



Dermatology News

MDedge | Dermatology

2022 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 reported by professional medical journalists.

Daily news updates and commentary from *Dermatology News* can be found online at 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. 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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ABOUT FRONTLINE

For further information, contact the sales representative

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, and the *Dermatology News* print publication 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, produced, and reported 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

March Issue:

- American Academy of Dermatology

Boston, MA; March 25-29, 2022

July Issue:

- American Academy of Dermatology Innovation Academy
Vancouver, BC, CA; July 21-24, 2022

Select issues will be distributed at Medscape Live Dermatology conferences in 2022; pending live meetings and confirmed dates. Please consult with Publisher for more information.

- 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	9,639	1,455	550	211	665	12,708
Dermatology Physician Assistant	-	-	-	-	-	2,197
Dermatology Nurse Practitioner	-	-	-	-	-	672
Procedural Dermatology	492	70	23	8	5	598
Dermatologic Surgery	129	-	6	-	-	135
IM-Dermatology	40	32	5	1	-	79
Pediatric Dermatology	21	-	7	1	-	29
Total Distribution	10,321	1,557	591	221	670	16,418

Source: July 2021 BPA Circulation Statement

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

*NOTE: 189 semi-retired dermatologists included in total, but not in breakout.

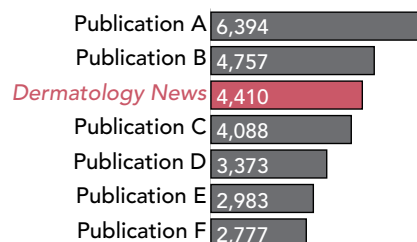
ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 2, 2021	December 9, 2021
February	January 10	January 18
March	February 8	February 15
April	March 10	March 17
May	April 11	April 18
June	May 10	May 17
July	June 10	June 17
August	July 12	July 19
September	August 10	August 17
October	September 9	September 16
November	October 11	October 18
December	November 7	November 14

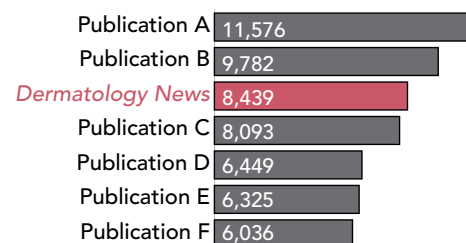
Stated Date of Mailing and Class: 15th of publication month. Periodicals class.

READERSHIP SCORES

Average Page Exposures



Total 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	\$4,335	\$4,185	\$4,120	\$4,025	\$3,930	\$3,830	\$3,770	\$3,665	\$3,610	\$3,535
3/4 Page	4,015	3,815	3,670	3,635	3,620	3,600	3,475	3,450	3,195	3,155
Island Page	3,355	3,165	3,105	3,045	2,975	2,895	2,860	2,805	2,750	2,700
1/2 Page	3,225	3,040	2,910	2,845	2,805	2,725	2,630	2,585	2,520	2,495
1/4 Page	1,635	1,525	1,475	1,435	1,410	1,370	1,330	1,315	1,275	1,260

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,475	\$6,325	\$6,260	\$6,165	\$6,070	\$5,970	\$5,910	\$5,805	\$5,750	\$5,675
3/4 Page	6,155	5,955	5,810	5,775	5,760	5,740	5,615	5,590	5,335	5,295
Island Page	5,495	5,305	5,245	5,185	5,115	5,035	5,000	4,945	4,890	4,840
1/2 Page	5,365	5,180	5,050	4,985	4,945	4,865	4,770	4,725	4,660	4,635
1/4 Page	3,775	3,665	3,615	3,575	3,550	3,510	3,470	3,455	3,415	3,400

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,140
Five Color Rates (4C + PMS)	\$3,520

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	\$6,790	\$6,410	\$6,255	\$6,150	\$6,015	\$5,850	\$5,785	\$5,665	\$5,545	\$5,455
2-Page King	8,760	8,460	8,320	8,130	7,935	7,735	7,610	7,405	7,285	7,150
4-Page A-size	13,575	12,830	12,515	12,300	12,020	11,705	11,550	11,330	11,110	10,910
4-Page King	17,515	16,925	16,640	16,270	15,875	15,480	15,230	14,815	14,580	14,285
6-Page A-size	20,345	19,240	18,775	18,440	18,035	17,550	17,325	16,995	16,655	16,360
6-Page King	26,280	25,380	24,970	24,410	23,810	23,215	22,845	22,205	21,875	21,435
8-Page A-size	27,125	25,635	25,045	24,595	24,050	23,400	23,110	22,655	22,205	21,815
8-Page King	35,020	33,830	33,295	32,550	31,755	30,955	30,460	29,605	29,165	28,565

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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 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 *Dermatology 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 *Dermatology 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.

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

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

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$4,805
Five Color Rates (4C + PMS)	\$7,280

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$10,685	\$10,360	\$10,260	\$10,030	\$9,835	\$9,615	\$9,500	\$9,305	\$9,210	\$9,045
3/4 Page	9,965	9,635	9,375	9,190	9,030	8,845	8,655	8,535	8,200	7,990
Island Page	8,025	7,710	7,565	7,330	7,180	7,000	6,860	6,770	6,695	6,540
1/2 Page	7,795	7,485	7,275	6,980	6,885	6,725	6,540	6,430	6,315	6,250
1/4 Page	3,935	3,765	3,685	3,505	3,465	3,400	3,250	3,220	3,145	3,125

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$16,420	\$15,785	\$15,465	\$14,990	\$14,680	\$14,310	\$14,035	\$13,830	\$13,665	\$13,365
2-Page King	21,840	21,200	20,990	20,505	20,120	19,660	19,425	19,040	18,825	18,515
4-Page A-size	32,835	31,575	30,930	29,985	29,355	28,620	28,040	27,670	27,345	26,730
4-Page King	43,685	42,400	41,985	41,025	40,240	39,330	38,865	38,070	37,660	37,020
6-Page A-size	49,240	47,355	46,400	44,970	44,040	42,930	42,070	41,500	41,015	40,100
6-Page King	65,545	63,595	62,975	61,545	60,360	58,990	58,280	57,105	56,505	55,530
8-Page A-size	65,650	63,130	61,880	59,975	58,725	57,250	56,100	55,325	54,690	53,455
8-Page King	87,375	84,780	83,980	82,060	80,495	78,660	77,715	76,140	75,335	74,030

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DERMATOLOGY MARKET DUO DERMATOLOGY NEWS + CUTIS

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)	
Four Color Rates	\$3,580
Five Color Rates (4C + PMS)	\$5,725

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$7,310	\$7,075	\$6,980	\$6,780	\$6,610	\$6,420	\$6,215	\$5,915	\$5,795	\$5,680
King 3/4 page + A-size page	7,015	6,735	6,565	6,420	6,320	6,205	5,945	5,715	5,410	5,330
Island page + A-size page	6,405	6,135	6,040	5,875	5,725	5,555	5,375	5,120	5,000	4,905
King 1/2 page + 1/2 A-size page	5,345	5,105	4,920	4,730	4,595	4,435	4,215	4,010	3,940	3,355

INSERT RATES (KING+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page Insert	NA	\$14,245	\$14,025	\$13,615	\$13,275	\$12,895	\$12,490	\$11,895	\$11,660	\$11,435
4 page Insert	NA	28,500	28,065	27,270	26,580	25,810	24,995	23,795	23,340	22,875
6 page Insert	NA	NA	42,105	40,910	39,855	38,725	37,490	35,675	35,005	34,310
8 page Insert	NA	NA	56,145	54,545	53,145	51,645	49,980	47,565	46,675	45,730

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page Insert	NA	\$12,350	\$12,115	\$11,785	\$11,500	\$11,150	\$10,800	\$10,285	\$10,050	\$9,865
4 page Insert	NA	24,710	24,250	23,595	23,015	22,315	21,590	20,570	20,135	19,755
6 page Insert	NA	NA	36,375	35,385	34,510	33,485	32,385	30,855	30,180	29,615
8 page Insert	NA	NA	48,510	47,190	46,020	44,655	43,180	41,135	40,240	39,490

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WOMEN'S SKIN CARE POWERBUY DERMATOLOGY NEWS + OB.GYN. NEWS

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 *Ob.Gyn. News*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$5,555
Five Color Rates (4C + PMS)	\$8,415

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$13,395	\$12,700	\$12,455	\$12,175	\$12,015	\$11,800	\$11,445	\$11,015	\$10,570	\$10,290
3/4 Page	12,255	11,530	11,195	11,040	11,000	10,885	10,575	10,220	9,335	9,175
Island Page	10,240	9,470	9,235	9,085	8,965	8,770	8,495	8,185	7,845	7,655
1/2 Page	9,970	9,340	9,025	8,790	8,700	8,565	8,240	7,955	7,475	7,385
1/4 Page	5,020	4,670	4,545	4,395	4,350	4,295	4,120	4,015	3,755	3,720

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$20,985	\$19,415	\$18,900	\$18,595	\$18,355	\$17,965	\$17,405	\$16,760	\$16,045	\$15,680
2-Page King	27,425	26,020	25,510	24,925	24,590	24,155	23,445	22,560	21,635	21,080
4-Page A-size	41,965	38,835	37,805	37,215	36,690	35,940	34,795	33,520	32,115	31,345
4-Page King	54,855	52,035	51,020	49,860	49,200	48,330	46,895	45,120	43,265	42,150
6-Page A-size	62,925	58,240	56,700	55,795	55,040	53,900	52,195	50,285	48,155	47,020
6-Page King	82,285	78,045	76,540	74,790	73,790	72,490	70,345	67,670	64,905	63,235
8-Page A-size	83,890	77,640	75,605	74,405	73,390	71,865	69,595	67,040	64,220	62,690
8-Page King	109,700	104,045	102,060	99,725	98,400	96,660	93,780	90,220	86,540	84,295

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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.

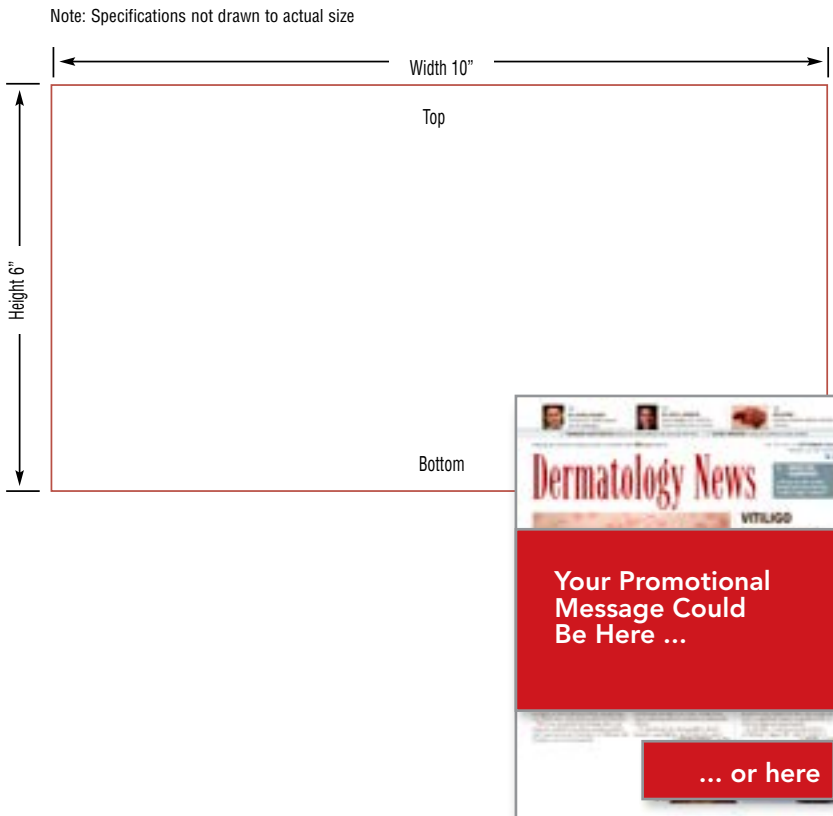
Cover Tip Specifications

- **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
 240-221-2417



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 *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 Alana Ringler at aringler@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 *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

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For further information, contact the sales representative

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/_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.

● 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: 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:

Dermatology News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Alana Ringler
Phone: 856-375-7419
aringler@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

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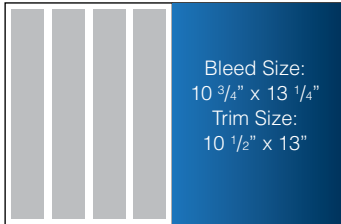
Conferences

ABOUT FRONTLINE

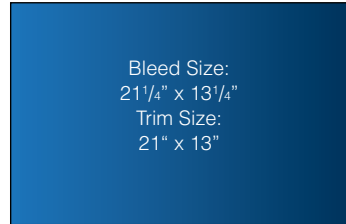
For further information,
contact the sales representative

SPECIFICATIONS

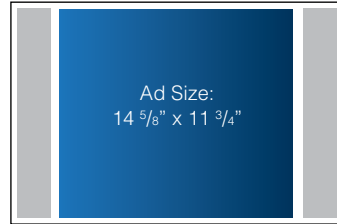
King-size Page



King-size Spread



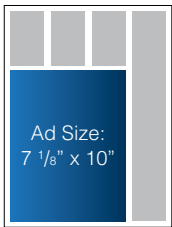
3/4 Vertical Spread



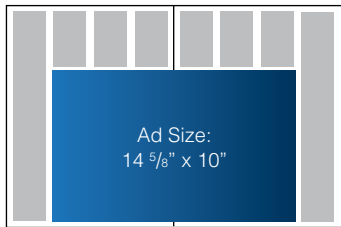
3/4 Vertical



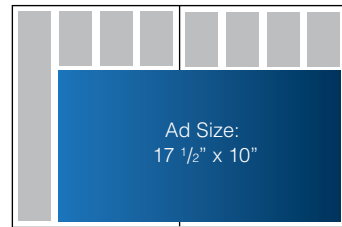
Island Page



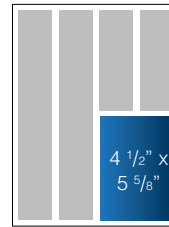
Island Spread



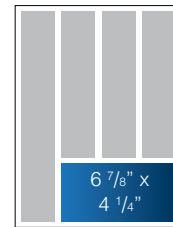
Island Page + 3/4 Page Horiz.



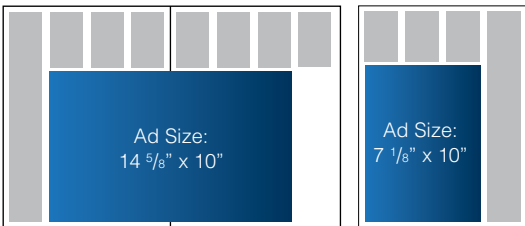
1/4 Page Vertical



1/4 Page Horizontal



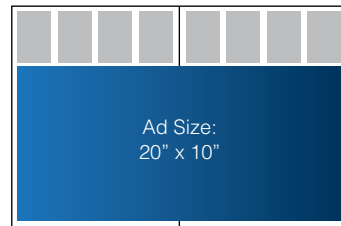
Island Spread + Island Page



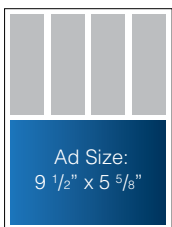
3/4 Horizontal



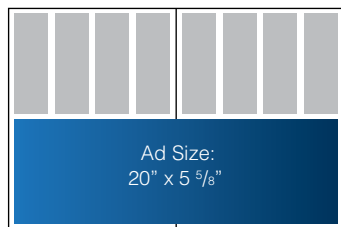
3/4 Horizontal Spread



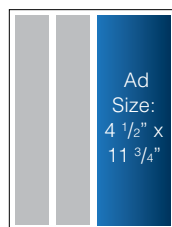
1/2 Page Horizontal



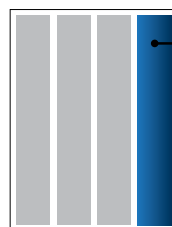
1/2 Horizontal Spread



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
July	5/20	6/3	See page 2	Pediatric Dermatology
October	8/18	9/1	See page 2	Psoriasis and Psoriatic Arthritis
November	9/20	10/4	See page 2	Atopic Dermatitis

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 not accepted)
- All files must be at 100%
- Digital file will not be altered or manipulated

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.

fileshare.csi2.com/_xddsA0UkJsoEoR

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) to:
 Enter Name of Supplement
Dermatology News
 2275 Research Boulevard
 Suite 400
 Rockville, MD 20850
 240-221-2417

CANCELLATION POLICY

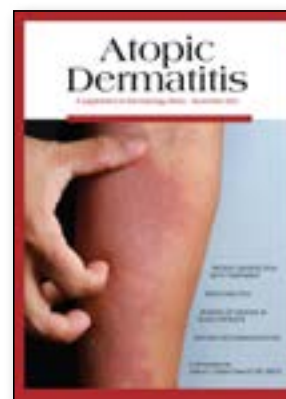
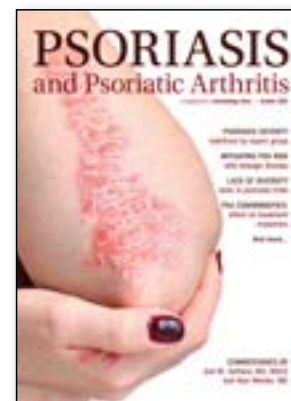
Space may be canceled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancelable and will be invoiced in full.

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 2021 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 [Alana Ringler](#), 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.

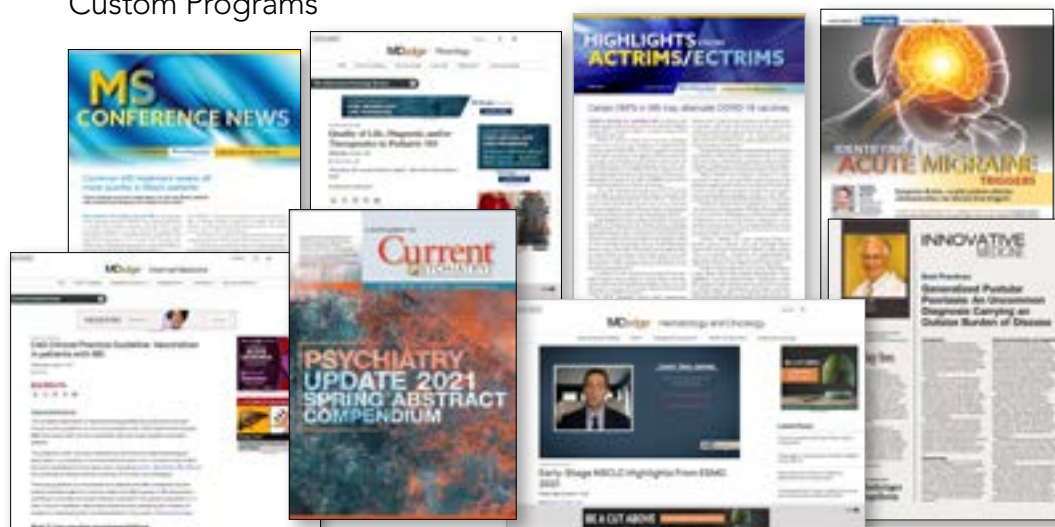
Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in an Integrated Media Kit.

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.frontlinrates.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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