



THE Hospitalist®

2021 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

The Hospitalist® is the official newsmagazine of the Society of Hospital Medicine. Now in its 24th year of publication, *The Hospitalist* reports on issues and trends in the practice of hospital medicine. *The Hospitalist* reaches more than 33,000 hospitalists, physician assistants, nurse practitioners, residents, and medical administrators interested in the practice and business of hospital medicine.

The award-winning newsmagazine features a range of compelling articles in print and online. Among them:

- Practical, evidence-based clinical reviews in subject matter areas most important to hospitalists
- Quality improvement initiatives and developments
- Research related to the clinical management of inpatients
- Regulatory and medico-legal issues facing hospitalists
- Operational strategies for HM group leaders
- Coverage of domestic and international hospital medicine developments
- Profiles and interviews with hospital medicine leaders

Articles are written by professional journalists, clinicians, and researchers in the field of hospital medicine. Each issue also includes opinions from a variety of industry leaders, including the Society of Hospital Medicine's board of directors, as well as experts in clinical care, practice management, and quality improvement.

In addition to the monthly newsmagazine, *The Hospitalist* publishes articles and information to its website, www.the-hospitalist.org, which is part of the MDedge® web portal. *The Hospitalist* also includes an extensive classified section featuring a comprehensive listing of job opportunities geared toward clinicians in hospital-based settings.

The Hospitalist is the best way for hospital-based clinicians to stay current, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS

ANGELIQUE RICCI
Senior Director Business
Development
973-206-2335
CELL: 917-526-0383
aricci@mdedge.com

PRINT PRODUCTION

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

CLASSIFIED / RECRUITMENT

HEATHER GONROSKI
Classified Advertising Account
Manager
973-290-8259
hgentile@mdedge.com

LINDA WILSON
Classified Advertising Account
Manager
973-290-8243
lwilson@mdedge.com



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



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ABOUT FRONTLINE

For further information,
contact the sales representative

GENERAL INFORMATION

The Hospitalist is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1996
- **ORGANIZATION AFFILIATION:** Society of Hospital Medicine; BPA Worldwide
- **CIRCULATION:** 33,689
- **COVERAGE & MARKET:** Physicians Society of Hospital Medicine Members/Roster, Internal Medicine Residents/Society of Hospital Medicine Members/Roster Allied Health/ Others
- **CIRCULATION VERIFICATION:** Independent; BPA Worldwide

EDITORIAL

The Hospitalist is the official newsmagazine of SHM. The Hospitalist reports on issues and trends in the practice of hospital medicine. The Hospitalist reaches more than 33,000 hospitalists, physician assistants, nurse practitioners, residents, and medical administrators interested in the practice and business of hospital medicine. The award-winning newsmagazine features compelling articles in print and online in the areas of clinical practice, quality improvement, technology, public policy, and practice management. All articles are researched and written by professional journalists or practicing hospitalists, and thoroughly vetted by the society and editors prior to publication.

CANCELLATIONS

Notification in writing of space cancellations must be received by space close deadline. Cover positions are noncancelable within 60 days of the issue's closing date. If space is cancelled after the deadline or ad materials are received after due date, the advertiser will be charged for the insertion.

CONTRACT AND COPY REGULATIONS

- All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
- FMC reserves the right to inspect and approve all website advertising. Proof must be submitted to FMC no later than the ad space closing date.
- Sweepstakes ads are prohibited by AMA list rental agreement.
- FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
- Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
- After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

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.

ADVERTISING SERVICE

Convention Bonus Distribution:
*pending live conferences

April Issue:

- American College of Cardiology
Atlanta, GA; May 15-17, 2021
- American College of Physicians (ACP),
Orlando, FL; April 29-May 1, 2021
- Society of Hospital Medicine (SHM),
Las Vegas, NV; May 4-7, 2021

September Issue:

- American Academy of Family Physicians (AAFP),
Los Angeles (Anaheim), CA;
Sept 28-Oct 2, 2021
- American Academy of Pediatrics (AAP),
Philadelphia, PA; Oct 8-12, 2021

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CIRCULATION

CIRCULATION ANALYSIS	
TOTAL CIRCULATION	
33,689	

Note: Members of the Society of Hospital Medicine (SHM) and non-member prospects across multiple specialties and allied health providers

Source: June 2020 BPA Circulation Statement

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

ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 3, 2020	December 10, 2020
February	January 6	January 13
March	February 4	February 11
April	March 9	March 16
May	April 6	April 13
June	May 6	May 13
July	June 7	June 14
August	July 7	July 14
September	August 6	August 13
October	September 8	September 15
November	October 7	October 14
December	November 4	November 11

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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$5,370	\$5,315	\$5,215	\$5,140	\$5,040	\$4,955	\$4,775	\$4,650	\$4,565	\$4,475
3/4 Page	4,445	4,355	4,260	4,180	4,090	3,995	3,815	3,640	3,550	3,460
Island Page	3,580	3,550	3,525	3,460	3,400	3,340	3,225	3,155	3,105	3,045
1/2 Page	2,900	2,875	2,815	2,775	2,720	2,680	2,580	2,510	2,465	2,415
1/4 Page	2,385	2,335	2,265	2,205	2,150	2,090	1,965	1,850	1,790	1,730

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$265
Four color rates	\$1,880

SPECIAL POSITIONS
Cover 2 – Earned page rate + 30% (plus color)
Cover 4 – Earned page rate + 60% (plus color)
Center Spread – Earned page rate + 25% (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 King	\$11,060	\$10,940	\$10,765	\$10,575	\$10,390	\$10,200	\$9,830	\$9,590	\$9,405	\$9,220
4 Page King	22,125	21,875	21,505	21,130	20,770	20,410	19,670	19,170	18,810	18,430
6 Page King	33,185	32,810	32,260	31,710	31,160	30,600	29,500	28,765	28,210	27,655
8 Page King	44,245	43,760	43,020	42,280	41,540	40,800	39,335	38,350	37,615	36,870
2 Page Island	\$7,370	\$7,320	\$7,250	\$7,135	\$7,005	\$6,890	\$6,630	\$6,515	\$6,385	\$6,275
4 Page Island	14,745	14,625	14,500	14,260	14,015	13,760	13,275	13,040	12,775	12,535
6 Page Island	22,125	21,940	21,755	21,390	21,020	20,650	19,910	19,540	19,170	18,810
8 Page Island	29,500	29,255	29,005	28,515	28,020	27,530	26,560	26,055	25,565	25,070

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ADVERTISING INCENTIVE PROGRAMS / OPPORTUNITIES / INSERTS

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *The Hospitalist* 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 combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount.

Continuity Discount Program

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

- a. Run an ad for the same product in six (6) issues of *The Hospitalist* during 2021 and receive 50% off your 7th insertion. Ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.
- b. Run an ad for the same product in every issue (12) of *The Hospitalist* 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.
- c. Run an ad for the same product in every issue of *The Hospitalist* during 2021 and deduct 8.3% off each insertion throughout the year. position guarantees.

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.

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *The Hospitalist* 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 combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount.

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%

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.

The Hospitalist & Journal of Hospital Medicine (JHM) Combination Discount

Advertise the same product ad unit in the same month of *The Hospitalist* and receive a 25% discount off the earned rate in the *Journal of Hospital Medicine*. (B&W and color). NOTE: This 25% discount cannot be combined with any other discounts (except the earned frequency and corporate discounts).

Evaluate FMC cross market combinations by Media Group in Kantar's MARS Medical System by selecting Combination Non-Duplicated. Combinations not currently programmed can be upon request. Discount only applicable on run of book and inserts. Discount not available for cover tips.

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available (see next page). Choose either the continuity program or the new business/launch program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at 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

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HOSPITAL MEDICINE MARKET DUO THE HOSPITALIST + JOURNAL OF HOSPITAL MEDICINE

25% Discount off earned rate in *Journal of Hospital Medicine*

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *The Hospitalist* and *Journal of Hospital Medicine*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)

Metallic	\$460
Three & Four-Color	\$3,275

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$7,810	\$7,710	\$7,545	\$7,400	\$7,235	\$7,075	\$6,765	\$6,550	\$6,415	\$6,285
King 3/4 page + A-size page	6,885	6,750	6,590	6,440	6,285	6,115	5,805	5,540	5,400	5,270
Junior page + A-size page	6,020	5,945	5,855	5,720	5,595	5,460	5,215	5,055	4,955	4,855

INSERT RATES (KING+A-SIZE)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page King	\$15,945	\$15,735	\$15,425	\$15,100	\$14,780	\$14,440	\$13,805	\$13,395	\$13,105	\$12,835
4 Page King	31,890	31,460	30,820	30,175	29,545	28,885	27,620	26,775	26,205	25,660
6 Page King	47,835	47,190	46,235	45,280	44,325	43,315	41,425	40,175	39,305	38,500
8 Page King	63,775	62,930	61,650	60,370	59,090	57,750	55,235	53,560	52,405	51,330

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)

Page	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Island	\$12,255	\$12,115	\$11,910	\$11,660	\$11,395	\$11,130	\$10,605	\$10,320	\$10,085	\$9,890
4 Page Island	24,510	24,210	23,815	23,305	22,790	22,235	21,225	20,645	20,170	19,765
6 Page Island	36,775	36,320	35,730	34,960	34,185	33,365	31,835	30,950	30,265	29,655
8 Page Island	49,030	48,425	47,635	46,605	45,570	44,480	42,460	41,265	40,355	39,530

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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

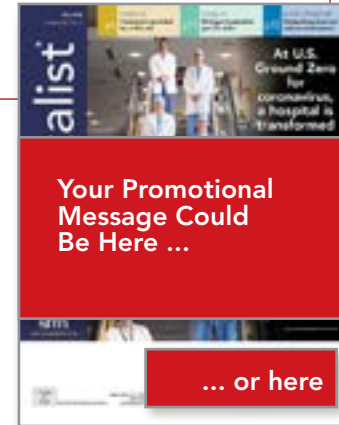
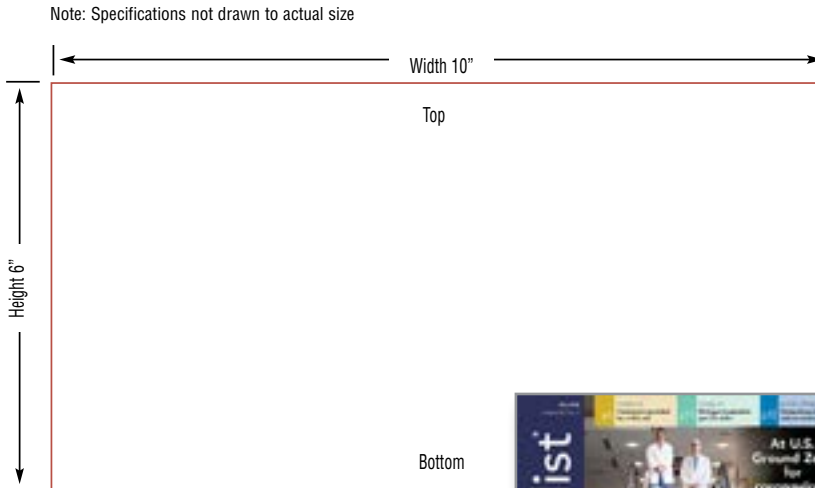
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (3/8" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

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
 The Hospitalist
 2275 Research Boulevard
 Suite 400
 Rockville, MD 20850
 240-221-4500

Please indicate the four sides (top, bottom, etc.) of cover tips on the color proof.



Front Cover Banner Ad

- Advertisement runs on the lower right-hand corner of the cover
- Cost is the same as a four-color King page at your earned frequency rate
- Corporate discount applies; commissionable
- **SIZE:** 5 5/8" x 1 3/4"

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REPRINTS / EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

REPRINTS—USA & CANADA ONLY

CONTACT:

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Toll Free: 877-652-5295
Cell: 832-515-1736
Email: frontline@wrightsmedia.com
www.wrightsmedia.com

REPRINTS—ALL OTHER

CONTACT:

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www.contentednet.com

OUTSERTS

Outserts are a great opportunity to capture high visibility through *The Hospitalist* 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 Angelique Ricci at aricci@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 *The Hospitalist'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
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hgentile@mdedge.com

Linda Wilson

Classified Advertising Account Manager
973-290-8243
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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:

The Hospitalist/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:

The Hospitalist
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Angelique Ricci
Phone: 973-206-2335
Cell: 917-526-0383
aricci@mdedge.com

Send digital files and proofs to:

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

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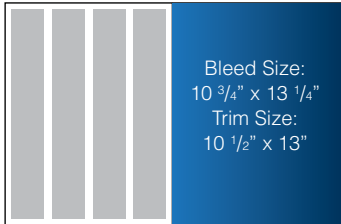
Conferences

ABOUT FRONTLINE

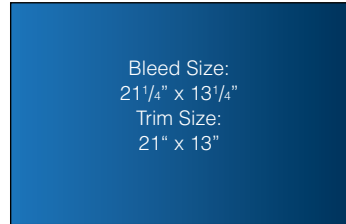
For further information,
contact the sales representative

SPECIFICATIONS

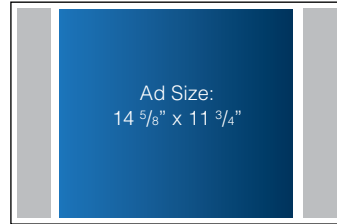
King-size Page



King-size Spread



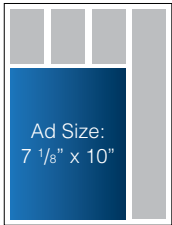
3/4 Vertical Spread



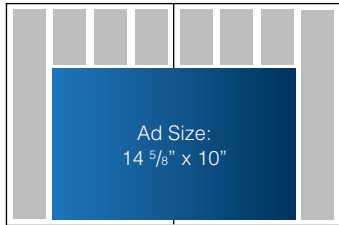
3/4 Vertical



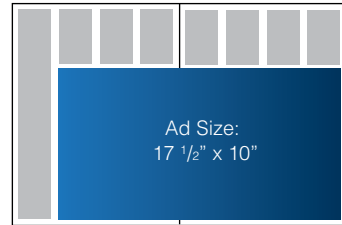
Island Page



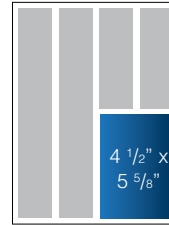
Island Spread



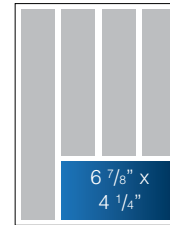
Island Page + 3/4 Page Horiz.



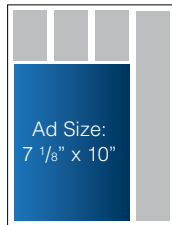
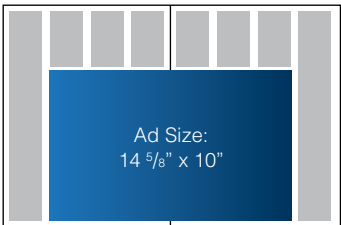
1/4 Page Vertical



1/4 Page Horizontal



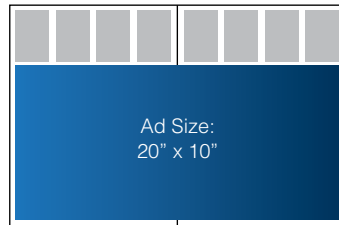
Island Spread + Island Page



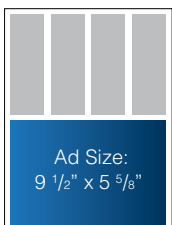
3/4 Horizontal



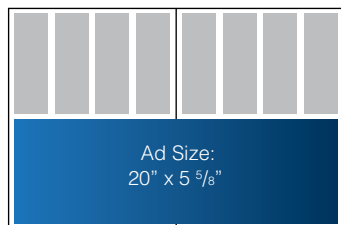
3/4 Horizontal Spread



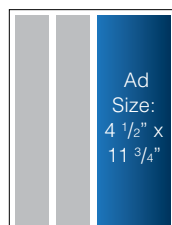
1/2 Page Horizontal



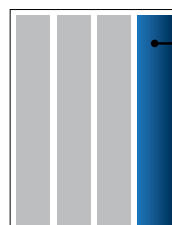
1/2 Horizontal Spread



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 *The Hospitalist* audience as well.

- Special issue supplements polybag and mail with regular issues of *The Hospitalist*
- Special issue supplements are posted online in the education center of www.the-hospitalist.org
- 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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