



Hematology News®

MDedge | Hematology-Oncology

2021 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Hematology News® is the tabloid publication that provides indispensable information relevant to the practice of hematology. Through coverage of important clinical research at medical meetings and published in journals, with commentaries that put these advances in perspective, *Hematology News* strives to be useful, relevant, and of high interest to the practicing hematologist.

The print-version tabloid *Hematology News* monthly publication was created in response to the wide acceptance of the *Hematology News* website. Research has uncovered many unmet needs in hematology that are addressed in *Hematology News* www.mdedge.com/hematology-oncology.

With a staff of experienced medical journalists, the *Hematology News* brand goes beyond just important papers, opinion pieces, and meeting reports, to address more underlying controversies. It includes unique features and addresses the impact of trends in practice management and healthcare policy.

ADVERTISING / CONTRACTS / INSERTION ORDERS

JOSH NORTON
National Account Manager
830-971-4002
jnorton@mdedge.com

PRINT PRODUCTION

REBECCA SLEBODNIK
Director of Production/
Manufacturing
240-221-2417
rslebodnik@mdedge.com

CLASSIFIED / RECRUITMENT

TIM LAPELLA
Senior Director Classified Sales
CELL: 610-506-3474
tlapella@mdedge.com

Frontline Medical Communications
7 CENTURY DRIVE, SUITE 302
PARSIPPANY, NJ 07054
973-206-3434
www.frontlinrates.com



CONTACTS / COVER

PRINT ADVERTISING

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- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

GENERAL INFORMATION

Hematology News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly (except combined July/August, September/October and November/December issues)
- **ESTABLISHED:** 2015
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide

- **EDITORIAL**

Hematology News reports on key findings at medical meetings, including the American Society of Hematology annual meeting, ASCO, The European Hematology Association, the BMT Tandem meetings, the American Association of Blood Banks annual meeting, the American Association for Cancer Research, and the T-cell Lymphoma Forum. The site features conference coverage, latest news, and expert analysis on B cell Lymphomas, ALL, AML, Anemia, Bleeding Disorders, Cellular Therapy, CLL, CML, Hodgkin Lymphoma, Mantle Cell Lymphoma, Multiple Myeloma, Myelodysplastic Syndrome, T-cell Lymphomas, and Thrombosis. Policy updates and business of medicine features are also a part of the coverage. The site also features the Blood & Cancer podcast, which offers expert interviews in hematology and oncology every Thursday.

- **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 submit-

ted 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*

January issue:

T-Cell Lymphoma Forum
TBA

March issue:

Acute Leukemia Forum
TBA

May issue:

American Society of Clinical Oncology (ASCO)
Chicago, IL; June 4-8, 2021
European Hematological Association (EHA)
Vienna, Austria; June 10-13, 2021

August issue:

Assoc of VA Hematology/Oncology (AVAHO)
TBA

November issue:

American Society of Hematology (ASH)
TBA

- 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-cancelable within 60 days of the issue's closing date.

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CIRCULATION

CIRCULATION ANALYSIS					
Specialty	Office Based	Residents	Full-Time Hospital Staff	Other Professional Activity	TOTAL QUALIFIED
Hematology	779	22	250	274	1,325
Hematology/Oncology	6,206	1,634	1,474	387	9,701
Hematology/Pathology	637	122	190	50	999
Medical Oncology	2,361	41	683	494	3,579
Hematology/Oncology-Pediatrics	1,441	445	602	275	2,763
Total Distribution	11,424	2,264	3,199	1,480	19,117*

*Note: 300 PAs and 450 NPs, identified as Hematology, Hematology/Oncology, Medical Oncology and Hematology/Oncology-Pediatrics are included in total qualified; but not included in break out.

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/February	12/17/20	1/4/21
March/April	2/19/21	2/26
May/June	4/20	4/27
July/August	6/22	6/29
September/October	8/25	9/1
November/December	10/26	11/2

Stated date of Mailing and Class: 15th of publication month. Standard class.
For actual mail date contact your sales representative.

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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$5,110	\$5,010	\$4,965	\$4,915	\$4,865	\$4,820	\$4,770	\$4,725	\$4,670	\$4,625
3/4 Page	4,695	4,605	4,555	4,510	4,465	4,425	4,385	4,335	4,295	4,250
Island Page	4,040	3,965	3,925	3,890	3,850	3,810	3,775	3,740	3,700	3,660
1/2 Page	3,885	3,805	3,770	3,735	3,695	3,655	3,615	3,580	3,545	3,500
1/4 Page	2,250	2,205	2,185	2,165	2,140	2,120	2,095	2,075	2,055	2,035

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$7,225	\$7,125	\$7,080	\$7,030	\$6,980	\$6,935	\$6,885	\$6,840	\$6,785	\$6,740
3/4 Page	6,810	6,720	6,670	6,625	6,580	6,540	6,500	6,450	6,410	6,365
Island Page	6,155	6,080	6,040	6,005	5,965	5,925	5,890	5,855	5,815	5,775
1/2 Page	6,000	5,920	5,885	5,850	5,810	5,770	5,730	5,695	5,660	5,615
1/4 Page	4,365	4,320	4,300	4,280	4,255	4,235	4,210	4,190	4,170	4,150

COLOR RATES (In addition to black & white rates)	
Four color rates	\$2,115
Five color rates	\$2,470

SPECIAL POSITIONS
Cover 2 - Earned king rate + 25% (plus color)
Fourth Cover – Earned king rate + 60% (plus color)
Please consult sales representative for additional special positions.

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$8,320	\$8,170	\$8,085	\$8,015	\$7,930	\$7,850	\$7,775	\$7,705	\$7,620	\$7,540
2-Page King	10,525	10,320	10,230	10,125	10,020	9,930	9,825	9,735	9,620	9,530
4-Page A-size	16,645	16,335	16,170	16,025	15,860	15,695	15,555	15,410	15,245	15,080
4-Page King	21,055	20,640	20,455	20,250	20,045	19,860	19,650	19,465	19,240	19,055
6-Page A-size	24,965	24,505	24,255	24,040	23,795	23,545	23,330	23,115	22,865	22,620
6-Page King	31,580	30,960	30,685	30,375	30,065	29,790	29,480	29,200	28,860	28,585
8-Page A-size	33,290	32,670	32,340	32,055	31,725	31,395	31,105	30,820	30,490	30,160
8-Page King	42,105	41,280	40,910	40,500	40,090	39,715	39,305	38,935	38,480	38,110

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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	\$22,955	\$22,650	\$22,485	\$22,345	\$22,180	\$22,015	\$21,875	\$21,730	\$21,570	\$21,405
King 6 pg	33,355	32,895	32,650	32,435	32,190	31,945	31,730	31,520	31,275	31,030
King 8 pg	43,755	43,140	42,815	42,530	42,205	41,875	41,590	41,305	40,980	40,650

New Business or Launch Incentive Program

Established products that have not run in *Hematology News* during 2020 OR new launch products, indications, and formulations can qualify for the new business or launch program. Pages must be full-run to qualify.

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *Hematology 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 Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

New Advertiser Program

Any advertiser that has not placed space in the last 12 months will earn 10% off each 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. The discounted ad unit counts towards earned frequency. Premium position charges still apply to the fourth ad.

Continuity Discount Program

Please select one program. (Programs cannot be combined.)
 a. Run an ad for the same product in five (5) issues of *Hematology News* during 2021 and receive

your 6th insertion at no charge. Ads do not need to run consecutively. Varying ad unit sizes will be averaged to determine amount of free ad space. Premium position charges still applicable on free ad. Free ads count towards earned frequency.

- b. Run an ad for the same product in every issue (12) of *Hematology News* during 2021 and receive the 6th and 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.
- c. Run an ad for the same product in every issue (12) of *Hematology 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.

Clinical Trial Enrollment Program

Place a clinical trial enrollment ad in *Hematology News* and receive a 25% discount off the earned rate (B&W and color).

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 are accepted. Run of book splits are accepted for ad units 2 pages and under.
 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.

- **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%

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®+ *Cardiology 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 www.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.

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

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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.
- 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

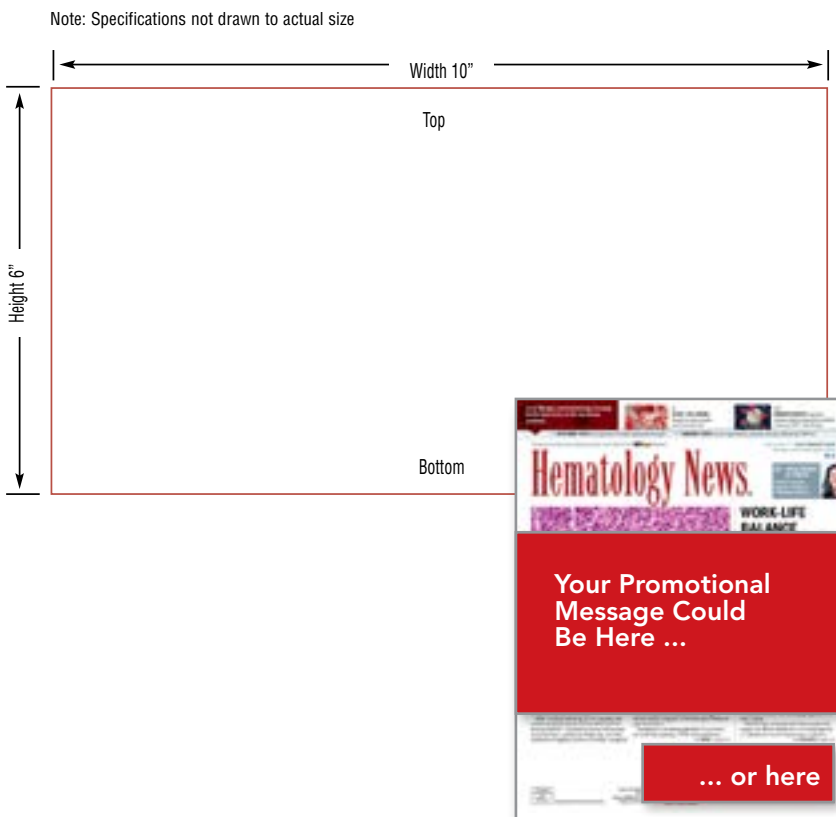
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (1/4" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

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
Hematology 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
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
www.contentednet.com

OUTSERTS

Outserts are a great opportunity to capture high visibility through *Hematology 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 Josh 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 *Cardiology 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 Classified Sales
CELL: 610-506-3474
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**
 - 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
 - Color Proofs**
 - SWOP digital proof with color bars requested.
 - 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:

Hematology 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:

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

Send color proofs to:

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

CONTACTS / COVER

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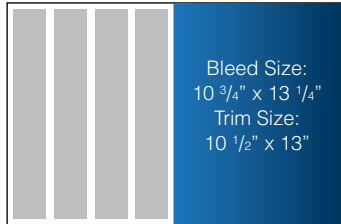
Conferences

ABOUT FRONTLINE

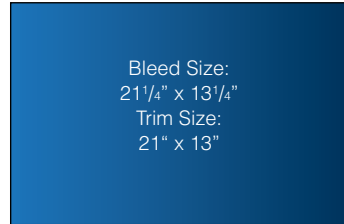
For further information,
contact the sales representative

SPECIFICATIONS

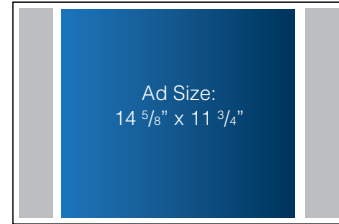
King-size Page



King-size Spread



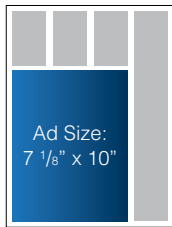
3/4 Vertical Spread



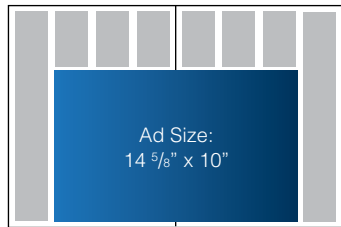
3/4 Vertical



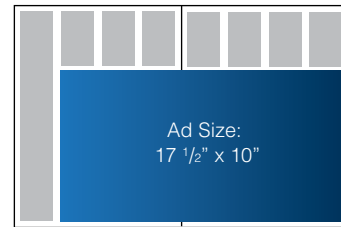
Island Page



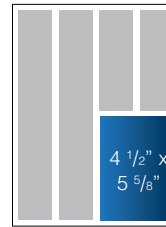
Island Spread



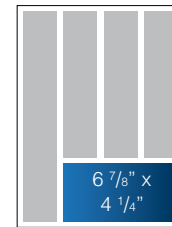
Island Page + 3/4 Page Horiz.



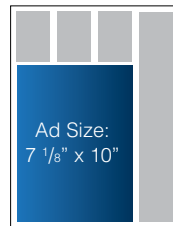
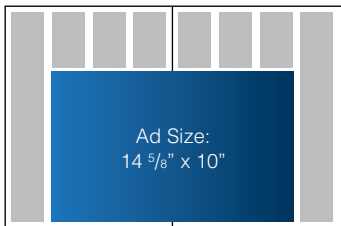
1/4 Page Vertical



1/4 Page Horizontal



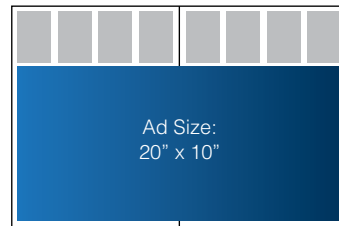
Island Spread + Island Page



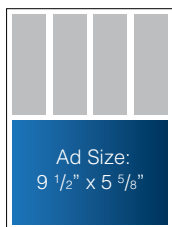
3/4 Horizontal



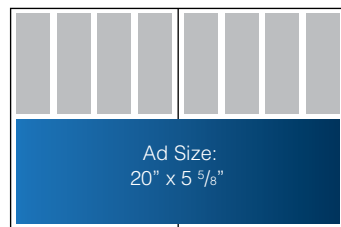
3/4 Horizontal Spread



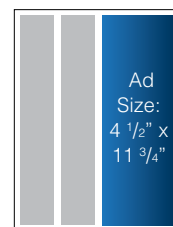
1/2 Page Horizontal



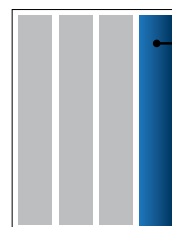
1/2 Horizontal Spread



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 *Hematology News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Hematology News*
- Special issue supplements are posted online in the education center of www.mdedge.com/hematology-oncology
- 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.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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