



# Dermatology News

**MDedge** | Dermatology

## 2021 ADVERTISING RATE CARD

### PUBLISHER'S STATEMENT

For over 50 years *Dermatology News*® has been the leading independent newspaper for medical, surgical, and aesthetic dermatology. Readers rely on *Dermatology News* for specialty-specific news and insightful physician commentary presented in a clear, concise, accessible format that can be used daily in practice. *Dermatology News* is published monthly and circulates to more than 16,000 dermatologists, dermatologic surgeons, procedural dermatologists, dermatology nurse practitioners, and physician assistants. All articles are researched, written, and produced by experienced medical journalists.

Daily news updates and commentary from *Dermatology News* can be found online at [www.mdedge.com/dermatology](http://www.mdedge.com/dermatology), part of the MDedge® web portal. This site provides even more specialty-specific news and views organized by clinical "specialty focus" topics in a timely and interactive format. Award-winning daily news coverage, columns, and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters. The Dermatology Weekly podcast combines the latest news from *Dermatology News*, plus peer-to-peer interviews from *Cutis*®. Dermatologists can join the conversation by sharing articles via social media, including Facebook and Twitter. *Dermatology News* is the best way for dermatology specialists to stay current, save time, and gain perspective.

### ADVERTISING / CONTRACTS / INSERTION ORDERS

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### CLASSIFIED / RECRUITMENT

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## GENERAL INFORMATION

*Dermatology News* is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1970
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide
  
- **CIRCULATION SUMMARY:** *Dermatology News* reaches dermatologists, procedural dermatologists, dermatologic surgeons, as well as physician assistants and nurse practitioners specializing in dermatology.
  
- **EDITORIAL:** MDedge Dermatology website, e-newsletters, the *Dermatology News* print publication, and the *Dermatology Weekly* podcast provide practicing dermatologists timely and relevant news from coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include "Make the Diagnosis" quizzes and commentaries from leaders in the field who add perspective about how the news matters to clinical practice. Columnists offer insights on issues in dermatology. Our practice economics articles cover regulatory, specialty, and healthcare reform issues that affect dermatologist's pocketbooks and how they manage their practices. 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 web site 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*

**January Issue:**

- Caribbean Dermatology Symposium  
Noord, Aruba; January 19-23, 2021

**February Issue:**

- SDEF's Hawaii Dermatology Seminar  
Koloa, Kauai, HI; February 21-26, 2021

**March Issue:**

- American Academy of Dermatology  
San Francisco, CA; March 19-23, 2021

**April Issue:**

- American Society for Laser Medicine & Surgery (ASLMS)  
Orlando, FL; April 21-25, 2021

**June Issue:**

- SDEF's Women's and Pediatrics Dermatology Seminar  
Newport Beach, CA; June 18-19, 2021

**July Issue:**

- American Academy of Dermatology Innovation Academy  
New York, N.Y.; July 29-August 1, 2021

**October Issue:**

- Coastal Dermatology Symposium  
Monterey, CA ; October 6-9, 2021
- SDEF's Las Vegas Dermatology Seminar & Psoriasis and Atopic Dermatology Forums  
Las Vegas, NV; November 4-6, 2021

Bonus distribution for multi-sponsored supplements will be distributed at various meetings depending upon publication date. These can include: American Academy of Dermatology, Summer AAD, Coastal Dermatology Seminar, American Academy of Pediatrics, Caribbean Dermatology Seminar, Hawaii Dermatology Seminar, Women and Pediatric Dermatology Seminar, Las Vegas Dermatology Seminar & NAPNAP.

- 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.

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## CIRCULATION

CIRCULATION ANALYSIS						
Specialty	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	TOTAL QUALIFIED
Dermatology	9,656	1,384	538	217	693	12,647
Dermatologic Surgery	134	-	6	-	-	140
Procedural Dermatology	439	66	25	12	5	547
IM-Dermatology	38	30	4	4	-	77
Pediatric Dermatology	21	-	7	1	-	29
Dermatology Nurse Practitioner	-	-	-	-	-	683
Dermatology Physician Assistant	-	-	-	-	-	2,219
<b>Total Distribution</b>	<b>10,288</b>	<b>1,480</b>	<b>580</b>	<b>234</b>	<b>698</b>	<b>16,342</b>

Source: July 2020 BPA Circulation Statement

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

\*NOTE: 160 semi-retired dermatologists included in total, but not in breakout.

## ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	12/7/20	12/14/20
February	1/8	1/15
March	2/8	2/16
April	3/10	3/17
May	4/8	4/15
June	5/7	5/14
July	6/9	6/16
August	7/9	7/16
September	8/10	8/17
October	9/10	9/17
November	10/11	10/18
December	11/8	11/15

Stated Date of Mailing and Class: 15<sup>th</sup> of publication month. Periodicals class.

## READERSHIP SCORES

Average Page Exposures	
Publication A	6,366
Publication B	4,924
<b>Dermatology News</b>	<b>4,893</b>
Publication C	4,531
Publication D	3,738
Publication E	3,490
Publication F	3,207

Average Issue Readers	
Publication A	9,592
Publication B	8,242
<b>Dermatology News</b>	<b>7,176</b>
Publication C	6,736
Publication D	6,021
Publication E	6,012
Publication F	5,991

Source: Kantar Media, Medical/Surgical May 2020 Media Measurement Study  
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# ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$4,210	\$4,065	\$4,000	\$3,910	\$3,815	\$3,720	\$3,660	\$3,560	\$3,505	\$3,430
3/4 Page	3,900	3,705	3,565	3,530	3,515	3,495	3,375	3,350	3,100	3,065
Island Page	3,255	3,075	3,015	2,955	2,890	2,810	2,775	2,725	2,670	2,620
1/2 Page	3,130	2,950	2,825	2,760	2,725	2,645	2,555	2,510	2,445	2,420
1/4 Page	1,585	1,480	1,430	1,395	1,370	1,330	1,290	1,275	1,240	1,225

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,330	\$6,185	\$6,120	\$6,030	\$5,935	\$5,840	\$5,780	\$5,680	\$5,625	\$5,550
3/4 Page	6,020	5,825	5,685	5,650	5,635	5,615	5,495	5,470	5,220	5,185
Island Page	5,375	5,195	5,135	5,075	5,010	4,930	4,895	4,845	4,790	4,740
1/2 Page	5,250	5,070	4,945	4,880	4,845	4,765	4,675	4,630	4,565	4,540
1/4 Page	3,705	3,600	3,550	3,515	3,490	3,450	3,410	3,395	3,360	3,345

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$170
Four Color Rates	\$2,120
Five Color Rates (4C + PMS)	\$3,485

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	\$6,590	\$6,225	\$6,075	\$5,970	\$5,840	\$5,680	\$5,615	\$5,500	\$5,385	\$5,295
2-Page King	8,505	8,215	8,080	7,895	7,705	7,510	7,390	7,190	7,075	6,940
4-Page A-size	13,180	12,455	12,150	11,940	11,670	11,365	11,215	11,000	10,785	10,590
4-Page King	17,005	16,430	16,155	15,795	15,415	15,030	14,785	14,385	14,155	13,870
6-Page A-size	19,750	18,680	18,230	17,905	17,510	17,040	16,820	16,500	16,170	15,885
6-Page King	25,515	24,640	24,245	23,700	23,115	22,540	22,180	21,560	21,240	20,810
8-Page A-size	26,335	24,890	24,315	23,880	23,350	22,720	22,435	21,995	21,560	21,180
8-Page King	34,000	32,845	32,325	31,600	30,830	30,055	29,575	28,745	28,315	27,735

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## ADVERTISING OPPORTUNITIES / INSERTS

### 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.

## ADVERTISING INCENTIVE PROGRAMS

### New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *Dermatology 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.)

- a. Run an ad for the same product in six (6) issues of *Dermatology 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.
- b. Run an ad for the same product in every issue (12) of *Dermatology 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.
- c. Run an ad for the same product in every issue (12) of *Dermatology 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.

### Skin Combination Discounts

Advertise the same product in the same issue dates of *Dermatology News* and *Cutis*, and receive 7.5% off your black-and-white and color rates in both publications.

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# FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT POLICIES & COMBINATION BUYS

## Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2021. Full year 2020 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2021. All manufacturer promotional spend will be credited towards the corporate level, including electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are listed in the graphic on the right.

2020 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2021 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x. JFP, FPN and IMN extend to 396x.)

## Combination Buys And Market Duos

Advertise the same product in the same month in any TWO OR MORE FMC publications and receive a 7.5% discount off the earned rate in each publication (B&W and color). The PowerBuy™ discount (see separate rates) supersedes this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News*® + *Internal Medicine News*®) counts as 1 publication. Except for PowerBuy™, combination discounts are applicable to full-run only. Discount only applicable on run of book and inserts. Discount not available for cover tips.

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.

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*®+ *Dermatology 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 [frontlinerrates.com](http://frontlinerrates.com). Full-run only.

## Prescribing Information (PI) Page Discounts:

Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.

## Order of print ad discounts (As applicable)

- 1) Corporate earned frequency; 2) Journal Combination; 3) Journal list match; 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.

## Earned Frequency

Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

## Corporate Frequency Discount Program

Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number

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## DERMATOLOGY NEWS + PEDIATRIC NEWS CHILDREN'S SKIN CARE COMBINATION DISCOUNT

### 7.5% off *Dermatology News* and 10% off *Pediatric News*

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

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$330
Four Color Rates	\$4,760
Five Color Rates (4C + PMS)	\$7,205

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$10,375	\$10,060	\$9,960	\$9,735	\$9,550	\$9,335	\$9,220	\$9,035	\$8,945	\$8,780
3/4 Page	9,680	9,355	9,105	8,920	8,770	8,590	8,405	8,285	7,960	7,760
Island Page	7,790	7,490	7,345	7,115	6,970	6,795	6,655	6,575	6,495	6,350
1/2 Page	7,565	7,265	7,065	6,775	6,685	6,530	6,350	6,240	6,125	6,065
1/4 Page	3,815	3,655	3,575	3,405	3,365	3,300	3,155	3,125	3,055	3,030

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$15,935	\$15,325	\$15,015	\$14,555	\$14,255	\$13,895	\$13,625	\$13,425	\$13,270	\$12,975
2-Page King	21,205	20,580	20,380	19,910	19,535	19,090	18,860	18,485	18,280	17,975
4-Page A-size	31,880	30,650	30,030	29,110	28,500	27,790	27,225	26,865	26,550	25,945
4-Page King	42,415	41,165	40,765	39,830	39,070	38,185	37,735	36,965	36,565	35,940
6-Page A-size	47,800	45,975	45,050	43,660	42,760	41,680	40,845	40,290	39,820	38,930
6-Page King	63,635	61,740	61,145	59,755	58,600	57,275	56,585	55,445	54,860	53,915
8-Page A-size	63,735	61,290	60,075	58,230	57,015	55,585	54,460	53,715	53,100	51,900
8-Page King	84,830	82,310	81,535	79,670	78,150	76,370	75,455	73,925	73,140	71,875

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# DERMATOLOGY NEWS + CUTIS DERMATOLOGY MARKET DUO

## 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 *Dermatology News* and *Cutis*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$1,635
Four Color Rates	\$3,545
Five Color Rates (4C + PMS)	\$5,670

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$7,100	\$6,875	\$6,775	\$6,585	\$6,415	\$6,235	\$6,035	\$5,745	\$5,630	\$5,515
King 3/4 page + A-size page	6,815	6,540	6,375	6,235	6,135	6,025	5,770	5,550	5,255	5,175
Island page + A-size page	6,215	5,955	5,865	5,705	5,560	5,395	5,215	4,970	4,855	4,765
King 1/2 page + 1/2 A-size page	6,100	5,840	5,690	5,520	5,405	5,240	5,015	4,775	4,650	4,580

INSERT RATES (KING+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page Insert	NA	\$11,995	\$11,760	\$11,440	\$11,165	\$10,825	\$10,485	\$9,985	\$9,760	\$9,580
4 page Insert	NA	20,070	19,775	19,165	18,675	18,100	17,420	16,445	16,115	15,800
6 page Insert	NA	NA	35,315	34,360	33,510	32,510	31,440	29,955	29,300	28,755
8 page Insert	NA	NA	47,095	45,815	44,680	43,355	41,920	39,935	39,065	38,335

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page Insert	NA	\$11,995	\$11,760	\$11,440	\$11,165	\$10,825	\$10,485	\$9,985	\$9,760	\$9,580
4 page Insert	NA	23,990	23,540	22,910	22,345	21,670	20,960	19,970	19,545	19,175
6 page Insert	NA	NA	35,315	34,360	33,510	32,510	31,440	29,955	29,300	28,755
8 page Insert	NA	NA	47,095	45,815	44,680	43,355	41,920	39,935	39,065	38,335

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For further information, contact the sales representative



# DERMATOLOGY NEWS + OB.GYN. NEWS WOMEN'S SKIN CARE 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 *Ob.Gyn. News* and *Dermatology News*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$330
Four Color Rates	\$5,500
Five Color Rates (4C + PMS)	\$8,330

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$13,005	\$12,330	\$12,095	\$11,820	\$11,665	\$11,455	\$11,115	\$10,700	\$10,260	\$9,990
3/4 Page	11,900	11,195	10,875	10,720	10,680	10,570	10,270	9,925	9,060	8,910
Island Page	9,940	9,200	8,970	8,820	8,705	8,515	8,245	7,950	7,615	7,430
1/2 Page	9,680	9,065	8,760	8,530	8,450	8,315	8,000	7,725	7,255	7,170
1/4 Page	4,870	4,535	4,410	4,270	4,225	4,170	4,000	3,895	3,650	3,610

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$20,370	\$18,850	\$18,350	\$18,055	\$17,820	\$17,440	\$16,895	\$16,270	\$15,575	\$15,220
2-Page King	26,625	25,260	24,770	24,200	23,875	23,455	22,765	21,905	21,005	20,465
4-Page A-size	40,740	37,705	36,705	36,125	35,620	34,895	33,780	32,545	31,175	30,430
4-Page King	53,255	50,520	49,535	48,410	47,770	46,925	45,525	43,810	42,005	40,925
6-Page A-size	61,085	56,540	55,045	54,175	53,435	52,330	50,670	48,815	46,755	45,650
6-Page King	79,890	75,770	74,310	72,615	71,640	70,380	68,295	65,700	63,020	61,390
8-Page A-size	81,445	75,380	73,405	72,245	71,255	69,775	67,565	65,090	62,350	60,865
8-Page King	106,505	101,015	99,085	96,820	95,535	93,845	91,050	87,595	84,020	81,845

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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.
- Contact your sales representative for pricing.

### Space Reservations

Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

### Cover Tip Specifications

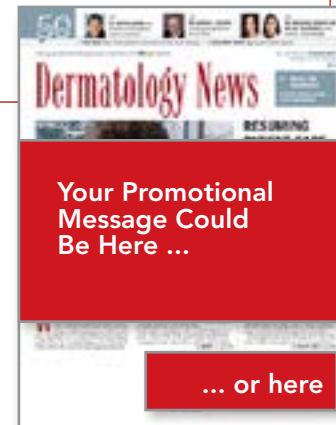
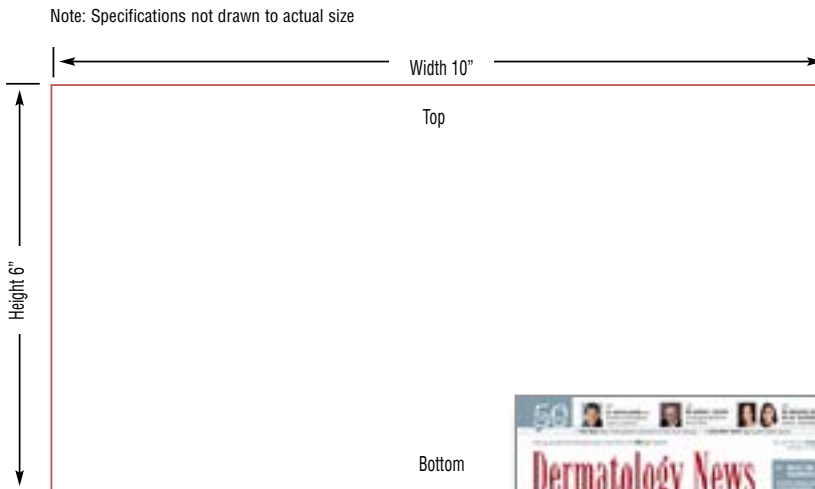
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (1/4" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

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

Deliver electronic files and color proof to:

Production Department  
 Dermatology News  
 2275 Research Boulevard  
 Suite 400  
 Rockville, MD 20850  
 240-221-4500

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



### Front Cover Banner Ad

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

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## REPRINTS / EPRINTS

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

### REPRINTS—USA & CANADA ONLY

**CONTACT:**

Amy Trombetta, Sales Manager  
 Wright's Media  
 2407 Timberloch Place, Suite B  
 The Woodlands, TX 77386  
 Direct: 281-944-7808  
 Office: 281-419-5725 x115  
 Toll Free: 877-652-5295  
 Cell: 832-515-1736  
 Email: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
[www.wrightsmedia.com](http://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](mailto:Ray.Thibodeau@contentednet.com)  
[www.contentednet.com](http://www.contentednet.com)

## OUTSERTS

Outserts are a great opportunity to capture high visibility through *Dermatology 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 Sally Cioci Fischer at [scioci@mdedge.com](mailto:scioci@mdedge.com) for details and pricing.



## CLASSIFIED ADS

The MedJobNetwork consists of an interactive recruitment portal ([www.medjobnetwork.com](http://www.medjobnetwork.com)) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *Dermatology 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 La Pella  
 Senior Sales Director, Classified  
 Cell: 610-506-3474  
 Email: [tlapella@mdedge.com](mailto: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](mailto: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:

*Dermatology 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:

*Dermatology News*  
 Frontline Medical Communications  
 7 Century Drive, Suite 302  
 Parsippany, NJ 07054  
 Attn: Sally Cioci Fischer  
 Phone: 973-290-8215  
[scioci@mdedge.com](mailto:scioci@mdedge.com)

#### Send color proofs to:

*Dermatology News*  
 2275 Research Blvd  
 Suite 400  
 Rockville, MD 20850  
 Attn: Advertising Production  
 Phone: 240-221-2417  
[rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)

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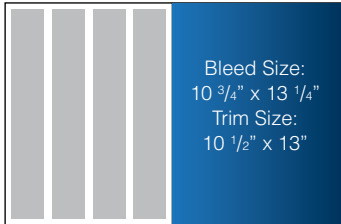
Conferences

## ABOUT FRONTLINE

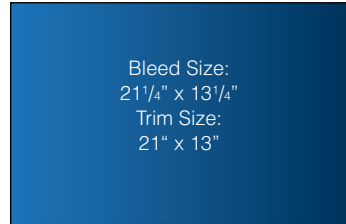
For further information,  
 contact the sales representative

# SPECIFICATIONS

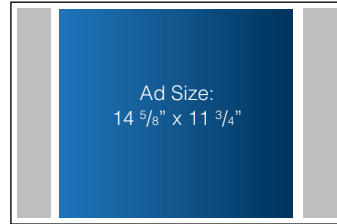
King-size Page



King-size Spread



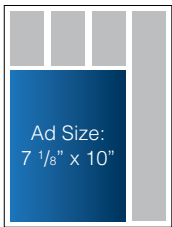
3/4 Vertical Spread



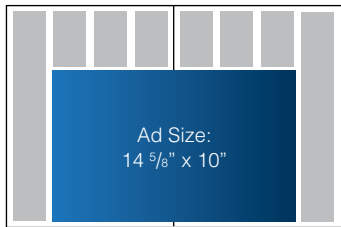
3/4 Vertical



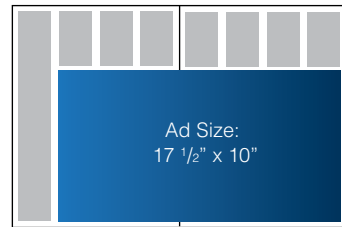
Island Page



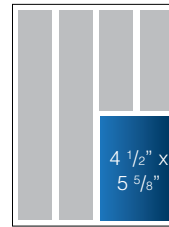
Island Spread



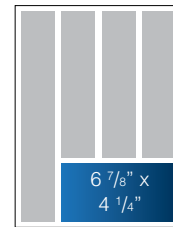
Island Page + 3/4 Page Horiz.



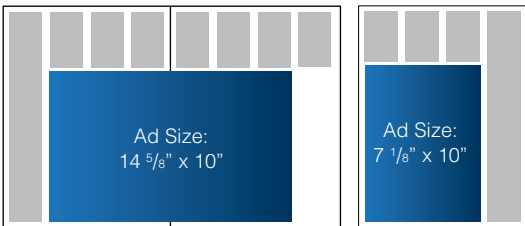
1/4 Page Vertical



1/4 Page Horizontal



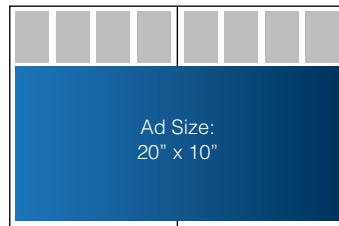
Island Spread + Island Page



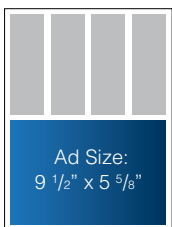
3/4 Horizontal



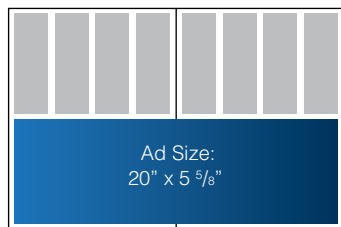
3/4 Horizontal Spread



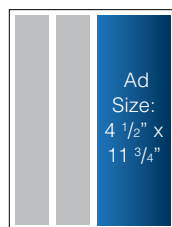
1/2 Page Horizontal



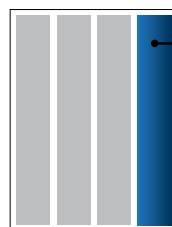
1/2 Horizontal Spread



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  
Only Full Page Ads Bleed

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## MULTI-SPONSORED SUPPLEMENTS

Issue	Space Close	Materials Due	Bonus Distribution	Topic
June	3/2	4/13	See page 2	Pediatric Dermatology
July	4/2	5/13	See page 2	Acne and Rosacea
September	6/2	7/14	See page 2	Atopic Dermatitis
October	7/6	8/16	See page 2	Psoriasis and Psoriatic Arthritis

Supplement will polybag and mail with that month's issue.  
Supplement will be posted online in the medical education library of the newspaper's website.

### RATES

Special rate card is used for multi-sponsored supplements. Monthly *Dermatology News* costs provided in this media kit are not applicable to multi-sponsored supplements. Please consult with the Publisher for advertising rate card for these topic focused issues.

### AD SPECIFICATIONS

- **1 PAGE**  
Trim size: 7 7/8" x 10 3/4"  
Bleed size: 8 1/8" x 11"
- **SPREAD:**  
Trim size: 15 3/4" x 10 3/4"  
Bleed size: 16" x 11"  
Live matter: Allow 1/4" safety all sides

### RUN-OF-BOOK PRODUCTION REQUIREMENTS

- PDF/X-1a required
- All images must be CMYK (RGB, SRGB, or ICC lab color will not be accepted) All files must be at 100%
- Digital file will not be altered or manipulated
- 133-line screen recommended

### UPLOADING INSTRUCTIONS

Our FTP site is available through your web browser using the web address below and does not require use of FTP software, a user name or password.

[files.digilink-inc.com/\\_rdJFDgkqGtAbVR](http://files.digilink-inc.com/_rdJFDgkqGtAbVR)

An e-mail will be automatically generated notifying our Production team of the file upload.

When uploading multiple files, please place all files in a folder and compress with ZIP.

When the same ad is running in multiple publications, please only upload once, indicating each publication in the Publication field.

### SHIPPING INSTRUCTIONS

Please forward a high resolution color proof (Iris, Sherpa, Kodak Approval) of the file overnight to:

Enter Name of Supplement  
*Dermatology News*  
2275 Research Boulevard  
Suite 400  
Rockville, MD 20850  
240-221-4500

### Cancellation Policy

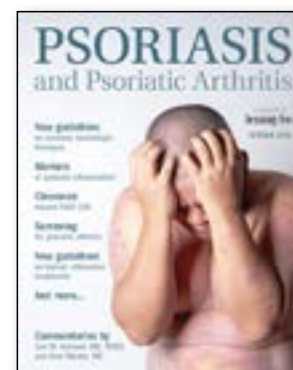
Space may be canceled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancelable and will be invoiced in full.

Please consult with Publisher on costs for each supplement or to request the multi-sponsored rate card. Cover tips also available; please consult with Publisher regarding availability and costs.

Please note: All 2020 advertisers have FROR on any premium placements. For any insertion orders issued for above, please state ad is approved for both print and digital placements.

### Inserts

Please consult with **Sally Cioci Fischer**, Publisher, for quantity and 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 [frontlinerrates.com](http://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 sales representative directly or call 973-206-3434.

Access all rate cards and our integrated media kit at [www.frontlinrates.com](http://www.frontlinrates.com) for an extensive look at our multichannel/platform opportunities.

Email us at [sales@mdedge.com](mailto:sales@mdedge.com) and visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com).

<b>MDedge®</b> 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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