



Rheumatology News

MDedge | Rheumatology

2021 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Rheumatology News® is the leading independent newspaper for the practicing rheumatologist. With specialty-focused news and insightful commentary – in a clear, concise, accessible format – *Rheumatology News* keeps busy rheumatologists up-to-date on clinical advances that impact their daily practice of medicine. *Rheumatology News* is published 18x per year and circulates to more than 8,000 rheumatologists, selected primary care physicians, and NP and PA specialists in rheumatology. All articles are researched, written, and produced by professional medical journalists.

Rheumatology News can be found online at www.mdedge.com/rheumatology, part of the MDedge® web portal. Award-winning daily news coverage, columns and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters. Rheumatologists can join the conversation, share and comment on articles via email, Facebook, and Twitter. *Rheumatology News* is the best way for physicians to stay up-to-date, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS

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CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Specifications
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative

GENERAL INFORMATION

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

- **ISSUANCE:** 18 times a year
- **ESTABLISHED:** 2002
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide
- **CIRCULATION SUMMARY:** *Rheumatology News* reaches more than 8,000 rheumatologists, high prescribing internists and internists with a secondary specialty in rheumatology.

- **EDITORIAL**

Rheumatology News' website, MDedge Rheumatology, e-newsletters, and print publication provide practicing physicians with timely and relevant 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 rheumatology. Our practice economics articles cover regulatory, specialty, and healthcare reform issues that affect rheumatologists' 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**

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.

- **ADVERTISERS' INDEX**

Back-of-book

- **ADVERTISING SERVICE**

a. Convention Bonus Distribution:
*pending live conferences

May 1st Issue:

European Congress of Rheumatology (EULAR)
Paris, France; June 2-5, 2021

August Issue:

Congress of Clinical Rheumatology
Destin, FL; August 12-15, 2021

Perspectives in Rheumatic Diseases
TBA

October 15th and November 1st Issues:

ACR/ARP
TBA

- b. Sales force bulk subscription discount available.

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

- a. Agency Commission: 15% on all ads.
- b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.
- c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

- **CANCELLATIONS**

- a. Notification in writing of space cancellations must be received by space closing deadline.
- b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- c. Cover positions are non-cancelable within 60 days of the issue's closing date.

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Specifications

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

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contact the sales representative

CIRCULATION

CIRCULATION ANALYSIS							
Specialty	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	Semi-Retired	TOTAL QUALIFIED
Rheumatology	4,083	411	512	210	798	97	6,111
Pediatrics, Rheumatology	174	1	68	6	105	2	356
Internal Medicine	1,138	-	81	-	1	5	1,225
Internal Medicine, Secondary in Rheumatology	206	-	35	-	57	20	318
Total Distribution	5,601	412	696	216	961	124	8,693*

NOTE: *A total of 364 NPs and 319 PAs are included in the total, but not in the 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 8, 2020	December 15, 2020
February	January 11	January 19
March 1	February 9	February 17
March 15	February 24	March 3
April 1	March 12	March 19
April 15	March 26	April 2
May 1	April 9	April 16
May 15	April 23	April 30
June	May 10	May 17
July	June 10	June 17
August	July 12	July 19
September 1	August 11	August 18
September 15	August 24	August 31
October 1	September 13	September 20
October 15	September 27	October 4
November 1	October 12	October 19
November 15	October 25	November 1
December	November 9	November 16

1st of the Month Issue Date: Stated Date of Mailing and Class: 10th of publication month. Periodicals class.

15th of the Month Issue Date: Stated Date of Mailing and Class: 25th of publication month. Periodicals class.

READERSHIP SCORES

Average Page Exposures	
Publication A	2,784
Rheumatology News	2,377
Publication B	1,671
Publication C	1,465
Publication D	1,280
Publication E	1,102
Publication F	777

Average Issue Readers	
Publication A	3,760
Rheumatology News	3,445
Publication B	3,376
Publication C	2,704
Publication D	2,552
Publication E	2,470
Publication F	1,666

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

PRINT ADVERTISING

- General Information
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Specifications
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,830	\$6,440	\$6,240	\$6,110	\$5,975	\$5,810	\$5,705	\$5,600	\$5,515	\$5,420
3/4 Page	6,385	5,995	5,810	5,690	5,575	5,430	5,305	5,240	5,045	4,995
Island Page	5,205	4,900	4,755	4,630	4,540	4,420	4,340	4,255	4,190	4,125
1/2 Page	5,055	4,770	4,610	4,505	4,435	4,315	4,215	4,155	4,045	3,965
1/4 Page	2,570	2,405	2,340	2,275	2,240	2,190	2,130	2,105	2,020	2,000

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$9,215	\$8,825	\$8,625	\$8,495	\$8,360	\$8,195	\$8,090	\$7,985	\$7,900	\$7,805
3/4 Page	8,770	8,380	8,195	8,075	7,960	7,815	7,690	7,625	7,430	7,380
Island Page	7,590	7,285	7,140	7,015	6,925	6,805	6,725	6,640	6,575	6,510
1/2 Page	7,440	7,155	6,995	6,890	6,820	6,700	6,600	6,540	6,430	6,350
1/4 Page	4,955	4,790	4,725	4,660	4,625	4,575	4,515	4,490	4,405	4,385

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$180
Four Color Rates	\$2,385
Five Color Rates (4C + PMS)	\$3,565

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	\$10,620	\$9,985	\$9,695	\$9,440	\$9,265	\$9,005	\$8,860	\$8,685	\$8,555	\$8,415
2-Page King	13,945	13,145	12,740	12,435	12,175	11,845	11,630	11,430	11,250	11,040
4-Page A-size	21,245	19,965	19,390	18,880	18,540	18,025	17,705	17,370	17,100	16,830
4-Page King	27,885	26,275	25,480	24,895	24,360	23,700	23,265	22,850	22,505	22,095
6-Page A-size	31,860	29,960	29,080	28,320	27,805	27,030	26,570	26,050	25,645	25,245
6-Page King	41,830	39,420	38,220	37,330	36,530	35,545	34,890	34,270	33,760	33,135
8-Page A-size	42,475	39,945	38,780	37,755	37,070	36,050	35,410	34,725	34,190	33,655
8-Page King	55,770	52,560	50,960	49,780	48,715	47,400	46,520	45,695	45,010	44,185

CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Specifications
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

ADVERTISING RATES 2 ISSUES

Run an ad in both issues (1st & 15th) for the month and receive a 25% discount off of the ad in the 2nd issue (or smaller of the two ad units). The 25% off discounted rates below are only valid when purchasing the 2nd issue in the month with 2x issuance. 2nd issue available in: March, April, May, September, October, November.

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$5,125	\$4,830	\$4,680	\$4,585	\$4,480	\$4,360	\$4,280	\$4,200	\$4,135	\$4,065
3/4 Page	4,790	4,495	4,360	4,270	4,180	4,075	3,980	3,930	3,785	3,745
Island Page	3,905	3,675	3,565	3,475	3,405	3,315	3,255	3,190	3,145	3,095
1/2 Page	3,790	3,580	3,460	3,380	3,325	3,235	3,160	3,115	3,035	2,975
1/4 Page	1,930	1,805	1,755	1,705	1,680	1,645	1,600	1,580	1,515	1,500

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,915	\$6,620	\$6,470	\$6,375	\$6,270	\$6,150	\$6,070	\$5,990	\$5,925	\$5,855
3/4 Page	6,580	6,285	6,150	6,060	5,970	5,865	5,770	5,720	5,575	5,535
Island Page	5,695	5,465	5,355	5,265	5,195	5,105	5,045	4,980	4,935	4,885
1/2 Page	5,580	5,370	5,250	5,170	5,115	5,025	4,950	4,905	4,825	4,765
1/4 Page	3,720	3,595	3,545	3,495	3,470	3,435	3,390	3,370	3,305	3,290

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$135
Four Color Rates	\$1,790
Five Color Rates (4C + PMS)	\$2,675

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	\$7,965	\$7,490	\$7,270	\$7,080	\$6,950	\$6,755	\$6,645	\$6,515	\$6,415	\$6,310
2-Page King	10,460	9,860	9,555	9,325	9,130	8,885	8,725	8,575	8,440	8,280
4-Page A-size	15,935	14,975	14,545	14,160	13,905	13,520	13,280	13,030	12,825	12,625
4-Page King	20,915	19,705	19,110	18,670	18,270	17,775	17,450	17,140	16,880	16,570
6-Page A-size	23,895	22,470	21,810	21,240	20,855	20,275	19,930	19,540	19,235	18,935
6-Page King	31,375	29,565	28,665	28,000	27,400	26,660	26,170	25,705	25,320	24,850
8-Page A-size	31,855	29,960	29,085	28,315	27,805	27,040	26,560	26,045	25,645	25,240
8-Page King	41,830	39,420	38,220	37,335	36,535	35,550	34,890	34,270	33,760	33,140

CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Specifications
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

ADVERTISING INCENTIVE PROGRAMS / OPPORTUNITIES / INSERTS

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *Rheumatology 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 in both issues (1st & 15th) for the month, and receive a 25% discount off of the ad in the 2nd issue (or smaller of the two ad units).
- Run an ad for the same product in six (6) issues of *Rheumatology 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 12 issues of *Rheumatology 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 16 issues of *Rheumatology News*, and get the 17th and 18th ads free.

Discounts C and D CANNOT be combined.

Program available to full-run and full-cost split-run advertisers; ROB production charges apply.

New Advertiser Program

Place your ad unit in four (4) issues of *Rheumatology News* during 2021 and receive 50% off the space and color charges of your fourth (4th) insertion. Place your ad unit in six (6) issues of *Rheumatology News* during 2021 and receive a seventh (7th) insertion at no charge. This program is open to all companies who have not advertised inside the newspaper in the last 12 months. Product and ad size unit (including color) must be the same for all four insertions. Discounted ad unit counts towards earned frequency. *Rheumatology News* New Advertiser Program may not be combined with New Product Launch Program or 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.

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Specifications

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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.

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.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

CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Specifications
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

PRIMARY CARE RHEUMATOLOGY DISCOUNT / RHEUMATOLOGY NEWS + INTERNAL MEDICINE NEWS + FAMILY PRACTICE NEWS

PowerBuy rate + 7.5% Off Rheumatology 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 *Rheumatology News*. **Full-run only**. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)

Metallic ink	\$460
Four Color Rates	\$6,315
Five Color Rates (4C + PMS)	\$10,470

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$32,275	\$30,615	\$29,500	\$28,490	\$28,040	\$27,295	\$26,705	\$26,200	\$25,850	\$25,640	\$25,245	\$24,855
3/4 Page	29,095	27,580	26,515	25,680	25,280	24,745	24,250	23,810	23,035	22,695	22,500	21,970
Island Page	22,200	21,060	20,295	19,590	19,295	18,775	18,375	18,030	17,780	17,625	17,365	17,115
1/2 Page	21,865	20,790	20,015	19,330	19,025	18,605	18,105	17,670	17,410	17,275	16,990	16,825
1/4 Page	10,750	10,210	9,750	9,410	9,260	9,055	8,795	8,605	8,390	8,315	8,280	8,105

INSERT RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$45,650	\$43,285	\$41,715	\$40,260	\$39,675	\$38,580	\$37,765	\$37,080	\$36,665	\$36,240	\$35,695	\$35,205
2-Page King	66,365	62,960	60,670	58,540	57,650	56,100	54,910	53,885	53,280	52,680	51,880	51,065
4-Page A-size	91,285	86,570	83,430	80,520	79,360	77,170	75,525	74,155	73,330	72,480	71,395	70,405
4-Page King	132,735	125,920	121,350	117,115	115,330	112,230	109,815	107,750	106,570	105,390	103,770	102,160
6-Page A-size	136,930	129,860	125,140	120,780	119,040	115,755	113,300	111,235	109,985	108,715	107,085	105,595
6-Page King	199,100	188,885	182,015	175,655	172,970	168,330	164,725	161,625	159,855	158,075	155,650	153,225
8-Page A-size	182,565	173,135	166,855	161,035	158,715	154,340	151,055	148,295	146,640	144,940	142,765	140,795
8-Page King	265,465	251,845	242,690	234,220	230,640	224,455	219,630	215,500	213,130	210,775	207,535	204,305

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Specifications

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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

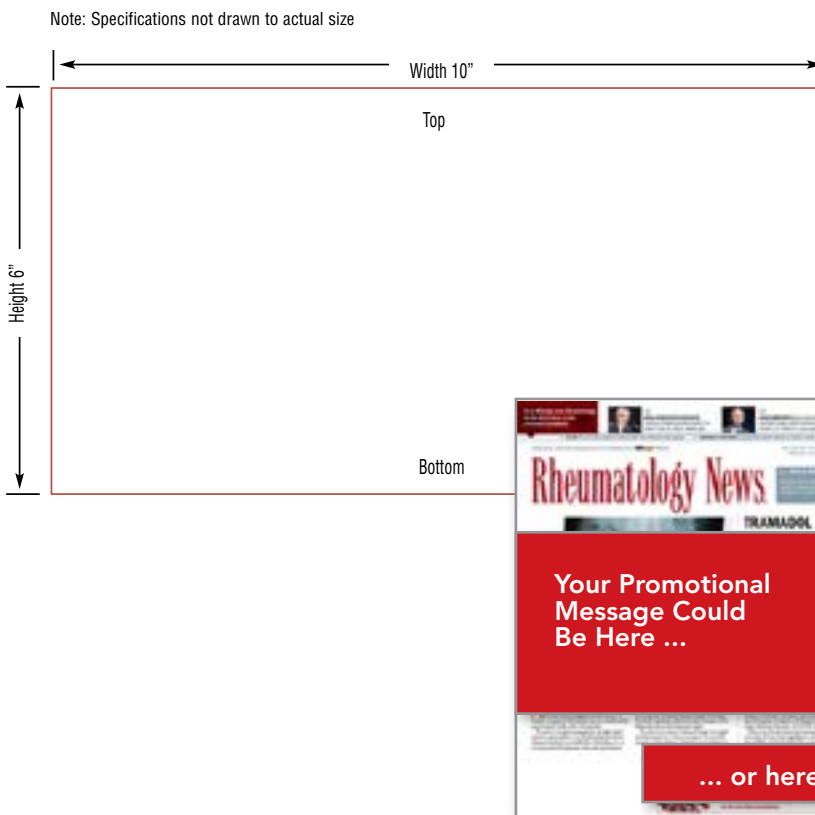
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (3/8" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

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
Rheumatology 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"

CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Specifications
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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 *Rheumatology 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 Jeanne Gallione at jgallione@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 *Rheumatology News's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities. See classified rate card [here](#).

CONTACT:

Heather Gonroski
 Advertising Account Manager
 973-290-8259
 Email: hgentile@mdedge.com

CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Specifications
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

PRINTING INFORMATION

Frontline Medical Communications publications are printed offset in a tabloid news format. Black-and-white, four, and five-color advertisements are accepted.

- **BINDING:** Saddle Stitch
- **FULL BLEEDS**
 - Bleed size: 10 3/4" x 13 1/4"
 - Trim: 10 1/2" x 13"
 - Keep live matter 3/8" from all trim edges
- **HALFTONE SCREEN**
 - 133-line screen recommended
- **RUN-OF-BOOK REPRODUCTION REQUIREMENTS**
 - a. **Black-and-White or Color Advertisements**
 - PDF/X-1a required
 - All images must be CMYK (RGB not accepted)
 - All files must be at 100%
 - Digital files will not be altered or manipulated
 - Ads can be accepted via FTP
 - b. **Color Proofs**
 - SWOP digital proof with color bars requested.
 - c. **Provider Information**

Please provide the following with your media:

 - Publication name and issue date
 - Advertiser, product and agency name
 - Contact name and phone number
 - Directory of disk or CD
- **DISPOSITION OF MATERIAL:** Files are held one year and then destroyed, unless instructed otherwise in writing.

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

- **INSERTS AND INSERT REQUIREMENTS**
 - a. **General Conditions**

Publication accepts both full King-size and "A-size" (minimum size: 7 3/4" x 10 1/2") inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability and quantities.
 - b. **Mechanical Specifications**

Maximum Paper Weight:

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

Size Requirements:

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

Quantity:

 - Consult FMC Production as quantity varies

Shipping of Inserts:

 - Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

Ship inserts to:
Rheumatology 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:
Rheumatology News
 Frontline Medical Communications
 7 Century Drive, Suite 302
 Parsippany, NJ 07054
 Attn: Jeanne Gallione
 Phone: 908-872-9399
jgallione@mdedge.com

Send digital files and proofs to:
Rheumatology News
 2275 Research Blvd
 Suite 400
 Rockville, MD 20850
 Attn: Advertising Production
 Phone: 240-221-2417
rslebodnik@mdedge.com

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Specifications

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

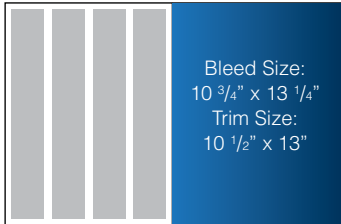
Conferences

ABOUT FRONTLINE

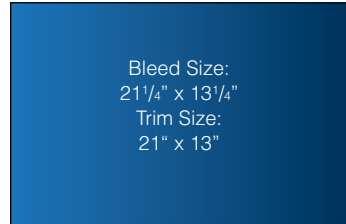
For further information, contact the sales representative

SPECIFICATIONS

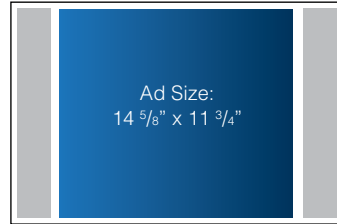
King-size Page



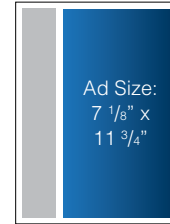
King-size Spread



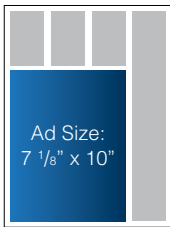
3/4 Vertical Spread



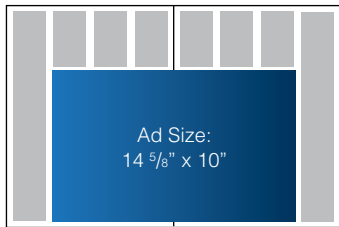
3/4 Vertical



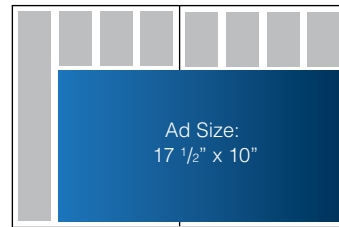
Island Page



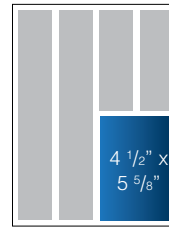
Island Spread



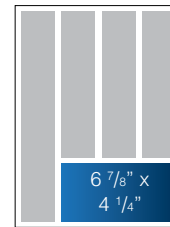
Island Page + 3/4 Page Horiz.



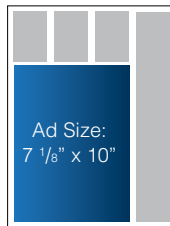
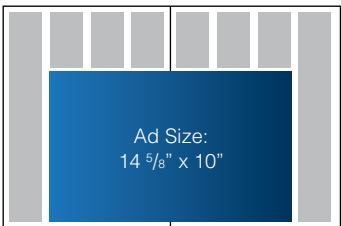
1/4 Page Vertical



1/4 Page Horizontal



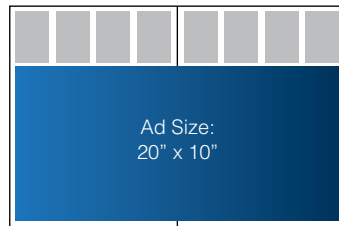
Island Spread + Island Page



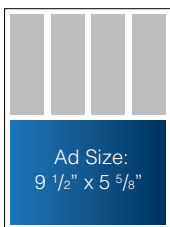
3/4 Horizontal



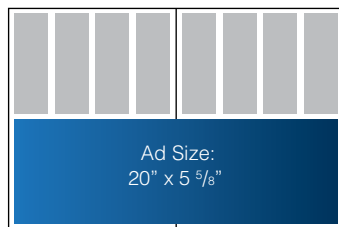
3/4 Horizontal Spread



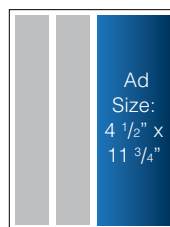
1/2 Page Horizontal



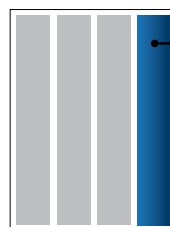
1/2 Horizontal Spread



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

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Specifications

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

UNIQUE OPPORTUNITIES

Multi-sponsored Special Issue Supplements:

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

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

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

PSA Highlights: TBD

Rare Rheumatological Disease Report: Polybags with the November 1, 2021 issue

The RA Report: Polybags with the December 2021 issue

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



CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Specifications
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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



CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Specifications
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

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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

CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Specifications
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative