



Cardiology News

MDedge | Cardiology

2021 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Cardiology News® is the leading independent newspaper for the cardiologist. Readers rely on *Cardiology News* for breaking news, topical features, and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. *Cardiology News* is published monthly and circulates to over 32,000 cardiovascular specialists and related subspecialists in a print format. All articles are researched, written, and produced by professional medical journalists.

Cardiology News® can also be found online at www.mdedge.com/cardiology, part of the MDedge® web portal. This site provides news and views that matter to cardiologists in a timely and interactive format. With award-winning daily news coverage, and stories from the print publication, physicians can get immediate information online. They can join the conversation through blogs, Facebook, and Twitter. *Cardiology News* is the best way for physicians 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

TIM LAPELLA

Classified Advertising Account Manager
484-921-5001 Cell: 610-506-3474
tlapella@mdedge.com

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



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- Advertising Rates
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- Digital Advertising
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ABOUT FRONTLINE

For further information, contact the sales representative

GENERAL INFORMATION

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

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 2003
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide

- **CIRCULATION SUMMARY:** Cardiology News reaches over 32,000 cardiovascular specialists.

● **EDITORIAL**

Cardiology News' e-newsletters, and the monthly print publication provide practicing physicians with timely and relevant news, conference coverage, feature articles, and commentary about clinical developments in their field and about the impact of healthcare policy on their specialty and 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*

April Issue:

May 15-17, 2021
American College of Cardiology
Atlanta, GA

November Issue:

November 13-15, 2021
American Heart Association
Boston, MA

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

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CIRCULATION

CIRCULATION ANALYSIS						
Specialty	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	TOTAL QUALIFIED
Cardiovascular Disease	15,438	2,701	2,619	2,256	890	23,904
Cardiac Electrophysiology	1,673	195	319	-	13	2,200
Interventional Cardiology	3,222	319	383	-	54	3,978
Pediatric Cardiology	1,608	447	627	-	11	2,693
Total Distribution	21,941	3,662	3,948	2,256	968	32,775

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 18, 2020	January 5, 2021
February	January 22	January 29
March	February 22	March 1
April	March 24	March 31
May	April 22	April 29
June	May 20	May 27
July	June 21	June 28
August	July 22	July 29
September	August 20	August 27
October	September 23	September 30
November	October 21	October 28
December	November 19	December 1

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

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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,060	\$5,800	\$5,700	\$5,625	\$5,575	\$5,525	\$5,455	\$5,410	\$5,300	\$5,210
3/4 Page	5,660	5,410	5,345	5,245	5,205	5,155	5,080	4,990	4,830	4,745
Island Page	4,570	4,380	4,300	4,235	4,215	4,165	4,110	4,065	4,005	3,925
1/2 Page	4,425	4,230	4,170	4,110	4,060	4,040	3,990	3,950	3,870	3,780
1/4 Page	2,270	2,190	2,160	2,115	2,095	2,070	2,045	1,995	1,955	1,920

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$8,490	\$8,230	\$8,130	\$8,055	\$8,005	\$7,955	\$7,885	\$7,840	\$7,730	\$7,640
3/4 Page	8,090	7,840	7,775	7,675	7,635	7,585	7,510	7,420	7,260	7,175
Island Page	7,000	6,810	6,730	6,665	6,645	6,595	6,540	6,495	6,435	6,355
1/2 Page	6,855	6,660	6,600	6,540	6,490	6,470	6,420	6,380	6,300	6,210
1/4 Page	4,700	4,620	4,590	4,545	4,525	4,500	4,475	4,425	4,385	4,350

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$195
Four Color Rates	\$2,430
Five Color Rates (4C + PMS)	\$3,805

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	\$9,405	\$9,000	\$8,870	\$8,720	\$8,675	\$8,565	\$8,460	\$8,385	\$8,250	\$8,095
2-Page King	12,500	11,945	11,740	11,590	11,485	11,370	11,235	11,145	10,925	10,740
4-Page A-size	18,815	18,005	17,735	17,440	17,345	17,145	16,930	16,780	16,505	16,185
4-Page King	24,990	23,885	23,495	23,165	22,975	22,755	22,480	22,285	21,845	21,470
6-Page A-size	28,225	27,010	26,605	26,155	26,015	25,705	25,385	25,155	24,750	24,270
6-Page King	37,480	35,825	35,225	34,765	34,455	34,130	33,725	33,425	32,765	32,210
8-Page A-size	37,635	36,010	35,470	34,875	34,670	34,285	33,835	33,550	33,005	32,375
8-Page King	49,980	47,760	46,980	46,340	45,945	45,505	44,960	44,565	43,680	42,945

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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	\$26,080	\$25,305	\$24,980	\$24,715	\$24,635	\$24,430	\$24,205	\$24,020	\$23,775	\$23,450
King 6 pg	37,885	36,720	36,230	35,835	35,710	35,405	35,070	34,790	34,425	33,935
King 8 pg	49,685	48,135	47,480	46,950	46,785	46,380	45,930	45,565	45,075	44,420

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *Cardiology News* and receive 50% off the space and color charges of your fourth (4th) insertion. Only new products and line extensions are eligible for this program. Pre-launch ad units are not eligible. Launch ad unit must be same size for all four insertions. Discounted ad unit counts towards earned frequency. All FMC combination discounts apply. Launch Program may not be combined with Continuity Discount Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

Continuity Discount Program

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

- Run an ad for the same product in six (6) issues of *Cardiology News* during 2021 and receive 50% off your 7th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.
- Run an ad for the same product in every issue (12) of *Cardiology News* during 2021 and receive the 12th insertion at no charge. Varying ad unit sizes will be averaged to determine free ad unit. Premium position charges still applicable on free ads. Free ads count towards earned frequency.
- Run an ad for the same product in every issue (12) of *Cardiology News* during 2021 and deduct 8.3% off each insertion throughout the year.

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

Cover tips do not get counted towards continuity discount program.

New Advertiser Program

Place your ad unit in four (4) issues of *Cardiology 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 *Cardiology 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. *Cardiology 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.

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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%

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

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 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.

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INTERNAL MEDICINE AND CARDIOLOGY NEWS COMBINATION DISCOUNT

7.5% Off Each Publication

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

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$320
Four Color Rates	\$4,565
Five Color Rates (4C + PMS)	\$6,780

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$19,075	\$18,150	\$17,165	\$16,665	\$16,480	\$16,220	\$15,815	\$15,355	\$14,775	\$14,465	\$13,865	\$12,905
3/4 Page	17,500	16,650	15,750	15,325	15,175	14,950	14,695	14,345	13,335	12,835	12,510	11,575
Island Page	13,925	13,235	12,520	12,165	12,005	11,840	11,530	11,260	10,755	10,465	10,170	9,505
1/2 Page	13,700	13,075	12,320	11,990	11,860	11,675	11,395	11,110	10,570	10,270	9,960	9,260
1/4 Page	7,020	6,700	6,320	6,135	6,065	5,955	5,825	5,625	5,325	5,170	5,040	4,680

INSERT RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$28,665	\$27,250	\$25,800	\$25,045	\$24,725	\$24,375	\$23,750	\$23,205	\$22,455	\$21,570	\$20,980	\$19,585
2-Page King	39,315	37,370	35,370	34,335	33,960	33,395	32,590	31,625	30,560	29,800	28,560	26,590
4-Page A-size	57,335	54,515	51,600	50,105	49,445	48,755	47,515	46,420	44,910	43,125	41,940	39,160
4-Page King	78,610	74,735	70,735	68,660	67,925	66,810	65,185	63,235	61,110	59,590	57,105	53,170
6-Page A-size	86,005	81,770	77,395	75,145	74,165	73,125	71,270	69,620	67,360	64,690	62,910	58,735
6-Page King	117,915	112,105	106,095	103,000	101,875	100,210	97,785	94,850	91,655	89,390	85,665	79,765
8-Page A-size	114,675	109,025	103,205	100,185	98,870	97,515	95,000	92,840	89,830	86,260	83,880	78,325
8-Page King	157,220	149,470	141,470	137,320	135,840	133,625	130,370	126,465	122,205	119,185	114,225	106,350

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INTERNAL MEDICINE + FAMILY PRACTICE + CARDIOLOGY NEWS COMBINATION DISCOUNT

PowerBuy rate + 7.5% off Cardiology 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 *Cardiology News*.

Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$475
Four Color Rates	\$6,360
Five Color Rates (4C + PMS)	\$10,690

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$31,560	\$30,025	\$29,005	\$28,045	\$27,670	\$27,030	\$26,475	\$26,025	\$25,655	\$25,445	\$25,050	\$24,660
3/4 Page	28,425	27,040	26,085	25,265	24,940	24,490	24,045	23,580	22,840	22,465	22,270	21,740
Island Page	21,610	20,575	19,875	19,220	18,995	18,540	18,160	17,855	17,610	17,440	17,180	16,930
1/2 Page	21,285	20,295	19,605	18,965	18,680	18,350	17,895	17,480	17,250	17,100	16,815	16,650
1/4 Page	10,475	10,010	9,585	9,260	9,130	8,945	8,715	8,505	8,330	8,240	8,205	8,030

INSERT RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$44,525	\$42,375	\$40,950	\$39,595	\$39,130	\$38,175	\$37,395	\$36,800	\$36,380	\$35,945	\$35,400	\$34,910
2-Page King	65,030	61,850	59,745	57,760	57,015	55,660	54,540	53,620	52,980	52,405	51,605	50,790
4-Page A-size	89,040	84,755	81,900	79,185	78,255	76,355	74,810	73,610	72,775	71,880	70,795	69,805
4-Page King	130,055	123,710	119,515	115,515	114,045	111,355	109,090	107,230	105,960	104,810	103,190	101,580
6-Page A-size	133,570	127,130	122,850	118,780	117,385	114,525	112,205	110,410	109,160	107,815	106,185	104,695
6-Page King	195,075	185,560	179,245	173,285	171,050	167,020	163,645	160,845	158,935	157,220	154,795	152,370
8-Page A-size	178,085	169,495	163,795	158,370	156,495	152,710	149,595	147,210	145,545	143,755	141,580	139,610
8-Page King	260,110	247,405	239,005	231,040	228,080	222,700	218,190	214,455	211,900	209,630	206,390	203,160

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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

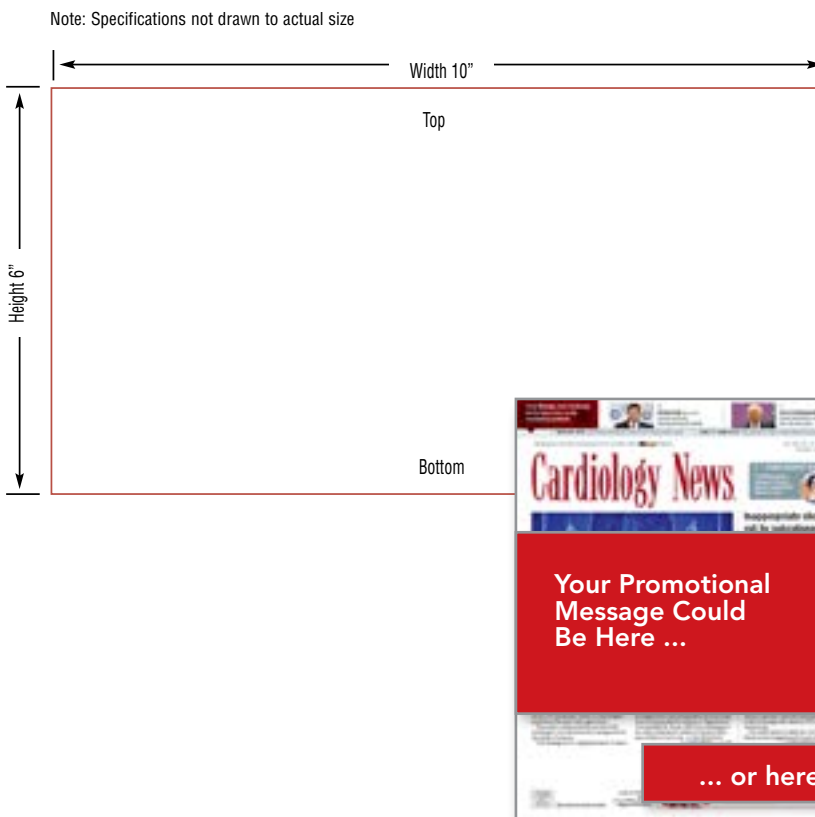
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (1/4" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

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

Deliver electronic files and color proof to:

Production Department
 Cardiology 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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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 *Cardiology 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 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 *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 Advertising Account Manager
484-921-5001 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**
 - 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:

Cardiology 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:

Cardiology News
 Frontline Medical Communications
 7 Century Drive, Suite 302
 Parsippany, NJ 07054
 Attn: Angelique Ricci
 Phone: 973-206-2335
aricci@mdedge.com

Send color proofs to:

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

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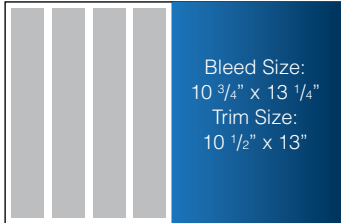
Conferences

ABOUT FRONTLINE

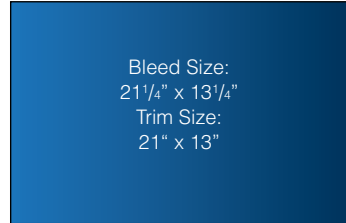
For further information, contact the sales representative

SPECIFICATIONS

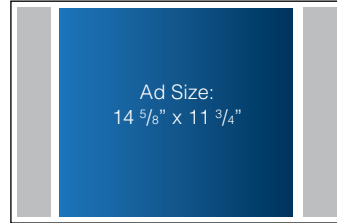
King-size Page



King-size Spread



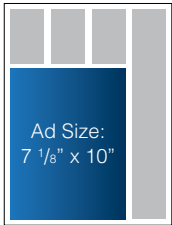
3/4 Vertical Spread



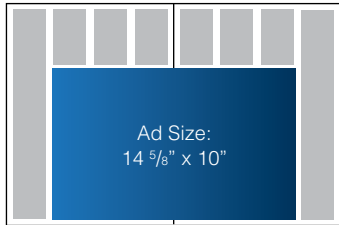
3/4 Vertical



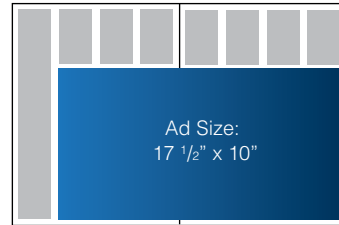
Island Page



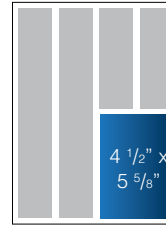
Island Spread



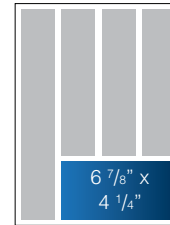
Island Page + 3/4 Page Horiz.



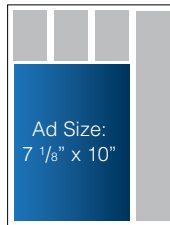
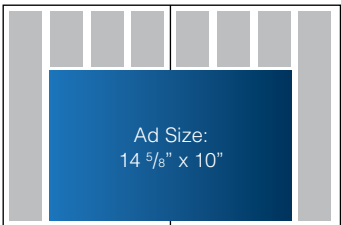
1/4 Page Vertical



1/4 Page Horizontal



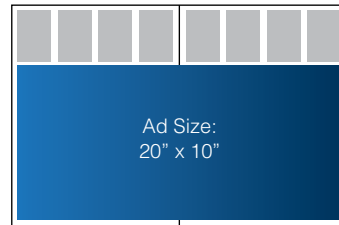
Island Spread + Island Page



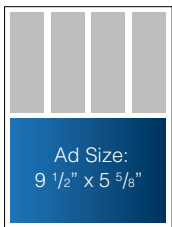
3/4 Horizontal



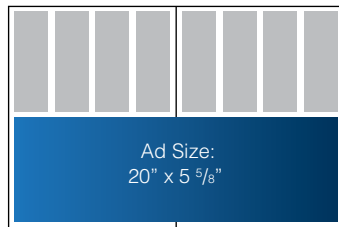
3/4 Horizontal Spread



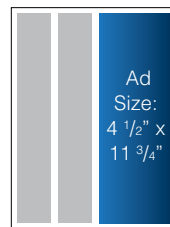
1/2 Page Horizontal



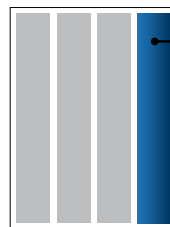
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



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

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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 *Cardiology News* audience as well.

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