



Ob.Gyn. News[®]

MDedge[®] | ObGyn

2022 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Since 1966, *Ob.Gyn. News*[®] has been the leading independent newspaper for obstetricians/gynecologists. Now in its 56th year, it serves the needs of physician readers with breaking news and insightful commentary in a clear, concise, accessible format, allowing busy physicians to quickly stay up to date on clinical advances that affect their daily practice. *Ob.Gyn. News* is published ten times a year and circulates to more than 44,000 obstetricians/gynecologists and related subspecialists. All news articles are researched, written, and produced by professional medical journalists.

The *Ob.Gyn. News* website, which can be found at www.mdedge.com/obgyn, is the online destination and multimedia property of *Ob.Gyn. News* and a part of the MDedge[®] web portal. Award-winning daily news coverage, columns and commentaries, and special reports are 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. The *Ob.Gyn. News* website is the best way for the obstetrician/gynecologist to stay up to date, save time, and gain valuable perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS

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FRONTLINE
MEDICAL COMMUNICATIONS.

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ABOUT FRONTLINE

For further information,
contact the sales representative

GENERAL INFORMATION

Ob.Gyn. News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** 10x
- **ESTABLISHED:** 1966
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide

- **CIRCULATION SUMMARY:** Ob.Gyn. News reaches over 45,000 patient-care ob.gyns. and related sub-specialists.

● **EDITORIAL**

The Ob.Gyn. News website, e-newsletters, and print publication provide practicing physicians with timely and relevant news, from coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. News topics include breast cancer, contraception, menopause, and transgender health, with commentaries from leaders in the field, adding clinical perspective. Columnists offer insights on issues in maternal-fetal medicine, gynecologic surgery, gynecologic oncology, and the unique challenges of prescribing during pregnancy and lactation. Our practice economics articles cover legislative, regulatory, and healthcare reform issues that affect physicians' 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 and April issue:

The American Congress of Obstetricians and Gynecologists
San Diego, CA; May 6-9, 2022

May issue:

Women's & Pediatrics
Dermatology Seminar (MedscapeLive)
Newport Beach, CA; TBD

November Issue:

Pelvic Anatomy & Gynecologic Surgery Symposium (MedscapeLive)
Las Vegas, NV; TBD

- 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	Semi-Retired	"Other Professional Activity"	Osteopaths	TOTAL QUALIFIED
Obstetrics & Gynecology	29,554	3,709	2,968	292	773	3,172	40,468
Gynecology	1,452	-	113	107	53	93	1,818
Maternal & Fetal Medicine	564	344	146	8	70	45	1,177
Reproductive Endocrinology	639	150	46	12	45	17	909
Gynecological Oncology	422	206	104	7	32	17	788
Obstetrics	102	-	20	3	14	13	152
Ob/Gyn Critical Care	5	-	-	-	2	1	8
Total Qualified Distribution	32,738	4,409	3,397	429	989	3,358	45,320

Source: July 2021 BPA Circulation Statement
 For more detailed BPA circulation information, [click here](#).

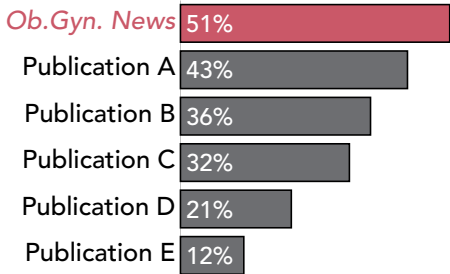
ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January/ February	January 24, 2022	January 31, 2022
March	February 22	March 1
April	March 24	March 31
May	April 21	April 28
June	May 23	June 1
July/ August	July 25	August 1
September	August 23	August 30
October	September 22	September 29
November	October 24	October 31
December	November 18	November 30

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

READERSHIP SCORES

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
King	\$10,145	\$9,545	\$9,345	\$9,135	\$9,060	\$8,925	\$8,605	\$8,245	\$7,815	\$7,590
3/4 Page	9,235	8,650	8,435	8,300	8,270	8,170	7,960	7,600	6,895	6,765
Island Page	7,715	7,075	6,880	6,775	6,715	6,585	6,325	6,045	5,730	5,575
1/2 Page	7,555	7,055	6,845	6,655	6,600	6,535	6,280	6,015	5,560	5,490
1/4 Page	3,790	3,525	3,440	3,315	3,295	3,275	3,125	3,025	2,785	2,760

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$14,010	\$13,410	\$13,210	\$13,000	\$12,925	\$12,790	\$12,470	\$12,110	\$11,680	\$11,455
3/4 Page	13,100	12,515	12,300	12,165	12,135	12,035	11,825	11,465	10,760	10,630
Island Page	11,580	10,940	10,745	10,640	10,580	10,450	10,190	9,910	9,595	9,440
1/2 Page	11,420	10,920	10,710	10,520	10,465	10,400	10,145	9,880	9,425	9,355
1/4 Page	7,655	7,390	7,305	7,180	7,160	7,140	6,990	6,890	6,650	6,625

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$3,865
Five Color Rates (4C + PMS)	\$5,575

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	\$15,895	\$14,580	\$14,180	\$13,955	\$13,830	\$13,570	\$13,030	\$12,455	\$11,800	\$11,495
2-Page King	20,890	19,670	19,260	18,815	18,650	18,380	17,735	16,985	16,105	15,640
4-Page A-size	31,790	29,155	28,355	27,930	27,645	27,150	26,065	24,910	23,610	22,975
4-Page King	41,785	39,330	38,515	37,635	37,315	36,770	35,465	33,965	32,195	31,285
6-Page A-size	47,680	43,720	42,520	41,880	41,470	40,720	39,100	37,365	35,405	34,470
6-Page King	62,675	58,995	57,775	56,445	55,965	55,150	53,205	50,950	48,295	46,925
8-Page A-size	63,565	58,300	56,690	55,845	55,290	54,290	52,130	49,820	47,220	45,960
8-Page King	83,575	78,650	77,040	75,260	74,625	73,540	70,925	67,930	64,390	62,565

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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 Ob.Gyn. News and receive 50% off the space and color charges of your fourth (4th) insertion. Varying ad unit sizes will be averaged to determine free ad unit. Only NEW products or line extensions are eligible for this program. Pre-launch units are not eligible. All FMC combination discounts apply. Free pages do not count toward the corporate discount. Launch Program free unit may not be combined with the Continuity Discount Program. Full-run ads only. Advertiser must pay premium position charges on free ad unit.

Continuity Discount Program

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

a. Run an ad for the same product in six (6) issues of Ob.Gyn. 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 seven insertions. Premium position charges do not qualify for 50% discount.

b. Run an ad for the same product in every issue (10) of Ob.Gyn. 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.

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 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%

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*®+ *Ob.Gyn. 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.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

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OB/GYN MARKET DUO – OBGYN NEWS + OBG MANAGEMENT

7.5% off each publication

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

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$7,105
Five Color Rates (4C + PMS)	\$10,510

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size + A-size page	\$16,225	\$15,625	\$15,270	\$14,955	\$14,710	\$14,310	\$13,860	\$13,170	\$12,675	\$12,365
King 3/4 + A-size page	15,385	14,795	14,430	14,185	13,980	13,610	13,265	12,575	11,820	11,605
Island + A-size page	13,975	13,340	12,990	12,775	12,545	12,145	11,750	11,135	10,745	10,505
King 1/2 + 1/2 A-size page	11,870	11,380	11,050	10,795	10,625	10,420	10,015	9,520	9,045	8,925

INSERT RATES (KING + A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$31,785	\$31,055	\$30,395	\$29,950	\$29,180	\$28,280	\$26,880	\$25,895	\$25,250
4 page insert	NA	NA	61,615	60,260	59,390	57,835	56,065	53,285	51,260	49,990
6 page insert	NA	NA	92,150	90,125	88,800	86,490	83,790	79,540	76,630	74,720
8 page insert	NA	NA	NA	119,770	118,045	114,935	111,345	105,695	101,790	99,255

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$27,075	\$26,360	\$25,900	\$25,495	\$24,730	\$23,930	\$22,690	\$21,915	\$21,415
4 page insert	NA	NA	52,215	51,280	50,445	48,935	47,370	44,910	43,320	42,305
6 page insert	NA	NA	78,040	76,650	75,390	73,145	70,745	66,975	64,710	63,200
8 page insert	NA	NA	NA	101,810	100,160	97,130	93,960	88,945	85,910	83,900

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

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WOMEN'S HEALTH COMBINATION DISCOUNT OB.GYN. NEWS + FAMILY PRACTICE 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 *Ob.Gyn. News and Family Practice News*.
Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$6,670
Five Color Rates (4C + PMS)	\$9,935

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King size	\$26,285	\$25,045	\$24,315	\$23,550	\$23,100	\$22,540	\$21,970	\$21,340	\$20,610	\$20,240	\$20,070	\$19,875
3/4 page	23,945	22,645	21,415	20,645	20,485	20,210	19,680	19,030	18,060	17,785	17,645	17,310
Island page	18,980	17,890	17,295	16,720	16,475	16,090	15,655	15,185	14,655	14,400	14,275	14,150
1/2 Page	18,715	17,780	17,175	16,500	16,310	15,935	15,370	14,920	14,230	14,035	13,930	13,670
1/4 Page	9,515	8,965	8,450	8,080	8,025	7,925	7,675	7,470	7,125	7,040	6,960	6,850

INSERT RATES (KING + A-SIZE)												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$39,100	\$36,875	\$35,625	\$34,440	\$33,925	\$33,160	\$32,245	\$31,270	\$30,275	\$29,675	\$29,410	\$29,165
2-Page King	54,140	51,605	50,100	48,505	47,575	46,420	45,260	43,975	42,585	41,710	41,355	40,940
4-Page A-size	78,200	73,745	71,225	68,895	67,840	66,330	64,495	62,560	60,570	59,345	58,815	58,305
4-Page King	108,290	103,215	100,180	97,025	95,170	92,850	90,510	87,930	85,180	83,410	82,720	81,890
6-Page A-size	117,300	110,600	106,840	103,315	101,765	99,495	96,750	93,830	90,850	89,015	88,220	87,470
6-Page King	162,430	154,815	150,280	145,530	142,735	139,275	135,780	131,900	127,750	125,120	124,075	122,830
8-Page A-size	156,395	147,475	142,445	137,755	135,690	132,645	129,005	125,110	121,140	118,695	117,630	116,630
8-Page King	216,570	206,410	200,370	194,040	190,335	185,700	181,025	175,860	170,340	166,815	165,440	163,785

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WOMEN'S SKIN CARE COMBINATION DISCOUNT OB.GYN. NEWS + DERMATOLOGY 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 *Ob.Gyn. News* and *Dermatology 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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contact the sales representative

PRIMARY CARE WOMEN'S HEALTH COMBINATION DISCOUNT OB.GYN. NEWS + FAMILY PRACTICE NEWS + INTERNAL MEDICINE NEWS

PowerBuy rate + 7.5% off ObGyn News

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

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$7,725
Five Color Rates (4C + PMS)	\$12,395

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King size + A-size page	\$36,120	\$34,230	\$33,085	\$31,975	\$31,570	\$30,835	\$30,035	\$29,275	\$28,605	\$28,265	\$27,855	\$27,455
King 3/4 + A-size page	32,425	30,695	29,575	28,705	28,380	27,865	27,290	26,565	25,300	24,875	24,675	24,130
Island + A-size page	25,040	23,565	22,735	22,030	21,760	21,215	20,640	20,110	19,620	19,380	19,110	18,855
King 1/2 + 1/2 A-size page	24,695	23,395	22,555	21,775	21,480	21,100	20,440	19,805	19,225	19,095	18,800	18,630
King 1/2 + 1/4 A-size page	12,130	11,485	10,995	10,590	10,455	10,270	9,920	9,660	9,290	9,215	9,180	9,000

INSERT RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$51,605	\$48,555	\$46,840	\$45,385	\$44,835	\$43,710	\$42,510	\$41,435	\$40,530	\$39,945	\$39,380	\$38,880
2-Page King	74,395	70,520	68,165	65,855	65,030	63,500	61,880	60,320	59,055	58,210	57,385	56,545
4-Page A-size	103,190	97,115	93,690	90,780	89,645	87,425	85,035	82,875	81,075	79,865	78,750	77,730
4-Page King	148,800	141,045	136,340	131,720	130,095	127,025	123,750	120,635	118,110	116,440	114,770	113,110
6-Page A-size	154,790	145,650	140,515	136,165	134,480	131,140	127,555	124,320	121,605	119,810	118,130	116,595
6-Page King	223,190	211,565	204,500	197,570	195,125	190,530	185,640	180,955	177,160	174,655	172,155	169,655
8-Page A-size	206,375	194,200	187,355	181,550	179,305	174,845	170,070	165,745	162,145	159,740	157,500	155,470
8-Page King	297,600	282,070	272,675	263,435	260,175	254,055	247,505	241,260	236,200	232,875	229,540	226,215

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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

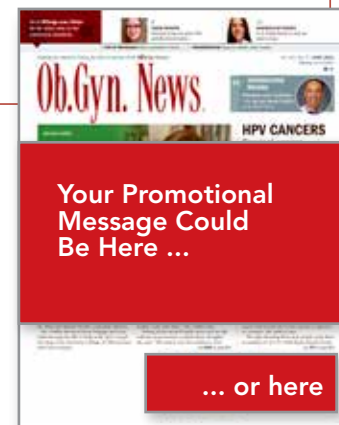
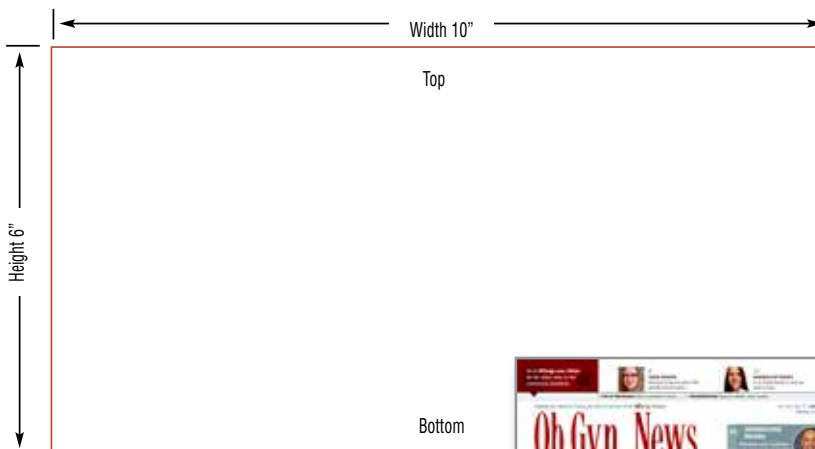
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (1/4" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

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
Ob.Gyn. News
2275 Research Boulevard
Suite 400
Rockville, MD 20850
240-221-2417

Note: Specifications not drawn to actual size



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 *Ob.Gyn. 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 Dianne Reynolds at dreynolds@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 *Ob.Gyn. 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
 National Account Manager
 973-290-8243
 Email: lwilson@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/_kJJQQvh0Ct2bwR

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:

Ob.Gyn. 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:

Ob.Gyn. News
Frontline Medical Communications
Attn: Dianne Reynolds
Phone: 973-206-8014
dreynolds@mdedge.com

Send color proofs to:

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

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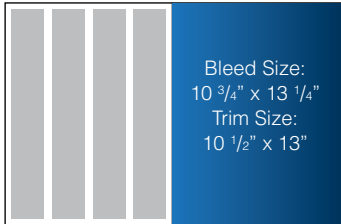
Conferences

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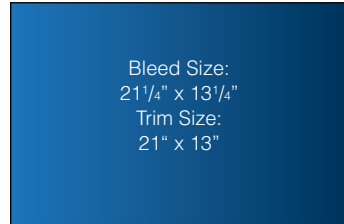
For further information,
contact the sales representative

SPECIFICATIONS

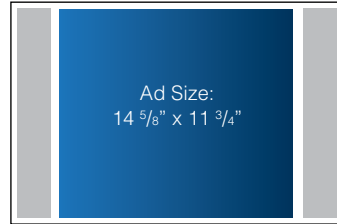
King-size Page



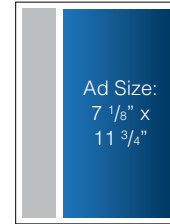
King-size Spread



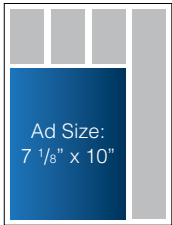
3/4 Vertical Spread



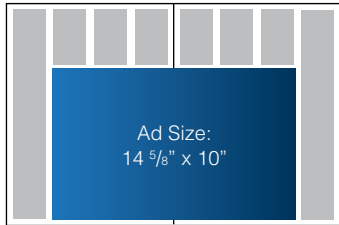
3/4 Vertical



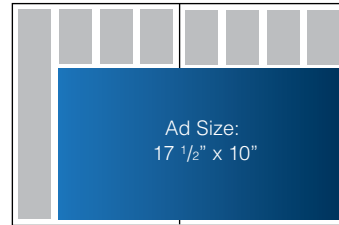
Island Page



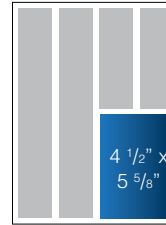
Island Spread



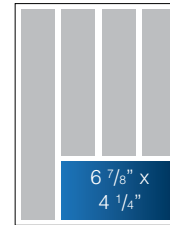
Island Page + 3/4 Page Horiz.



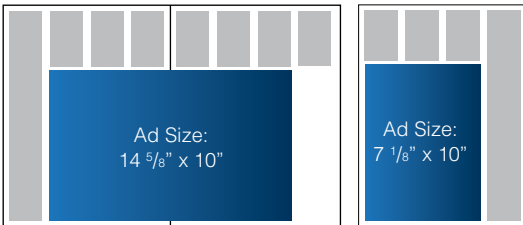
1/4 Page Vertical



1/4 Page Horizontal



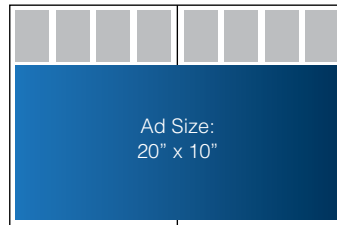
Island Spread + Island Page



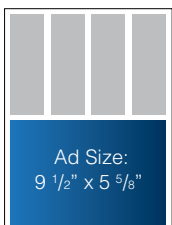
3/4 Horizontal



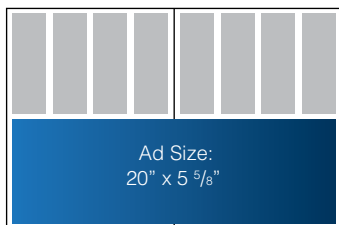
3/4 Horizontal Spread



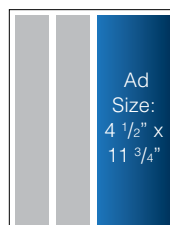
1/2 Page Horizontal



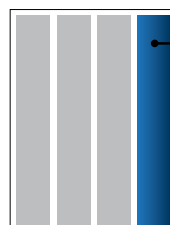
1/2 Horizontal Spread



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 *Ob.Gyn. News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Ob.Gyn. News*
- Special issue supplements are posted online in the education center of www.mdedge.com/obgyn
- 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 Frontlinrates.com.

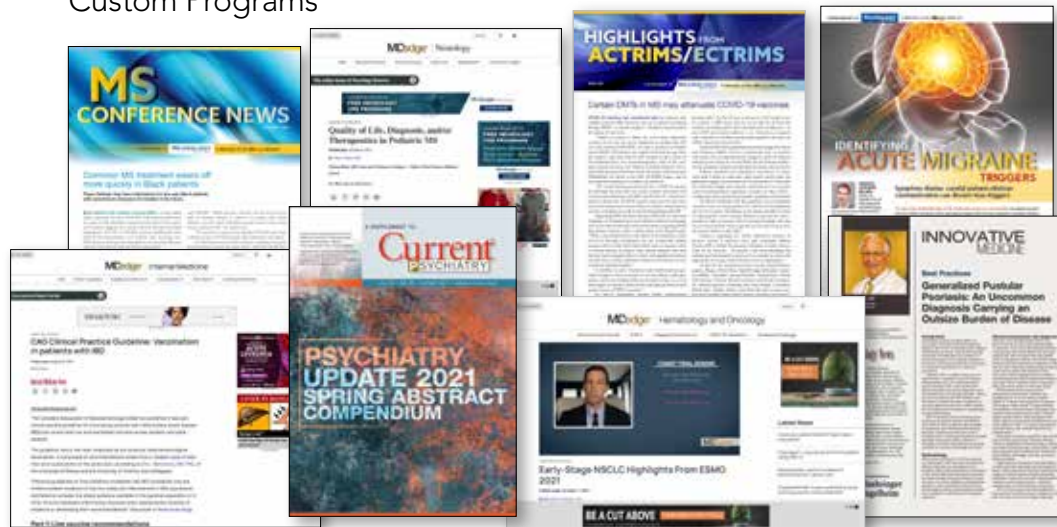
Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in an Integrated Media Kit.

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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