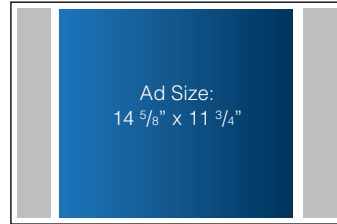
King-size Page



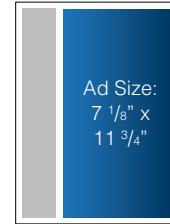
King-size Spread



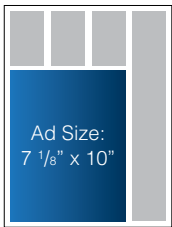
3/4 Vertical Spread



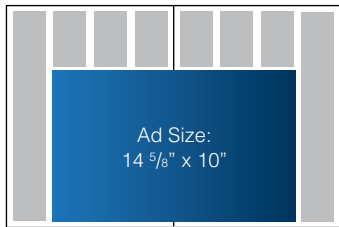
3/4 Vertical



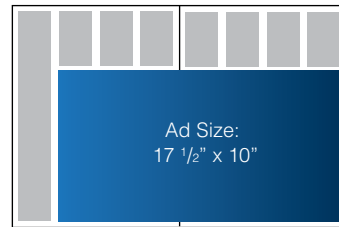
Island Page



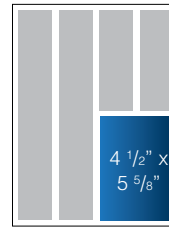
Island Spread



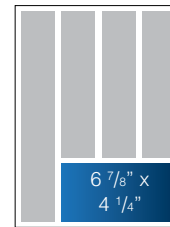
Island Page + 3/4 Page Horiz.



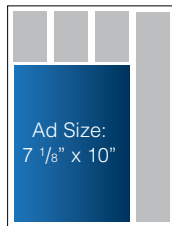
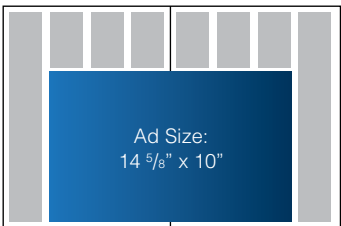
1/4 Page Vertical



1/4 Page Horizontal



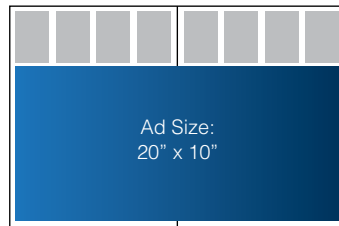
Island Spread + Island Page



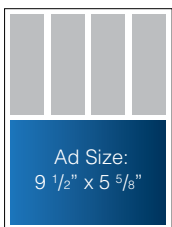
3/4 Horizontal



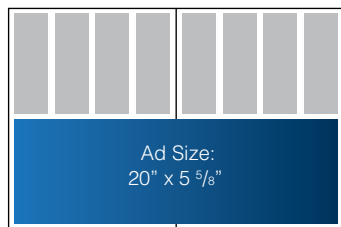
3/4 Horizontal Spread



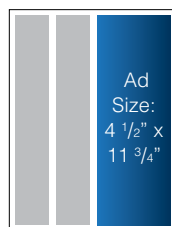
1/2 Page Horizontal



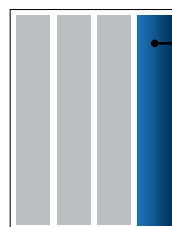
1/2 Horizontal Spread



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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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 *GI & Hepatology News* audience as well.

- Special issue supplements polybag and mail with regular issues of *GI & Hepatology News*
- Special issue supplements are posted online in the education center of www.mdedge.com/gihepnews
- 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 Publisher 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 www.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 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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