



# Cardiology News

**MDedge** | Cardiology

## 2022 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 33,000 cardiovascular specialists and related subspecialists in a print format. All news articles are researched, written, and produced by professional medical journalists.

*Cardiology News*® can also be found online at [www.mdedge.com/cardiology](http://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

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### PRINT PRODUCTION

#### REBECCA SLEBODNIK

Director of Production/ Manufacturing  
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#### TIM LAPELLA

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- Custom Programs
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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 33,000 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**

- 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.

- **ADVERTISERS' INDEX**

Back-of-book

- **ADVERTISING SERVICE**

- Convention Bonus Distribution:  
\*pending live conferences

**March Issue:**

April 2-4, 2022  
American College of Cardiology  
Washington, DC

**October Issue:**

Nov 5-7, 2022  
American Heart Association  
Chicago, IL

- Sales force bulk subscription discount available.

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

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

- **CANCELLATIONS**

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

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## CIRCULATION

CIRCULATION ANALYSIS						
Specialty	Office-Based	Residents	Hospital Staff	Osteopaths	Other	TOTAL QUALIFIED
Cardiovascular Disease	15,301	2,804	2,583	891	2,331	23,910
Interventional Cardiology	3,348	395	392	54	-	4,189
Pediatric Cardiology	1,612	491	635	12	-	2,750
IM-Cardiac Electrophysiology	1,727	223	325	14	-	2,289
<b>Total Distribution</b>	<b>21,988</b>	<b>3,913</b>	<b>3,948</b>	<b>971</b>	<b>2,331</b>	<b>33,138</b>

Note: Other category includes Semi-Retired & Other Professional Activity.

Source: July 2021 BPA Circulation Statement

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

## ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 14, 2021	December 21, 2021
February	January 21	January 28
March	February 18	February 28
April	March 23	March 30
May	April 22	April 29
June	May 20	May 31
July	June 22	June 29
August	July 22	July 29
September	August 22	August 29
October	September 21	September 28
November	October 21	October 28
December	November 17	November 29

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	\$6,240	\$5,975	\$5,870	\$5,795	\$5,740	\$5,690	\$5,620	\$5,570	\$5,460	\$5,365
3/4 Page	5,830	5,570	5,505	5,400	5,360	5,310	5,230	5,140	4,975	4,885
Island Page	4,705	4,510	4,430	4,360	4,340	4,290	4,235	4,185	4,125	4,045
1/2 Page	4,560	4,355	4,295	4,235	4,180	4,160	4,110	4,070	3,985	3,895
1/4 Page	2,340	2,255	2,225	2,180	2,160	2,130	2,105	2,055	2,015	1,980

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$8,695	\$8,430	\$8,325	\$8,250	\$8,195	\$8,145	\$8,075	\$8,025	\$7,915	\$7,820
3/4 Page	8,285	8,025	7,960	7,855	7,815	7,765	7,685	7,595	7,430	7,340
Island Page	7,160	6,965	6,885	6,815	6,795	6,745	6,690	6,640	6,580	6,500
1/2 Page	7,015	6,810	6,750	6,690	6,635	6,615	6,565	6,525	6,440	6,350
1/4 Page	4,795	4,710	4,680	4,635	4,615	4,585	4,560	4,510	4,470	4,435

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,455
Five Color Rates (4C + PMS)	\$3,845

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	\$9,685	\$9,270	\$9,135	\$8,980	\$8,935	\$8,820	\$8,715	\$8,635	\$8,500	\$8,340
2-Page King	12,875	12,305	12,090	11,940	11,830	11,710	11,570	11,480	11,255	11,060
4-Page A-size	19,380	18,545	18,265	17,965	17,865	17,660	17,440	17,285	17,000	16,670
4-Page King	25,740	24,600	24,200	23,860	23,665	23,440	23,155	22,955	22,500	22,115
6-Page A-size	29,070	27,820	27,405	26,940	26,795	26,475	26,145	25,910	25,495	25,000
6-Page King	38,605	36,900	36,280	35,810	35,490	35,155	34,735	34,430	33,750	33,175
8-Page A-size	38,765	37,090	36,535	35,920	35,710	35,315	34,850	34,555	33,995	33,345
8-Page King	51,480	49,195	48,390	47,730	47,325	46,870	46,310	45,900	44,990	44,235

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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 *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.)

- a. Run an ad for the same product in six (6) issues of *Cardiology News* during 2022 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 *Cardiology News* during 2022 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 *Cardiology News* during 2022 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 2022 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 2022 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

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 2022. Full year 2021 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2022. 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.

2021 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2022 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

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

## Combination Buys And Market Duos

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

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

Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news content and receive a 7.5% discount off the earned rate (B&W and color) in each of these MarketDUOs published by FMC: DermDUO |

*Cutis*®+ *Cardiology News*®; *ObGynDUO* | *OBG Management*®+*Ob.Gyn. News*®; *PsychDUO* | *Current Psychiatry*®+ *Clinical Psychiatry News*®. In the *Family MedicineDUO*, receive a 15% discount off the earned rate (B&W and color) in *The Journal of Family Practice*®+ *Family Practice News*®. Full-run only.

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

## Prescribing Information (PI) Page Discounts:

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

## Order of print ad discounts (As applicable)

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

## Earned Frequency

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

## Corporate Frequency Discount Program

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

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# INTERNAL MEDICINE CARDIOLOGY COMBINATION DISCOUNT CARDIOLOGY NEWS AND INTERNAL MEDICINE NEWS

## 15% Off Each Publication

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

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$4,610
Five Color Rates (4C + PMS)	\$6,845

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$19,645	\$18,690	\$17,680	\$17,165	\$16,975	\$16,705	\$16,290	\$15,815	\$15,225	\$14,900	\$14,280	\$13,290
3/4 Page	\$18,030	\$17,150	\$16,220	\$15,785	\$15,630	\$15,400	\$15,135	\$14,775	\$13,735	\$13,220	\$12,885	\$11,920
Island Page	\$14,340	\$13,630	\$12,900	\$12,525	\$12,365	\$12,200	\$11,880	\$11,595	\$11,080	\$10,780	\$10,475	\$9,790
1/2 Page	\$14,115	\$13,465	\$12,690	\$12,350	\$12,210	\$12,025	\$11,735	\$11,445	\$10,885	\$10,580	\$10,260	\$9,540
1/4 Page	\$7,235	\$6,900	\$6,510	\$6,325	\$6,250	\$6,135	\$5,995	\$5,795	\$5,485	\$5,325	\$5,195	\$4,825

INSERT RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$29,525	\$28,065	\$26,575	\$25,795	\$25,465	\$25,105	\$24,465	\$23,900	\$23,135	\$22,220	\$21,610	\$20,175
2-Page King	\$40,495	\$38,490	\$36,425	\$35,370	\$34,980	\$34,400	\$33,565	\$32,570	\$31,475	\$30,695	\$29,415	\$27,385
4-Page A-size	\$59,055	\$56,150	\$53,145	\$51,610	\$50,930	\$50,220	\$48,945	\$47,815	\$46,255	\$44,415	\$43,195	\$40,335
4-Page King	\$80,965	\$76,975	\$72,860	\$70,720	\$69,965	\$68,815	\$67,140	\$65,135	\$62,945	\$61,380	\$58,820	\$54,770
6-Page A-size	\$88,585	\$84,220	\$79,720	\$77,400	\$76,385	\$75,320	\$73,405	\$71,710	\$69,380	\$66,630	\$64,795	\$60,500
6-Page King	\$121,450	\$115,470	\$109,280	\$106,090	\$104,930	\$103,220	\$100,715	\$97,700	\$94,405	\$92,070	\$88,235	\$82,155
8-Page A-size	\$118,115	\$112,300	\$106,300	\$103,190	\$101,840	\$100,445	\$97,850	\$95,625	\$92,525	\$88,850	\$86,400	\$80,675
8-Page King	\$161,940	\$153,955	\$145,715	\$141,435	\$139,915	\$137,630	\$134,280	\$130,255	\$125,870	\$122,765	\$117,655	\$109,540

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# PRIMARY CARE CARDIOLOGY COMBINATION DISCOUNT CARDIOLOGY NEWS + FAMILY PRACTICE + INTERNAL MEDICINE NEWS

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 *Cardiology News*, *Family Practice News* and *Internal Medicine News*.

**Full-run only.** Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$6,420
Five Color Rates (4C + PMS)	\$10,795

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$32,505	\$30,925	\$29,870	\$28,885	\$28,500	\$27,845	\$27,275	\$26,800	\$26,425	\$26,210	\$25,800	\$25,400
3/4 Page	\$29,280	\$27,845	\$26,865	\$26,020	\$25,690	\$25,220	\$24,765	\$24,290	\$23,520	\$23,135	\$22,935	\$22,390
Island Page	\$22,255	\$21,190	\$20,470	\$19,800	\$19,565	\$19,095	\$18,705	\$18,390	\$18,135	\$17,965	\$17,695	\$17,440
1/2 Page	\$21,925	\$20,900	\$20,200	\$19,535	\$19,240	\$18,905	\$18,430	\$18,005	\$17,765	\$17,620	\$17,325	\$17,155
1/4 Page	\$10,790	\$10,310	\$9,875	\$9,540	\$9,405	\$9,210	\$8,975	\$8,760	\$8,580	\$8,490	\$8,455	\$8,275

INSERT RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$45,860	\$43,645	\$42,175	\$40,780	\$40,305	\$39,320	\$38,515	\$37,900	\$37,480	\$37,025	\$36,460	\$35,960
2-Page King	\$66,980	\$63,705	\$61,535	\$59,495	\$58,725	\$57,330	\$56,175	\$55,230	\$54,570	\$53,975	\$53,150	\$52,310
4-Page A-size	\$91,710	\$87,300	\$84,355	\$81,565	\$80,600	\$78,645	\$77,055	\$75,825	\$74,960	\$74,035	\$72,920	\$71,900
4-Page King	\$133,960	\$127,420	\$123,100	\$118,980	\$117,470	\$114,695	\$112,365	\$110,450	\$109,145	\$107,955	\$106,285	\$104,625
6-Page A-size	\$137,575	\$130,945	\$126,535	\$122,345	\$120,905	\$117,965	\$115,570	\$113,720	\$112,440	\$111,050	\$109,370	\$107,835
6-Page King	\$200,925	\$191,130	\$184,620	\$178,485	\$176,185	\$172,035	\$168,555	\$165,675	\$163,705	\$161,935	\$159,435	\$156,935
8-Page A-size	\$183,435	\$174,580	\$168,710	\$163,120	\$161,190	\$157,290	\$154,085	\$151,625	\$149,910	\$148,070	\$145,830	\$143,800
8-Page King	\$267,915	\$254,825	\$246,175	\$237,970	\$234,920	\$229,385	\$224,735	\$220,885	\$218,255	\$215,915	\$212,580	\$209,255

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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.

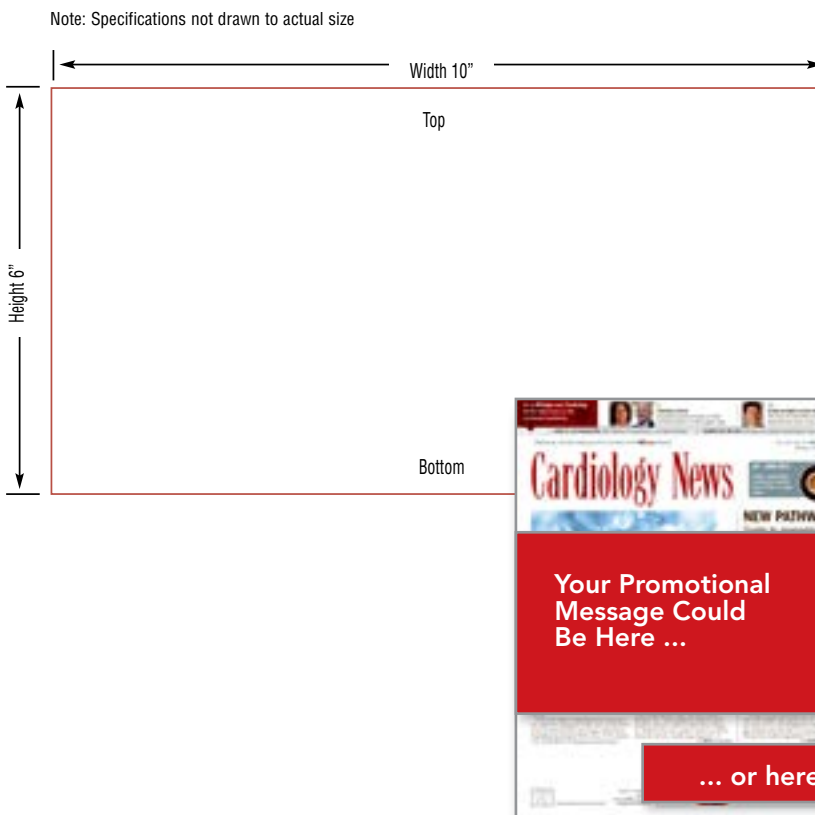
### Cover Tip Specifications

- **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  
 240-221-2417



### 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 *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](mailto:aricci@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 *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](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
- **AD SPECIFICATIONS**  
See next page for all ad dimensions
  - a. **Full Page ads require bleed**
    - Bleed size: 10 3/4" x 13 1/4"
    - Trim: 10 1/2" x 13"
    - Keep live matter 3/8" from all trim edges
  - b. **Partial Page Ads do not bleed**
- **RUN-OF-BOOK REPRODUCTION REQUIREMENTS**
  - 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
  - Color Proofs accepted but not required

**Production Contact:** Rebecca Slebodnik  
240-221-2417, [rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)

- **FILE UPLOAD 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/\\_1hJS9BDk4tKbHR](http://files.digilink-inc.com/_1hJS9BDk4tKbHR)

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.

### ● 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: Cory Eisenhower  
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](mailto: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](mailto:rslebodnik@mdedge.com)

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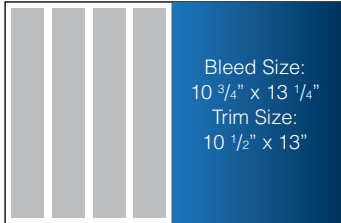
Conferences

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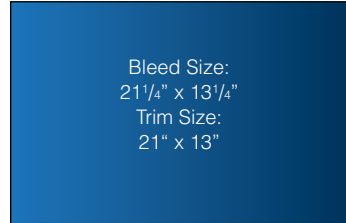
For further information,  
contact the sales representative

# SPECIFICATIONS

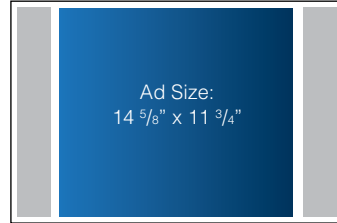
King-size Page



King-size Spread



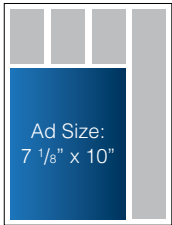
3/4 Vertical Spread



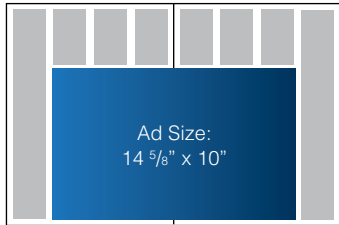
3/4 Vertical



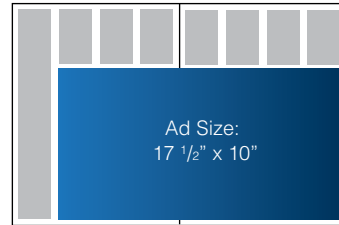
Island Page



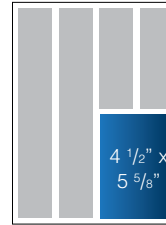
Island Spread



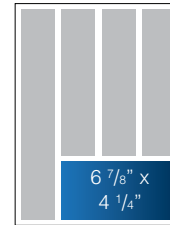
Island Page + 3/4 Page Horiz.



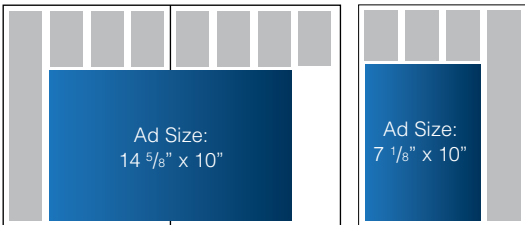
1/4 Page Vertical



1/4 Page Horizontal



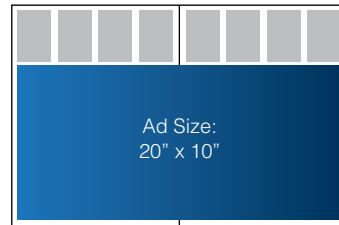
Island Spread + Island Page



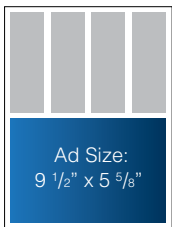
3/4 Horizontal



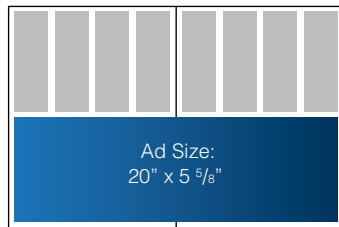
3/4 Horizontal Spread



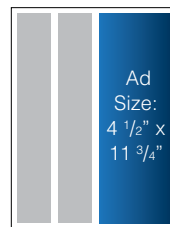
1/2 Page Horizontal



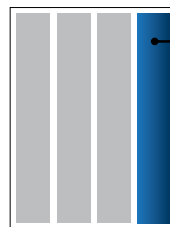
1/2 Horizontal Spread



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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## 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](http://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 Sales Rep 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 [Frontlinerrates.com](http://Frontlinerrates.com).

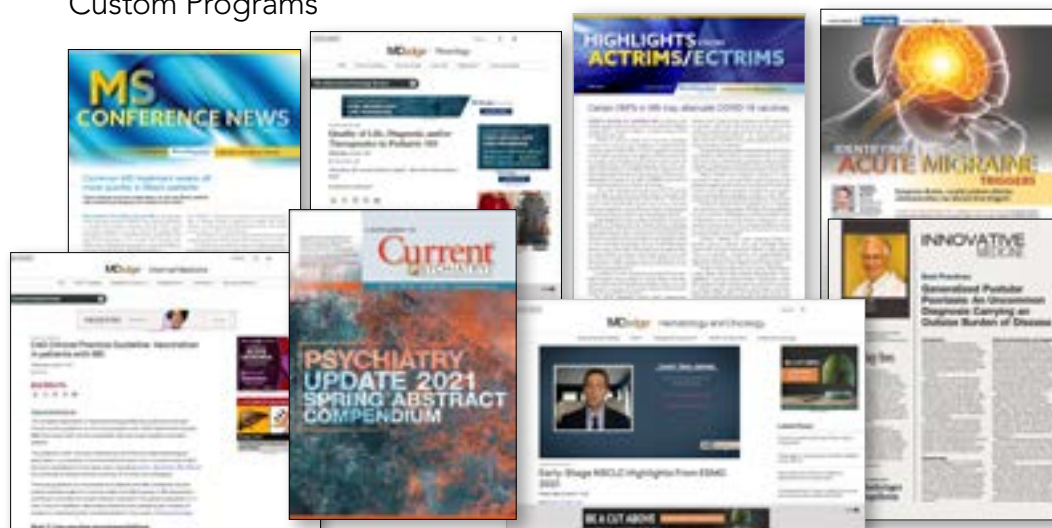
Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in an Integrated Media Kit.

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](http://www.frontlinerrates.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®
MDedge.com/Hematology-Oncology*
ID Practitioner® *
Internal Medicine News®
Journal of Clinical Outcomes Management®
The Journal of Family Practice®
Neurology Reviews®
OBG Management®
Ob.Gyn. News®
Pediatric News®
Physicians' Travel & Meeting Guide® *
Rheumatology News®

\* Online only

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