



Clinical Psychiatry News®

MDedge | Psychiatry

2022 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Clinical Psychiatry News® is the leading independent news source for the practicing psychiatrist. Readers rely on *Clinical Psychiatry News* for daily, specialty-specific news and insightful commentary in a clear, concise, accessible format. The print edition of *Clinical Psychiatry News* is published monthly and circulates to over 41,000 psychiatrists and child psychiatrists. All articles are researched, written, and produced by professional medical journalists.

Online at mdedge.com/psychiatry, part of the MDedge® Network, our award-winning news coverage is updated daily and includes physician commentaries that add perspective on how the news matters to the way psychiatrists practice. Columns and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters. Psychiatrists can join the conversation via social media sharing through Facebook and Twitter. *Clinical Psychiatry News* is the best way for psychiatrists to stay current, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS

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- Custom Programs
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ABOUT FRONTLINE

For further information,
contact the sales representative

GENERAL INFORMATION

Clinical Psychiatry News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1973
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide

- **CIRCULATION SUMMARY:** *Clinical Psychiatry News* reaches over 41,000 psychiatric specialists.

- **EDITORIAL**

Clinical Psychiatry News online (part of mdedge.com/psychiatry), via e-newsletters, and the print publication provide practicing psychiatrists with timely and relevant specialty-specific news, from coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in psychiatry. Our practice economics articles cover regulatory, specialty, and healthcare reform issues that affect psychiatrists' pocketbooks and how they manage their practice. All news 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:

Current Psychiatry/AACP:
Psychiatry Update
(MedscapeLive)
TBD

May issue:

American Psychiatric Association
New Orleans, LA; May 21-25, 2022

June issue:

Current Psychiatry/AACP:
Focus on Neuropsychiatry;
(MedscapeLive)
TBD

October issue:

Psychopharmacology Update
(MedscapeLive)
Cincinnati, OH; TBD

November issue:

Current Psychiatry/AACP:
Psychiatry Update Encore
(MedscapeLive)
Las Vegas, NV; TBD

- 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 Professional Activity"	TOTAL QUALIFIED
Psychiatry	21,553	2,181	5,497	2,791	1,181	33,825
Child Psychiatry	6,384	67	1,142	133	16	7,742
Geriatric Psychiatry	153	3	69	1	-	226
Addiction Psychiatry	102	-	27	-	-	129
Total Distribution	28,192	2,251	6,735	2,925	1,197	41,922

*NOTE: 622 semi-retired psychiatrists included in total qualified number, but not in breakout.
 Source: July 2021 BPA Circulation Statement
 For more detailed BPA circulation information, [click here](#).

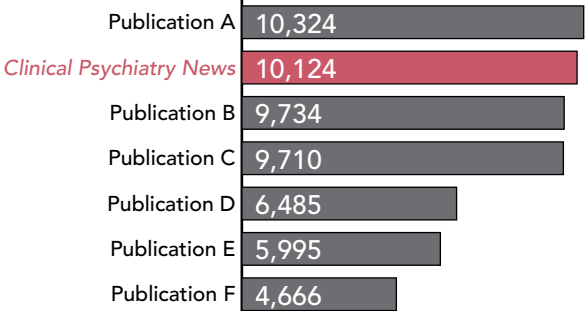
ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 8, 2021	December 15, 2021
February	January 14	January 24
March	February 14	February 22
April	March 17	March 24
May	April 15	April 22
June	May 16	May 23
July	June 16	June 23
August	July 18	July 25
September	August 16	August 23
October	September 15	September 22
November	October 17	October 24
December	November 11	November 18

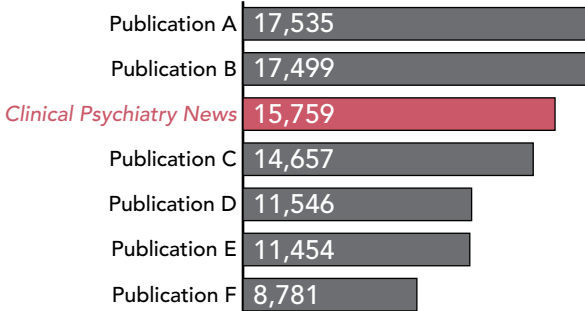
Stated Date of Mailing and Class: 15th of publication month. Periodicals class.

READERSHIP SCORES

Average Page Exposures



Average Issue Readers



Source: Kantar Media, Medical/Surgical May 2021 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	\$9,960	\$9,715	\$9,215	\$8,660	\$8,420	\$8,255	\$8,085	\$7,815	\$7,695	\$7,520
3/4 Page	9,295	8,995	7,540	7,490	7,400	7,255	7,110	6,925	6,795	6,625
Island Page	6,715	6,400	5,535	5,420	5,300	5,095	5,000	4,920	4,820	4,740
1/2 Page	6,420	6,175	5,295	5,205	5,090	4,900	4,775	4,670	4,535	4,495
1/4 Page	3,315	3,155	2,675	2,655	2,620	2,570	2,495	2,435	2,375	2,330

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$12,460	\$12,215	\$11,715	\$11,160	\$10,920	\$10,755	\$10,585	\$10,315	\$10,195	\$10,020
3/4 Page	11,795	11,495	10,040	9,990	9,900	9,755	9,610	9,425	9,295	9,125
Island Page	9,215	8,900	8,035	7,920	7,800	7,595	7,500	7,420	7,320	7,240
1/2 Page	8,920	8,675	7,795	7,705	7,590	7,400	7,275	7,170	7,035	6,995
1/4 Page	5,815	5,655	5,175	5,155	5,120	5,070	4,995	4,935	4,875	4,830

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,500
Five Color Rates (4C + PMS)	\$4,040

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	\$13,810	\$13,195	\$11,405	\$11,155	\$10,925	\$10,490	\$10,310	\$10,130	\$9,930	\$9,755
2-Page King	20,505	20,025	18,975	17,835	17,340	17,015	16,655	16,100	15,835	15,485
4-Page A-size	27,640	26,405	22,805	22,325	21,840	20,975	20,630	20,270	19,865	19,505
4-Page King	41,015	40,025	37,950	35,675	34,675	34,020	33,315	32,210	31,675	30,960
6-Page A-size	41,460	39,600	34,200	33,475	32,765	31,470	30,935	30,400	29,800	29,265
6-Page King	61,520	60,050	56,940	53,510	52,020	51,035	49,975	48,305	47,510	46,445
8-Page A-size	55,290	52,800	45,600	44,635	43,675	41,955	41,235	40,540	39,730	39,015
8-Page King	82,035	80,060	75,905	71,350	69,370	68,050	66,635	64,400	63,340	61,915

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ADVERTISING INCENTIVE PROGRAMS / OPPORTUNITIES / INSERTS

New Product Launch Program

Established products that have not run in *Clinical Psychiatry News* during 2021 OR new launch products, indications, and formulations can qualify for the new business or launch program. Advertise in 3 consecutive months and earn a 50% discount on the ad unit insertion in the 4th month (same size or smaller). Prelaunch ad units do not apply.

Continuity Discount Program

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

a. Run an ad for the same product in five (5) issues of *Clinical Psychiatry News* during 2022 and receive 50% off your 6th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all six insertions. Premium position charges do not qualify for 50% discount.

b. Run an ad for the same product in every issue (12) of *Clinical Psychiatry 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.

New Advertiser Program

Place your ad in four (4) issues of *Clinical Psychiatry News*, and receive 50% off the space and color charges of your fourth insertion. Ads do not need to be consecutive. Only companies that have not advertised in the publication in the past 12 months are eligible for this program. Ad unit size must be

identical for all four insertions. The discounted ad unit counts toward earned frequency. Premium position charges still apply to the fourth ad.

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 and run-of-book (ROB) advertising units are accepted.
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.
5. A 20% premium is required on ROB splits of 6 pages or more.

• 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 toward 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%

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*®+ *Clinical Psychiatry 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 frontlinerate.com. Full-run only.

Prescribing Information (PI) Page Discounts:

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

Order of print ad discounts (As applicable)

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

Earned Frequency

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

Corporate Frequency Discount Program

Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to

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PSYCHIATRY MARKET DUO CLINICAL PSYCHIATRY NEWS + CURRENT PSYCHIATRY

7.5% Discount off earned rate in each publication

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Clinical Psychiatry News* and *Current Psychiatry*.

Full-run only. Insertions count toward earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$4,450
Five Color Rates (4C + PMS)	\$7,300

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size + A-size page	\$15,120	\$14,680	\$14,035	\$13,255	\$12,865	\$12,520	\$12,230	\$11,770	\$11,575	\$11,360
King 3/4 + A-size page	14,505	14,015	12,490	12,175	11,925	11,595	11,325	10,945	10,745	10,530
Island + A-size page	12,120	11,615	10,635	10,260	9,980	9,595	9,375	9,095	8,915	8,790
King 1/2 + 1/2 A-size page	9,795	9,470	8,540	8,295	8,070	7,775	7,555	7,320	7,150	7,060

INSERT RATES (KING + A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$30,325	\$29,015	\$27,405	\$26,645	\$25,925	\$25,290	\$24,390	\$23,980	\$23,470
4 page insert	NA	60,245	57,640	54,445	52,885	51,470	50,225	48,440	47,580	46,555
6 page insert	NA	90,195	86,305	81,460	79,175	77,030	75,175	72,490	71,215	69,680
8 page insert	NA	NA	114,880	108,510	105,430	102,575	100,100	96,515	94,830	92,790

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$24,010	\$22,010	\$21,225	\$20,710	\$19,890	\$19,420	\$18,870	\$18,520	\$18,170
4 page insert	NA	47,645	43,630	42,095	41,015	39,405	38,490	37,400	36,660	35,960
6 page insert	NA	71,280	65,270	62,930	61,365	58,930	57,565	55,930	54,835	53,790
8 page insert	NA	NA	86,850	83,800	81,665	78,435	76,605	74,445	72,990	71,610

Evaluate the above combination discounts by Media Group in Kantar's MARS Medical system by selecting **Combination Duplicated**.

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NEUROPSYCHIATRY COMBINATION DISCOUNT CLINICAL PSYCHIATRY NEWS + CURRENT PSYCHIATRY + NEUROLOGY REVIEWS

7.5% Discount off earned rate in each publication

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Clinical Psychiatry News*®, *Current Psychiatry*® and *Neurology Reviews*®. Full-run only. Insertions count toward earned frequency.

COLOR RATES (In addition to black & white rates)	
Four color	\$6,370
Five Color Rates (4C + PMS)	\$10,600

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$20,935	\$20,220	\$19,550	\$18,610	\$18,125	\$17,640	\$17,145	\$16,575	\$16,275	\$15,945
King 3/4 page + A-size page	19,695	18,940	17,395	16,945	16,620	16,165	15,705	15,250	14,930	14,615
Junior page + A-size page	16,045	15,350	14,350	13,870	13,535	13,055	12,690	12,340	12,090	11,910
King 1/2 page + 1/2 A-size page	13,550	13,035	12,090	11,740	11,465	11,080	10,715	10,430	10,170	10,045

INSERT RATES (KING + A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	N/A	\$42,555	\$41,175	\$39,270	\$38,325	\$37,330	\$36,270	\$35,160	\$34,530	\$33,810
4 page insert	N/A	N/A	80,830	77,005	75,080	73,125	71,020	68,830	67,535	66,110
6 page insert	N/A	N/A	120,505	114,715	111,880	108,935	105,800	102,490	100,555	98,435
8 page insert	N/A	N/A	N/A	152,470	148,650	144,725	140,545	136,135	133,570	130,755

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	N/A	\$32,650	\$30,610	\$29,610	\$28,975	\$27,965	\$27,205	\$26,535	\$26,025	\$25,525
4 page insert	N/A	N/A	59,680	57,700	56,385	54,420	52,905	51,575	50,515	49,545
6 page insert	N/A	N/A	88,765	85,765	83,830	80,855	78,605	76,605	75,035	73,590
8 page insert	N/A	N/A	N/A	113,865	111,235	107,280	104,280	101,630	99,545	97,635

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PRIMARY CARE PSYCHIATRY COMBINATION DISCOUNT CLINICAL PSYCHIATRY NEWS + FAMILY PRACTICE NEWS + INTERNAL MEDICINE NEWS

PowerBuy rate + 7.5% Discount off Clin Psych News

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

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$6,465
Five Color Rates (4C + PMS)	\$10,975

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King size	\$35,950	\$34,385	\$32,965	\$31,535	\$30,980	\$30,215	\$29,555	\$28,880	\$28,495	\$28,200	\$27,790	\$27,390
3/4 page	32,485	31,015	28,750	27,955	27,575	27,020	26,500	25,940	25,205	24,745	24,545	24,000
Island page	24,115	22,940	21,490	20,780	20,455	19,840	19,415	19,070	18,780	18,610	18,340	18,085
1/2 Page	23,645	22,580	21,125	20,435	20,085	19,590	19,045	18,560	18,275	18,175	17,880	17,710
1/4 Page	11,690	11,145	10,290	9,980	9,830	9,615	9,340	9,110	8,910	8,815	8,780	8,600

INSERT RATES (KING + A-SIZE)												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$49,675	\$47,275	\$44,275	\$42,795	\$42,145	\$40,865	\$39,990	\$39,285	\$38,800	\$38,335	\$37,770	\$37,270
2-Page King	74,035	70,850	67,900	64,945	63,820	62,240	60,880	59,505	58,805	58,070	57,245	56,405
4-Page A-size	99,350	94,570	88,555	85,595	84,275	81,710	80,010	78,585	77,610	76,655	75,540	74,520
4-Page King	148,090	141,690	135,820	129,910	127,655	124,485	121,760	119,010	117,630	116,140	114,470	112,810
6-Page A-size	149,035	141,840	132,820	128,390	126,430	122,585	120,000	117,875	116,420	114,995	113,315	111,780
6-Page King	222,120	212,540	203,730	194,855	191,475	186,720	182,650	178,505	176,430	174,210	171,710	169,210
8-Page A-size	198,720	189,110	177,095	171,180	168,560	163,435	159,990	157,160	155,215	153,315	151,075	149,045
8-Page King	296,175	283,375	271,625	259,820	255,310	248,975	243,535	237,995	235,230	232,270	228,935	225,610

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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.

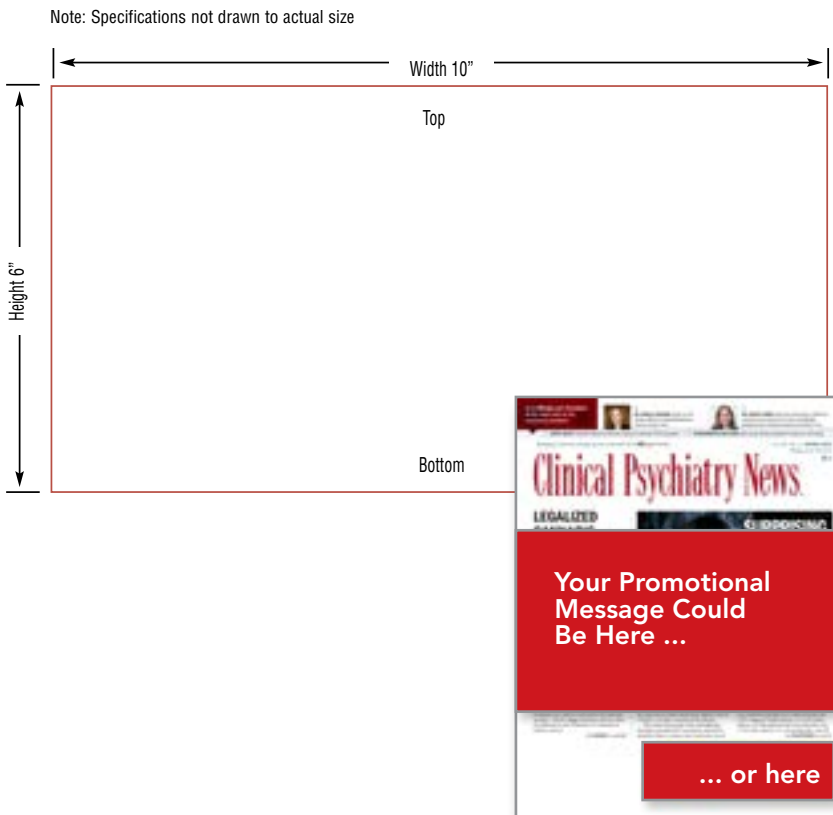
Cover Tip Specifications

- **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-cancellable and will be invoiced in full.

Deliver electronic files and color proof to:

Production Department
 Clinical Psychiatry 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
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 *Clinical Psychiatry 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 Sharon Finch, sfinch@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 *Clinical Psychiatry 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
 Senior Director of Classified Print Sales
 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
- **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

- **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/_8KJpaebMctlbUR

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:

Clinical Psychiatry 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:

Clinical Psychiatry News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Sharon Finch
Phone: 973-206-8952
sfinch@mdedge.com

Send color proofs to:

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

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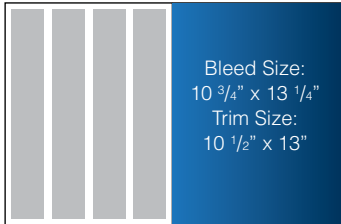
Conferences

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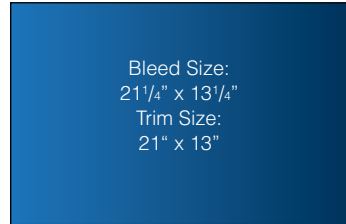
For further information,
contact the sales representative

SPECIFICATIONS

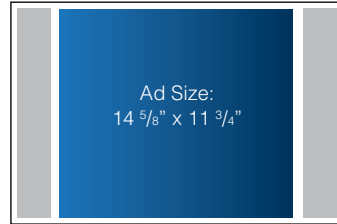
King-size Page



King-size Spread



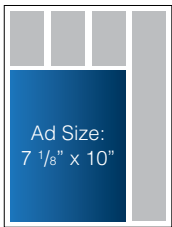
3/4 Vertical Spread



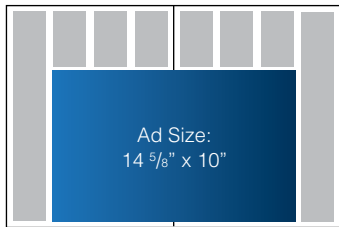
3/4 Vertical



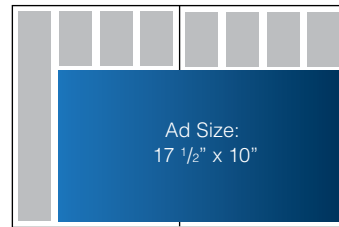
Island Page



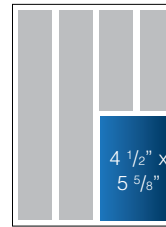
Island Spread



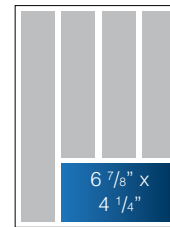
Island Page + 3/4 Page Horiz.



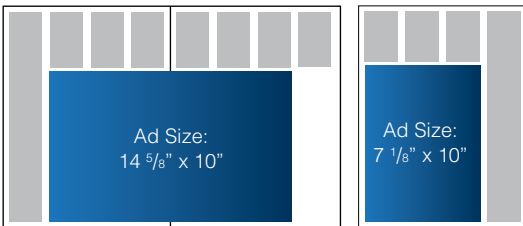
1/4 Page Vertical



1/4 Page Horizontal



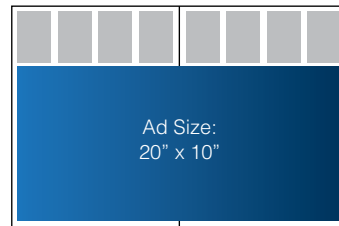
Island Spread + Island Page



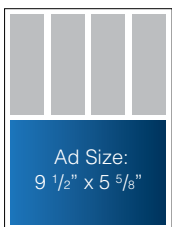
3/4 Horizontal



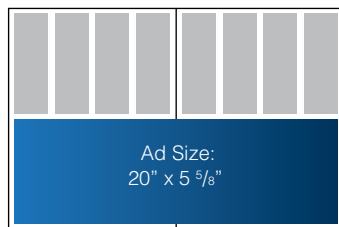
3/4 Horizontal Spread



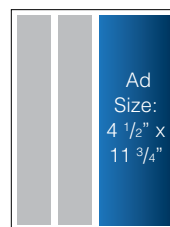
1/2 Page Horizontal



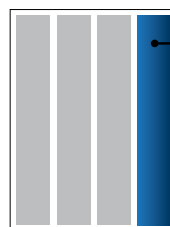
1/2 Horizontal Spread



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 *Clinical Psychiatry News* audience as well.

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

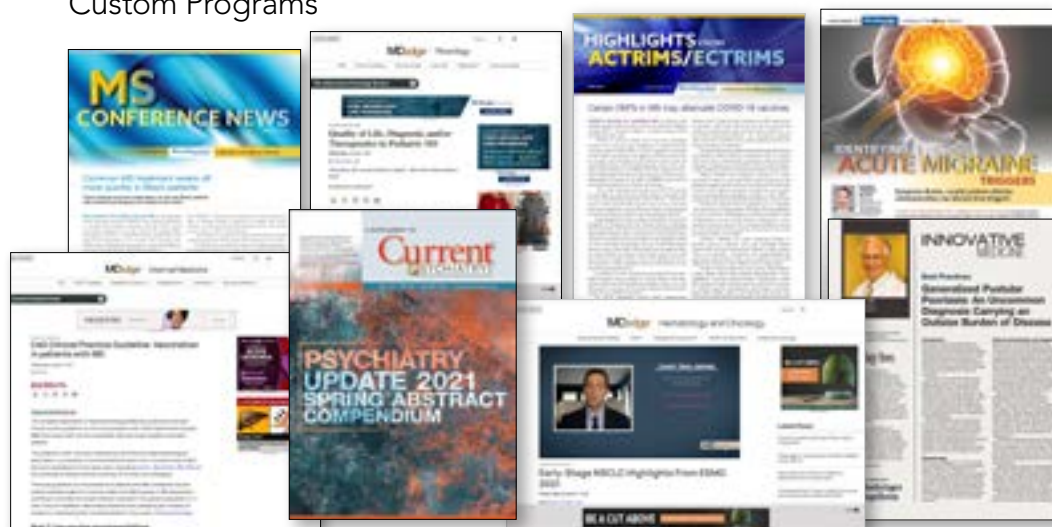
Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in an Integrated Media Kit.

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 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®
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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