



Internal Medicine News

MDedge | Internal Medicine

2022 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

For over 50 years, *Internal Medicine News*® has been the leading independent newspaper for internal medicine. With specialty-focused news and insightful commentary—in a clear, concise, accessible format—*Internal Medicine News* keeps busy physicians up-to-date on clinical advances that impact their daily practice of medicine. *Internal Medicine News* is published 12 times per year and circulates to more than 108,000 general internists and related subspecialists. All news articles are researched, written, and produced by professional medical journalists.

Internal Medicine News can also be found online at www.mdedge.com/internalmedicine (part of the MDedge® web portal). This site is updated throughout the day with specialty-specific news with expert clinician commentary, key clinical and regulatory issues, physician-written columns, MD-IQ™ quizzes, ClinicalEdge® summaries, videos, and special reports immediately accessible online and through e-blasts and newsletters. Physicians can engage online by contacting editors and sharing articles via social media such as Facebook and Twitter. *Internal Medicine News* is the best way for physicians to stay up-to-date, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS

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CONTACTS / COVER

PRINT ADVERTISING

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- Circulation
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- Advertising Incentives & Opportunities
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- Cover Tips, Outserts, Reprints
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INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

GENERAL INFORMATION

Internal Medicine News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1968
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide

- **CIRCULATION SUMMARY:** *Internal Medicine News* reaches patient-care internists, general practitioners, and osteopaths.

- **EDITORIAL**

Internal Medicine News, through its e-newsletters, MDedge Internal Medicine website, and the print publication, provide practicing physicians with timely and relevant 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 internal medicine. Our practice economics articles cover regulatory, specialty, and healthcare reform issues that affect internists' 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**

a. All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.

- b. FMC reserves the right to inspect and approve all website advertising. Proof must be submitted to FMC no later than the ad space closing date.
- c. Sweepstakes ads are prohibited by AMA list rental agreement.
- d. FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
- g. Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
- h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

- **ADVERTISERS' INDEX**

Back-of-book

- **ADVERTISING SERVICE**

a. Convention Bonus Distribution:
**pending live conferences*

March Issue:

Digestive Diseases: New Advances (MedscapeLive)
TBA

Society of General Internal Medicine (SGIM)
Orlando, FL; April 6-9, 2022

April Issue:

American College of Physicians
Chicago, IL; Apr 28-30, 2022

August Issue:

Perspectives in Rheumatic Diseases (MedscapeLive)
TBA

- b. Sales force bulk subscription discount available.

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

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

- **CANCELLATIONS**

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

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CIRCULATION

| CIRCULATION ANALYSIS | | | | | | | |
|-------------------------------------|---------------|--------------|----------------|-----------------------------|------------------------|--------------|-----------------|
| Specialty | Office Based | Residents | Hospital Staff | Other Professional Activity | Osteopathic Physicians | Semi-Retired | TOTAL QUALIFIED |
| Internal Medicine | 72,008 | 2,096 | 14,643 | - | 9,824 | - | 98,571 |
| Internal Medicine, Geriatrics | 2,911 | 129 | 518 | - | 104 | - | 3,662 |
| Cardiovascular Diseases | 1,621 | 73 | 240 | 20 | 11 | 73 | 2,038 |
| Gastroenterology | 1,012 | 54 | 81 | 19 | 19 | 29 | 1,214 |
| Nephrology | 717 | 28 | 63 | 22 | 3 | 20 | 853 |
| Rheumatology | 590 | 6 | 58 | 22 | 7 | 15 | 698 |
| Infectious Diseases | 428 | 18 | 83 | 20 | 1 | 13 | 563 |
| Endocrinology | 435 | 20 | 32 | 13 | - | 15 | 515 |
| Pulmonary Diseases | 315 | 2 | 48 | 6 | - | 20 | 391 |
| Diabetes | 13 | - | 2 | 2 | - | 1 | 18 |
| Total Qualified Distribution | 80,050 | 2,426 | 15,768 | 124 | 9,969 | 186 | 108,523 |

Source: July 2021 BPA Circulation Statement

For more detailed BPA circulation information, [CLICK HERE](#).

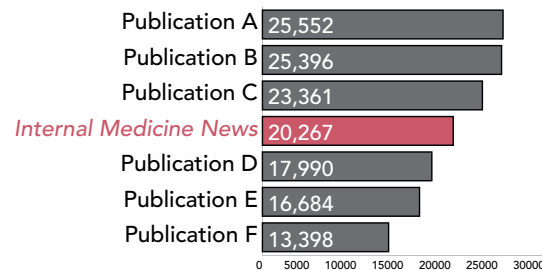
ISSUE AND CLOSING DATES

| Issue Date | Space Close | Materials Due |
|------------|-------------------|-------------------|
| January | December 10, 2021 | December 17, 2021 |
| February | January 19 | January 26 |
| March | February 16 | February 24 |
| April | March 21 | March 28 |
| May | April 18 | April 25 |
| June | May 18 | May 25 |
| July | June 20 | June 27 |
| August | July 20 | July 27 |
| September | August 18 | August 25 |
| October | September 19 | September 26 |
| November | October 19 | October 26 |
| December | November 15 | November 22 |

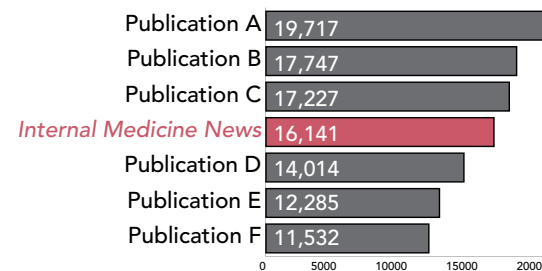
Stated Date of Mailing and Class: 15th of publication month. Periodicals class.

READERSHIP SCORES

Average Page Exposures



High 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 | 288x | 396x |
| King | \$16,870 | \$16,015 | \$14,930 | \$14,400 | \$14,230 | \$13,960 | \$13,545 | \$13,035 | \$12,450 | \$12,165 | \$11,435 | \$10,270 |
| 3/4 Page | 15,380 | 14,605 | 13,580 | 13,170 | 13,030 | 12,810 | 12,575 | 12,240 | 11,185 | 10,665 | 10,275 | 9,140 |
| Island Page | 12,165 | 11,525 | 10,745 | 10,375 | 10,205 | 10,060 | 9,740 | 9,455 | 8,910 | 8,635 | 8,280 | 7,475 |
| 1/2 Page | 12,045 | 11,485 | 10,635 | 10,295 | 10,185 | 9,985 | 9,695 | 9,395 | 8,820 | 8,550 | 8,175 | 7,330 |
| 1/4 Page | 6,170 | 5,860 | 5,435 | 5,260 | 5,190 | 5,085 | 4,950 | 4,765 | 4,440 | 4,285 | 4,130 | 3,695 |

| BLACK-AND-WHITE (ROB) + 4-COLOR RATES | | | | | | | | | | | | |
|---------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Page Size | 1x | 6x | 12x | 24x | 48x | 72x | 96x | 144x | 192x | 240x | 288x | 396x |
| King | \$19,840 | \$18,985 | \$17,900 | \$17,370 | \$17,200 | \$16,930 | \$16,515 | \$16,005 | \$15,420 | \$15,135 | \$14,405 | \$13,240 |
| 3/4 Page | 18,350 | 17,575 | 16,550 | 16,140 | 16,000 | 15,780 | 15,545 | 15,210 | 14,155 | 13,635 | 13,245 | 12,110 |
| Island Page | 15,135 | 14,495 | 13,715 | 13,345 | 13,175 | 13,030 | 12,710 | 12,425 | 11,880 | 11,605 | 11,250 | 10,445 |
| 1/2 Page | 15,015 | 14,455 | 13,605 | 13,265 | 13,155 | 12,955 | 12,665 | 12,365 | 11,790 | 11,520 | 11,145 | 10,300 |
| 1/4 Page | 9,140 | 8,830 | 8,405 | 8,230 | 8,160 | 8,055 | 7,920 | 7,735 | 7,410 | 7,255 | 7,100 | 6,665 |

| COLOR RATES (In addition to black & white rates) | |
|--|---------|
| Four Color Rates | \$2,970 |
| Five Color Rates (4C + PMS) | \$4,210 |

| 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 | 288x | 396x |
| 2-Page A-size | \$25,050 | \$23,750 | \$22,130 | \$21,365 | \$21,025 | \$20,715 | \$20,065 | \$19,480 | \$18,715 | \$17,800 | \$17,085 | \$15,395 |
| 2-Page King | 34,765 | 32,980 | 30,765 | 29,670 | 29,320 | 28,760 | 27,920 | 26,840 | 25,775 | 25,050 | 23,545 | 21,160 |
| 4-Page A-size | 50,095 | 47,515 | 44,260 | 42,750 | 42,050 | 41,420 | 40,140 | 38,965 | 37,420 | 35,585 | 34,150 | 30,780 |
| 4-Page King | 69,515 | 65,960 | 61,515 | 59,340 | 58,645 | 57,520 | 55,835 | 53,675 | 51,550 | 50,095 | 47,085 | 42,320 |
| 6-Page A-size | 75,145 | 71,265 | 66,385 | 64,120 | 63,070 | 62,135 | 60,215 | 58,455 | 56,130 | 53,390 | 51,230 | 46,175 |
| 6-Page King | 104,280 | 98,945 | 92,285 | 89,000 | 87,955 | 86,280 | 83,755 | 80,510 | 77,315 | 75,145 | 70,630 | 63,480 |
| 8-Page A-size | 100,195 | 95,025 | 88,525 | 85,480 | 84,100 | 82,855 | 80,270 | 77,945 | 74,855 | 71,185 | 68,300 | 61,565 |
| 8-Page King | 139,035 | 131,930 | 123,040 | 118,665 | 117,280 | 115,050 | 111,665 | 107,340 | 103,095 | 100,195 | 94,185 | 84,635 |

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

Continuity Discount Program

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

- Run an ad for the same product in six (6) issues of *Internal Medicine 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.
- Run an ad for the same product in every issue (12) of *Internal Medicine 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.
- Run an ad for the same product in every issue (12) of *Internal Medicine 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 *Internal Medicine 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 *Internal Medicine 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. *Internal Medicine News* New Advertiser Program may not be combined with New Product Launch Program or Continuity Discount Program.

Split Runs

• SPECIFICATIONS

- Split runs can be either geographic (state or zip code) or demographic. If FMC matches supplied data, records must include Medical Education (M.E.) numbers.
- Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
- All split-run ROB advertising units must be the same size.
- Split-run additional production charges are commissionable.
- Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
- The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

• SPLIT-RUN RATES—INSERTS

- If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost.
- If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost.
- If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost.
- No production charges for inserts.

• SPLIT-RUN RATES—RUN-OF-BOOK

- If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
- If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
- If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
- Split-run Production Charges—Run-of-book: \$900 per split-run insertion.

• DISCOUNTS

Split-run advertisers do not qualify for combination, continuity, or new business/launch programs. Split-run insertions do count toward earned frequency and corporate discounts do apply.

Business Reply Cards (BRCs)

Business reply cards (BRCs) will be accepted on a space-available basis. Cost = Earned frequency rate of ROB island page + 20%. Please consult Production Department for specifications, as cards must be approved for compliance with bindery requirements (submit 5 samples or comp). Client is strongly advised to get approval of cards from the USPS Business Center.

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FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT POLICIES & COMBINATION BUYS

Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 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 www.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 advertisers, regardless of size. When number

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POWERBUY™ INTERNAL MEDICINE NEWS + FAMILY PRACTICE NEWS

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Internal Medicine News* and *Family Practice News*.

Full-run only. Insertions count towards earned frequency.

| COLOR RATES (In addition to black & white rates) | |
|--|---------|
| Four Color Rates | \$4,150 |
| Five Color Rates (4C + PMS) | \$7,240 |

| BLACK-AND-WHITE RATES | | | | | | | | | | | | |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Page Size | 1x | 6x | 12x | 24x | 48x | 72x | 96x | 144x | 192x | 240x | 288x | 396x |
| King | \$26,735 | \$25,400 | \$24,440 | \$23,525 | \$23,190 | \$22,580 | \$22,075 | \$21,650 | \$21,375 | \$21,245 | \$20,835 | \$20,435 |
| 3/4 Page | 23,885 | 22,695 | 21,775 | 21,025 | 20,730 | 20,310 | 19,925 | 19,535 | 18,920 | 18,615 | 18,415 | 17,870 |
| Island Page | 17,905 | 17,020 | 16,370 | 15,765 | 15,550 | 15,125 | 14,790 | 14,520 | 14,320 | 14,225 | 13,955 | 13,700 |
| 1/2 Page | 17,705 | 16,870 | 16,225 | 15,620 | 15,375 | 15,055 | 14,630 | 14,240 | 14,080 | 14,015 | 13,720 | 13,550 |
| 1/4 Page | 8,625 | 8,225 | 7,815 | 7,525 | 7,405 | 7,240 | 7,030 | 6,860 | 6,715 | 6,660 | 6,625 | 6,445 |

| BLACK-AND-WHITE (ROB) + 4-COLOR RATES | | | | | | | | | | | | |
|---------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Page Size | 1x | 6x | 12x | 24x | 48x | 72x | 96x | 144x | 192x | 240x | 288x | 396x |
| King | \$30,885 | \$29,550 | \$28,590 | \$27,675 | \$27,340 | \$26,730 | \$26,225 | \$25,800 | \$25,525 | \$25,395 | \$24,985 | \$24,585 |
| 3/4 Page | 28,035 | 26,845 | 25,925 | 25,175 | 24,880 | 24,460 | 24,075 | 23,685 | 23,070 | 22,765 | 22,565 | 22,020 |
| Island Page | 22,055 | 21,170 | 20,520 | 19,915 | 19,700 | 19,275 | 18,940 | 18,670 | 18,470 | 18,375 | 18,105 | 17,850 |
| 1/2 Page | 21,855 | 21,020 | 20,375 | 19,770 | 19,525 | 19,205 | 18,780 | 18,390 | 18,230 | 18,165 | 17,870 | 17,700 |
| 1/4 Page | 12,775 | 12,375 | 11,965 | 11,675 | 11,555 | 11,390 | 11,180 | 11,010 | 10,865 | 10,810 | 10,775 | 10,595 |

| INSERT RATES | | | | | | | | | | | | |
|---------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Page Size | 1x | 6x | 12x | 24x | 48x | 72x | 96x | 144x | 192x | 240x | 288x | 396x |
| 2-Page A-size | \$36,900 | \$35,070 | \$33,725 | \$32,475 | \$32,040 | \$31,160 | \$30,455 | \$29,915 | \$29,615 | \$29,310 | \$28,745 | \$28,245 |
| 2-Page King | 55,070 | 52,325 | 50,350 | 48,450 | 47,780 | 46,500 | 45,475 | 44,610 | 44,160 | 43,745 | 42,920 | 42,080 |
| 4-Page A-size | 73,785 | 70,145 | 67,460 | 64,945 | 64,075 | 62,310 | 60,925 | 59,835 | 59,235 | 58,615 | 57,500 | 56,480 |
| 4-Page King | 110,150 | 104,665 | 100,715 | 96,910 | 95,580 | 93,015 | 90,945 | 89,215 | 88,330 | 87,500 | 85,830 | 84,170 |
| 6-Page A-size | 110,685 | 105,210 | 101,185 | 97,425 | 96,120 | 93,475 | 91,385 | 89,755 | 88,855 | 87,925 | 86,245 | 84,710 |
| 6-Page King | 165,215 | 156,995 | 151,060 | 145,360 | 143,355 | 139,515 | 136,425 | 133,825 | 132,485 | 131,250 | 128,750 | 126,250 |
| 8-Page A-size | 147,575 | 140,270 | 134,915 | 129,895 | 128,160 | 124,625 | 121,850 | 119,660 | 118,465 | 117,225 | 114,985 | 112,955 |
| 8-Page King | 220,295 | 209,320 | 201,415 | 193,820 | 191,145 | 186,030 | 181,900 | 178,425 | 176,640 | 175,000 | 171,665 | 168,340 |

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SUPER POWERBUY INTERNAL MEDICINE NEWS + FAMILY PRACTICE NEWS + JOURNAL OF FAMILY PRACTICE

PowerBuy Rates + 25% off JFP Rates

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Internal Medicine News*, *Family Practice News*, and *Journal of Family Practice*.

Full-run only. Insertions count towards earned frequency.

| COLOR RATES (In addition to black & white rates) | |
|--|----------|
| Four color rates | \$6,460 |
| Five Color Rates (4C + PMS) | \$10,720 |

| BLACK-AND-WHITE RATES | | | | | | | | | | | | |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Page Size | 1x | 6x | 12x | 24x | 48x | 72x | 96x | 144x | 192x | 240x | 288x | 396x |
| King + A-size | \$34,550 | \$32,670 | \$31,425 | \$30,220 | \$29,615 | \$28,755 | \$28,015 | \$27,390 | \$27,005 | \$26,815 | \$26,355 | \$25,895 |
| 3/4 + A-size | 31,700 | 29,965 | 28,760 | 27,720 | 27,155 | 26,485 | 25,865 | 25,275 | 24,550 | 24,185 | 23,935 | 23,330 |
| Island + A-size | 25,720 | 24,290 | 23,355 | 22,460 | 21,975 | 21,300 | 20,730 | 20,260 | 19,950 | 19,795 | 19,475 | 19,160 |
| 1/2 + A-size | 22,470 | 21,320 | 20,435 | 19,640 | 19,240 | 18,755 | 18,200 | 17,680 | 17,475 | 17,385 | 17,065 | 16,875 |

| INSERT RATES (KING+A-SIZE) | | | | | | | | | | | | |
|----------------------------|----|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Page Size | 1x | 6x | 12x | 24x | 48x | 72x | 96x | 144x | 192x | 240x | 288x | 396x |
| 2 page insert | NA | \$67,440 | \$64,880 | \$62,380 | \$61,155 | \$59,390 | \$57,905 | \$56,640 | \$55,930 | \$55,395 | \$54,455 | \$53,505 |
| 4 page insert | NA | NA | 129,300 | 124,320 | 121,870 | 118,335 | 115,375 | 112,805 | 111,415 | 110,355 | 108,460 | 106,570 |
| 6 page insert | NA | NA | NA | 186,260 | 182,565 | 177,240 | 172,830 | 168,990 | 166,890 | 165,310 | 162,465 | 159,630 |
| 8 page insert | NA | NA | NA | 248,200 | 243,295 | 236,160 | 230,265 | 225,145 | 222,360 | 220,265 | 216,475 | 212,705 |

| INSERT RATES (A-SIZE (ISLAND))+A-SIZE) | | | | | | | | | | | | |
|--|----|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Page Size | 1x | 6x | 12x | 24x | 48x | 72x | 96x | 144x | 192x | 240x | 288x | 396x |
| 2 page island insert | NA | \$50,185 | \$48,255 | \$46,405 | \$45,415 | \$44,050 | \$42,885 | \$41,945 | \$41,385 | \$40,960 | \$40,280 | \$39,670 |
| 4 page island insert | NA | NA | 96,045 | 92,355 | 90,365 | 87,630 | 85,355 | 83,425 | 82,320 | 81,470 | 80,130 | 78,880 |
| 6 page island insert | NA | NA | NA | 138,325 | 135,330 | 131,200 | 127,790 | 124,920 | 123,260 | 121,985 | 119,960 | 118,090 |
| 8 page island insert | NA | NA | NA | 184,275 | 180,310 | 174,755 | 170,215 | 166,380 | 164,185 | 162,490 | 159,795 | 157,320 |

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For further information, contact the sales representative

INTERNAL MEDICINE CARDIOLOGY COMBINATION DISCOUNT INTERNAL MEDICINE NEWS AND CARDIOLOGY NEWS

Internal Medicine News + Cardiology News

15% Discount off each publication

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Internal Medicine News* and *Cardiology News*.

Full-run only. Insertions count towards earned frequency.

| COLOR RATES (In addition to black & white rates) | |
|--|---------|
| 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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ABOUT FRONTLINE

For further information, contact the sales representative

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.

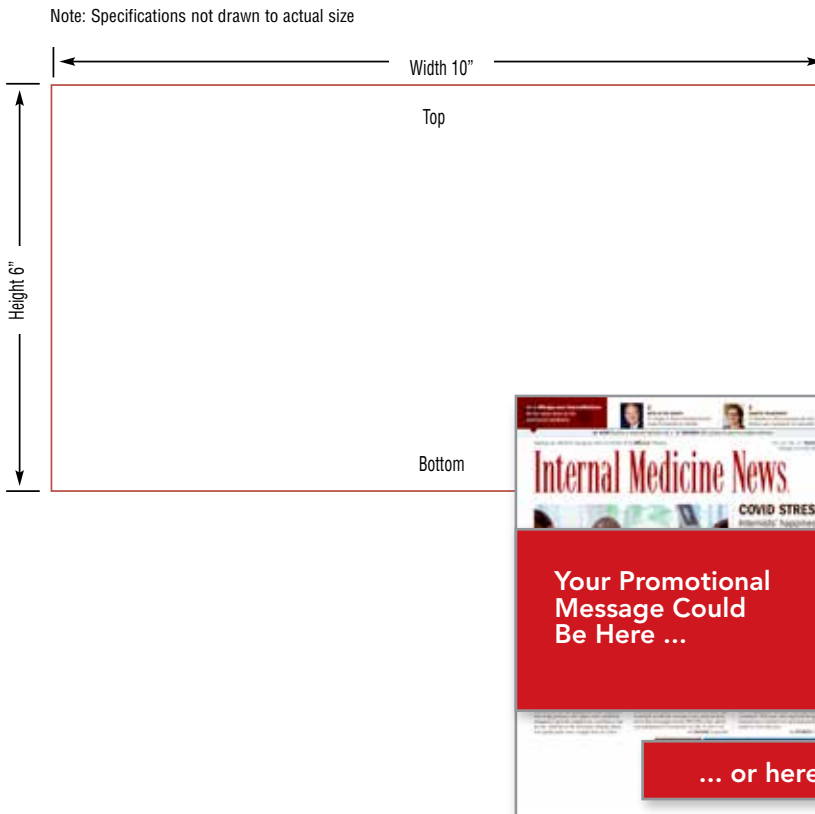
Cover Tip Specifications

- **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
Internal Medicine 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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ABOUT FRONTLINE

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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 *Internal Medicine 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 John Molluso at jmolluso@mdedge.com or Mickey Cotter at mcotter@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 *Internal Medicine 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:

Linda Wilson
 Classified Advertising Account Manager
 973-290-8243
 Email: lwilson@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/_I2JChrT8ZtsbVR

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:

Internal Medicine 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:

Internal Medicine News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054

Attn: John Molluso
Phone: 201-232-5567
jmolluso@mdedge.com

Attn: Mickey Cotter
Phone: 201-232-6798
mcotter@mdedge.com

Send color proofs to:

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

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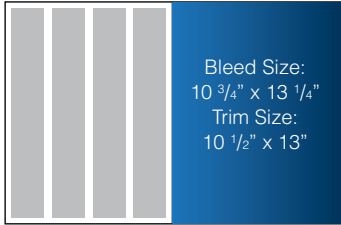
Conferences

ABOUT FRONTLINE

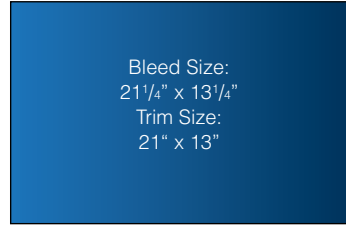
For further information,
contact the sales representative

SPECIFICATIONS

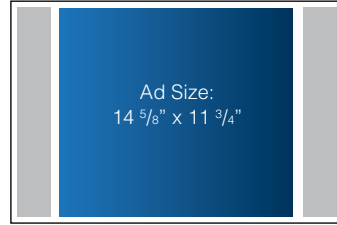
King-size Page



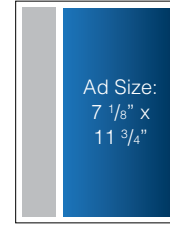
King-size Spread



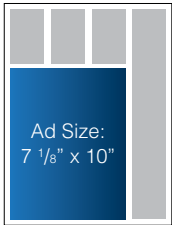
3/4 Vertical Spread



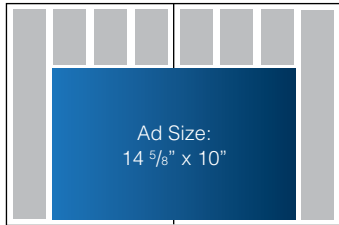
3/4 Vertical



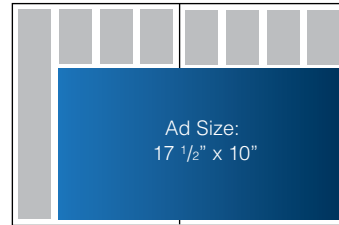
Island Page



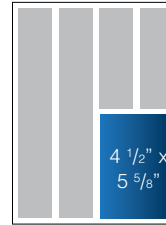
Island Spread



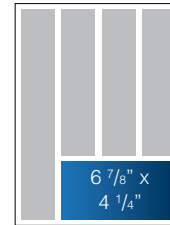
Island Page + 3/4 Page Horiz.



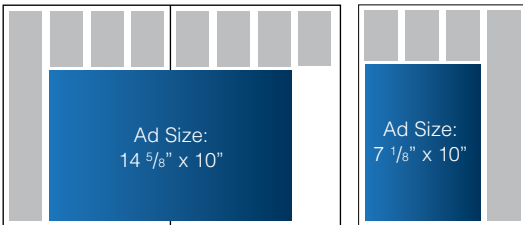
1/4 Page Vertical



1/4 Page Horizontal



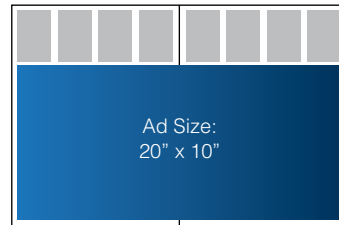
Island Spread + Island Page



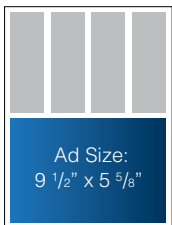
3/4 Horizontal



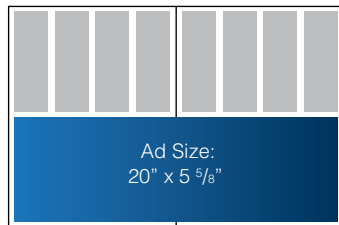
3/4 Horizontal Spread



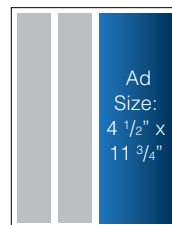
1/2 Page Horizontal



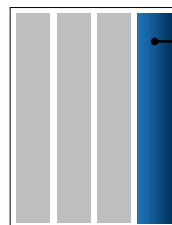
1/2 Horizontal Spread



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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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 *Internal Medicine News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Internal Medicine News*
- Special issue supplements are posted online in the education center of www.mdedge.com/internalmedicine
- 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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ABOUT FRONTLINE

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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.

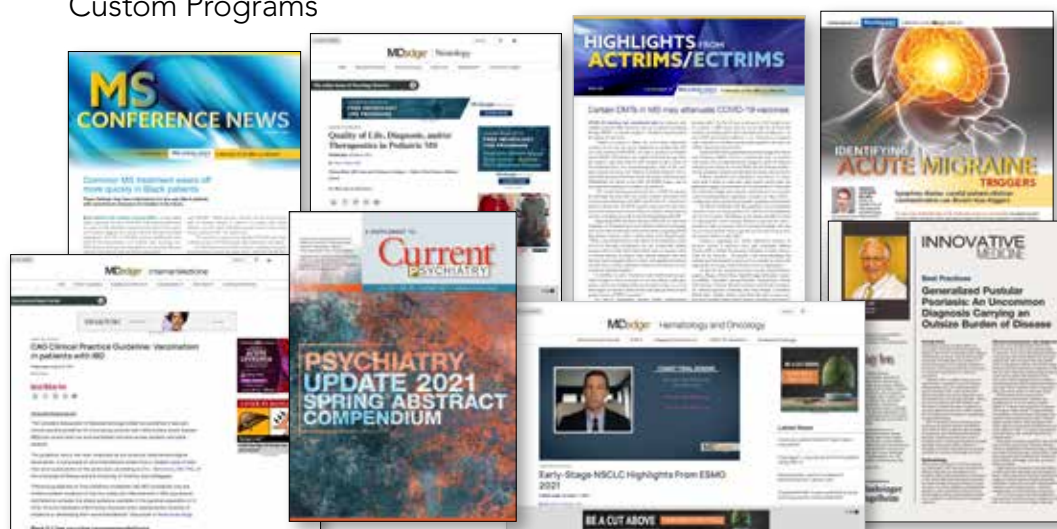
Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in an Integrated Media Kit.

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.

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