



# Pediatric News<sup>®</sup>

## MDedge<sup>®</sup> | Pediatrics

# 2022 ADVERTISING RATE CARD

### PUBLISHER'S STATEMENT

Launched in 1967, *Pediatric News*<sup>®</sup> is one of the leading independent newspapers for pediatricians. With specialty-focused news and insightful commentary – in a clear, concise, accessible format – *Pediatric News* keeps busy physicians up-to-date on clinical advances that impact their daily practice of medicine. *Pediatric News* is published monthly and circulates to over 60,000 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All news articles are researched, written, and produced by professional medical journalists.

*Pediatric News* can be found online at [www.mdedge.com/pediatrics](http://www.mdedge.com/pediatrics), part of the MDedge<sup>®</sup> 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. *Pediatric News* is the best way for pediatricians to stay up-to-date, save time, and gain 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

*Pediatric News* is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1967
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide
  
- **CIRCULATION SUMMARY:** *Pediatric News* reaches over 58,000 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners..
  
- **EDITORIAL:** MDedge Pediatrics website, e-newsletters, and the *Pediatric News* print publication provide practicing physicians with timely and relevant news, conference coverage, and commentary about clinical developments in their field and about the impact of healthcare policy on their specialty and their practice. All news articles are researched, written and produced by professional medical journalists. News topics range from vaccinations to mental health to dermatology and many others, with commentaries from leaders in the field adding clinical perspective. Columnists offer insights on issues in behavioral pediatrics, infectious diseases, child psychiatry, transgender health, and ethics.
  
- **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:

National Assoc of Pediatric Nurse Practitioners  
Dallas, TX ; March 22-25, 2022

### September Issue:

American Academy of Pediatrics  
Anaheim, CA; Oct 7-11, 2022

Bonus distribution for multi-sponsored supplements will be distributed at various meetings depending upon publication date. These can include: American Academy of Pediatrics & NapNap.

- 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	Osteopaths	TOTAL QUALIFIED
Pediatrics	42,197	4,385	5,780	491	4,213	57,376
Pediatrics, Infectious Disease	480	153	148	26	4	811
Pediatric Nurse Practitioners	-	-	-	-	-	1,635
<b>Total Qualified Distribution</b>	<b>42,677</b>	<b>4,538</b>	<b>5,928</b>	<b>517</b>	<b>4,217</b>	<b>59,822</b>

Source: July 2021 BPA Circulation Statement

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

\*NOTE: 310 semi-retired pediatricians included in total, not in break out.

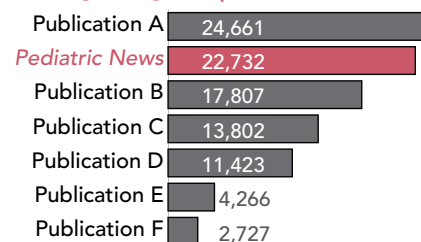
## ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 7, 2021	December 14, 2021
February	January 13	January 21
March	February 11	February 18
April	March 16	March 23
May	April 13	April 20
June	May 13	May 20
July	June 15	June 22
August	July 15	July 22
September	August 15	August 22
October	September 14	September 21
November	October 14	October 21
December	November 10	November 17

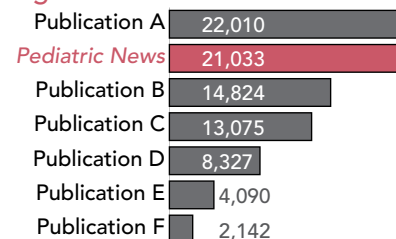
Stated Date of Mailing and Class: 15th of publication month. Periodicals class.

## READERSHIP SCORES

### Average Page Exposures



### High Readers



Source: Kantar Media, Medical/Surgical May 2021 Media Measurement Study © Copyright 2021 Kantar

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# ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$7,415	\$7,210	\$7,165	\$7,005	\$6,890	\$6,745	\$6,680	\$6,570	\$6,525	\$6,415
3/4 Page	6,945	6,785	6,645	6,475	6,315	6,130	6,045	5,940	5,830	5,635
Island Page	5,470	5,315	5,215	5,015	4,920	4,800	4,680	4,640	4,610	4,490
1/2 Page	5,345	5,190	5,095	4,830	4,765	4,670	4,565	4,485	4,425	4,380
1/4 Page	2,690	2,615	2,580	2,420	2,400	2,370	2,245	2,225	2,185	2,175

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$10,555	\$10,350	\$10,305	\$10,145	\$10,030	\$9,885	\$9,820	\$9,710	\$9,665	\$9,555
3/4 Page	10,085	9,925	9,785	9,615	9,455	9,270	9,185	9,080	8,970	8,775
Island Page	8,610	8,455	8,355	8,155	8,060	7,940	7,820	7,780	7,750	7,630
1/2 Page	8,485	8,330	8,235	7,970	7,905	7,810	7,705	7,625	7,565	7,520
1/4 Page	5,830	5,755	5,720	5,560	5,540	5,510	5,385	5,365	5,325	5,315

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$3,140
Five Color Rates (4C + PMS)	\$4,470

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	\$11,265	\$10,950	\$10,755	\$10,335	\$10,130	\$9,890	\$9,650	\$9,545	\$9,485	\$9,245
2-Page King	15,265	14,860	14,770	14,430	14,200	13,895	13,760	13,545	13,430	13,225
4-Page A-size	22,530	21,895	21,505	20,675	20,265	19,770	19,285	19,100	18,965	18,485
4-Page King	30,540	29,715	29,550	28,860	28,395	27,790	27,530	27,075	26,860	26,450
6-Page A-size	33,800	32,840	32,260	31,015	30,400	29,665	28,940	28,645	28,455	27,740
6-Page King	45,815	44,575	44,310	43,295	42,595	41,685	41,275	40,630	40,300	39,670
8-Page A-size	45,065	43,795	43,015	41,360	40,530	39,560	38,580	38,190	37,945	36,975
8-Page King	61,090	59,430	59,090	57,725	56,800	55,585	55,045	54,175	53,730	52,895

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## ADVERTISING INCENTIVE PROGRAMS

### New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of Pediatric 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 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 five (5) issues

- of Pediatric News during 2022 and receive your 6th insertion at no charge. Ads do not need to run consecutively. Free ad must be same size as unit (or smaller) than previously placed space. Premium position charges still applicable on free ad. Free ads count toward earned frequency.
- b. Run an ad for the same product in every issue (12) of Pediatric News during 2022 and receive the 6th and 12th insertions at no charge. Free ad must be same size as unit (or smaller) than previously placed space. Premium position charges still applicable on free ads. Free ads count toward earned frequency.
  - c. Run an ad for the same product in every issue (12) of Pediatric News during 2020 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

Any advertiser that has not placed space in the last 12 months earns 10% off each insertion. Ads do not need to be consecutive. Only companies that have not advertised in the publication in the past 12 months are eligible for this program. The discounted ad unit counts towards earned frequency. Premium position charges still apply to the fourth ad.

## 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.

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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%

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 10% discount off the earned rate in Pediatric News. 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.

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](http://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 of insertions is

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

### 10% off *Pediatric News* and 7.5% off *Dermatology News*

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Pediatric News* and *Dermatology 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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## 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

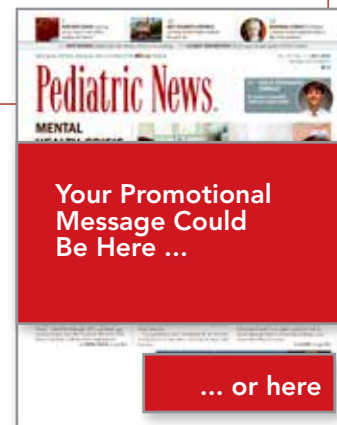
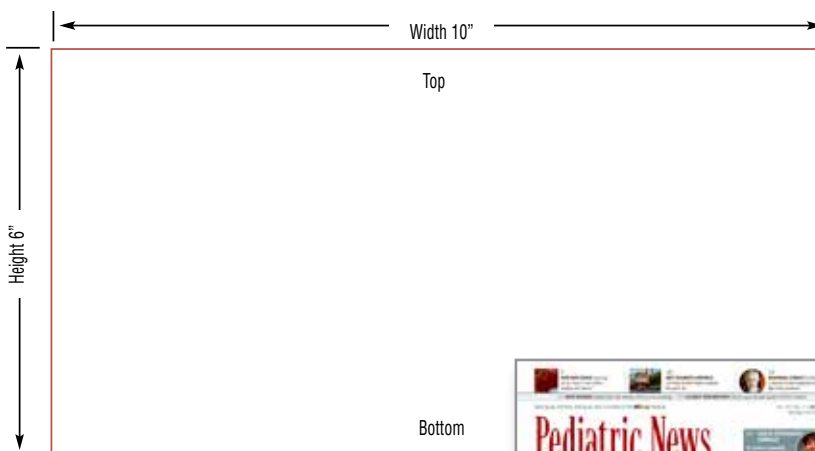
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (1/4" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

**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  
*Pediatric 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:**

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Wright's Media  
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Office: 281-419-5725 x115  
Toll Free: 877-652-5295  
Cell: 832-515-1736  
Email: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
[www.wrightsmedia.com](http://www.wrightsmedia.com)

### REPRINTS—ALL OTHER

**CONTACT:**

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Cell: 215-933-8484  
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[www.contentednet.com](http://www.contentednet.com)

## OUTSERTS

Outserts are a great opportunity to capture high visibility through *Pediatric 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 Cheryl Wall at [cwall@mdedge.com](mailto:cwall@mdedge.com) for details and pricing.



## CLASSIFIED ADS

The MedJobNetwork consists of an interactive recruitment portal ([www.medjobnetwork.com](http://www.medjobnetwork.com)) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *Pediatric 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:**

Julian Knight,  
Director of Classifieds  
Office Phone: (973) 206-2317  
Mobile Phone: (201) 310-7063  
Email: [jknight@mdedge.com](mailto:jknight@mdedge.com)

## CONTACTS / COVER

## PRINT ADVERTISING

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- Digital Advertising
- Custom Programs
- Conferences

## ABOUT FRONTLINE

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](mailto:rslebodnik@mdedge.com)

- **FILE UPLOAD INSTRUCTIONS**  
Our FTP site is available through your web browser using the web address below and does not require use of FTP software, a user name or password.

[files.digilink-inc.com/\\_SMJ4Fztp2tWbqR](http://files.digilink-inc.com/_SMJ4Fztp2tWbqR)

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:

*Pediatric 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:

*Pediatric News*  
Frontline Medical Communications  
Attn: Cheryl Wall  
Phone: 978-356-0032  
[cwall@mdedge.com](mailto:cwall@mdedge.com)

#### Send color proofs to:

*Pediatric News*  
2275 Research Blvd  
Suite 400  
Rockville, MD 20850  
Attn: Advertising Production  
Phone: 240-221-2417  
[rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)

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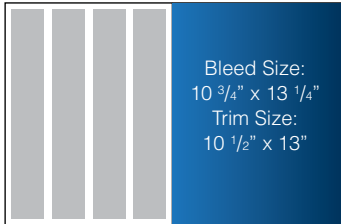
Conferences

## ABOUT FRONTLINE

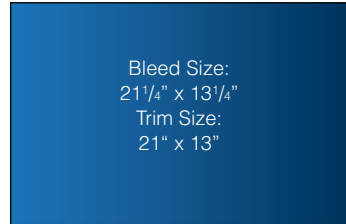
For further information,  
contact the sales representative

# SPECIFICATIONS

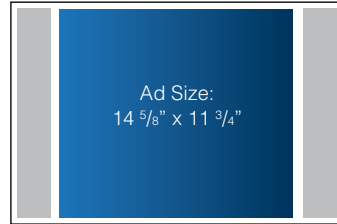
King-size Page



King-size Spread



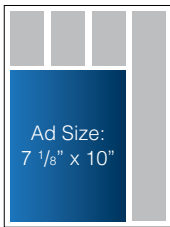
3/4 Vertical Spread



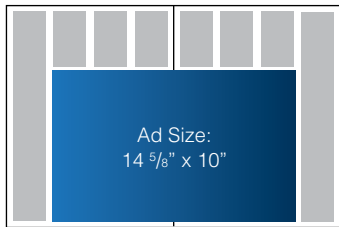
3/4 Vertical



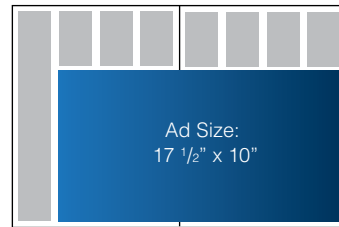
Island Page



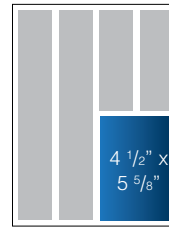
Island Spread



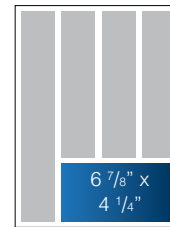
Island Page + 3/4 Page Horiz.



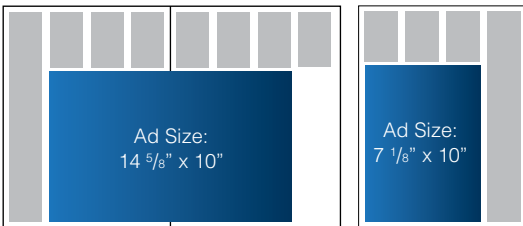
1/4 Page Vertical



1/4 Page Horizontal



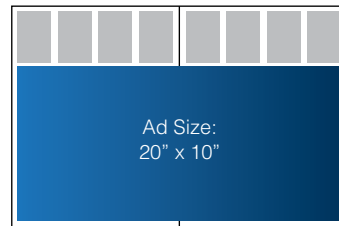
Island Spread + Island Page



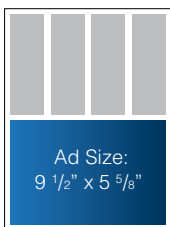
3/4 Horizontal



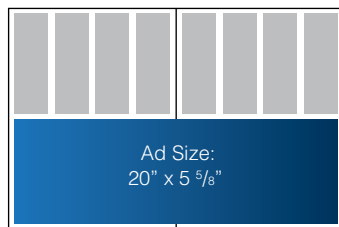
3/4 Horizontal Spread



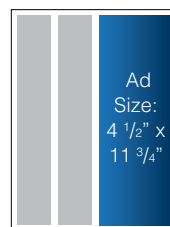
1/2 Page Horizontal



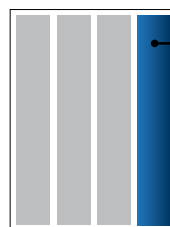
1/2 Horizontal Spread



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
September	7/25	8/8	See page 2	Vaccines and Infectious Diseases

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 *Pediatric 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.

[https://fileshare.csi2.com/\\_xddsA0UkJsoEoR](https://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  
*Pediatric News*  
 2275 Research Boulevard  
 Suite 400  
 Rockville, MD 20850  
 240-221-2417

### Cancellation Policy

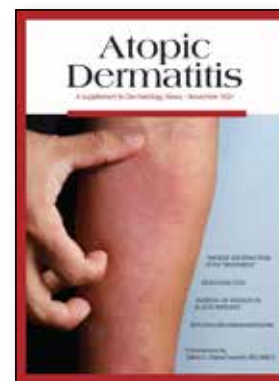
Space may be canceled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

Please consult with sales representative on costs for each supplement or to request the multi-sponsored rate card. Cover tips also available; please consult with sales representative 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 **Cheryl Wall**, 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](http://Frontlinerrates.com).

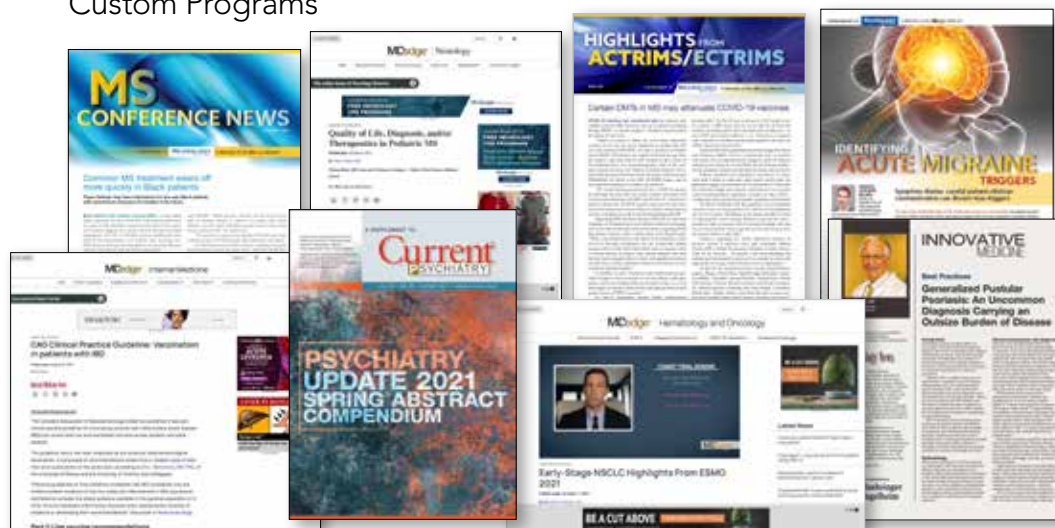
Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in an Integrated Media Kit.

Digital ad specifications are available [here](#).

### Digital Advertising



### Custom Programs



### Medical Conferences



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As one of the healthcare industry's largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events. The Company has multichannel "scale" and ranks 1st in combined web and print engagements. Through our MDedge® network of trusted brands and affiliated portal; custom solutions group; BPA® audited print/digital publications; and conferences group, FMC meets the marketing challenges of our clients by optimizing multi-channel advertising programs and multi-faceted sponsorship opportunities. FMC is #1 in total print physician reach, #2 in combined web and print physician reach behind Medscape, and #2 in total combined web & print physician engagement with 20.6 million reader/visitor engagements annually among the Kantar Medical/Surgical universe.

Our MDedge® integrated web portal is fueled by content from 25+ print and digital brands in 20+ markets. A single, comprehensive resource, MDedge saves HCP's time and meets their practice needs through personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, board reviews, podcasts, videos, resource centers, practice management, medical education, disease state crossword puzzles, and more. Improved user experience, content categorization, and SEO optimization has increased visits and engagement by 40%.

We provide access to 1.1 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.

- Our pubs rank among the top 5 in readership in (nearly) all measured markets, reaching more than half the measured physician universe at least 1x/month.
- Our websites rank among the top 5 publication-affiliated sites by market, reaching more than one third of the measured physician universe an average of 6x/month.
- Combined with NPs/PAs, we reach more than 65% of these measured clinicians (print + web) 4x/month.
- 20+ disease specific, multi-day live educational events, including hem/onc, globally
- 1,125 active KOLs - authors, editorial/advisory boards, accreditors, etc.
- 40+ partnerships with notable societies and key medical associations
- Producers of innovative, engaging, educational programs.

FMC | MDedge delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our discount programs and incentive programs. For details contact the sales representative directly or call 973-206-3434.

Access all rate cards and our integrated media kit at [www.frontlinerrates.com](http://www.frontlinerrates.com) for an extensive look at our multichannel/platform opportunities.

Email us at [sales@mdedge.com](mailto:sales@mdedge.com) and visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com).

<b>MDedge®</b> A Unified Multichannel Platform Built on Brand Equity
Cardiology News®
CHEST Physician®
Clinical Endocrinology News®
Clinical Psychiatry News®
Clinician Reviews® *
Cosmetic Dermatology® *
Current Psychiatry®
Cutis®
Dermatology News®
Family Practice News®
Federal Practitioner®
GI & Hepatology News®
MDedge.com/Hematology-Oncology*
ID Practitioner® *
Internal Medicine News®
Journal of Clinical Outcomes Management®
The Journal of Family Practice®
Neurology Reviews®
OBG Management®
Ob.Gyn. News®
Pediatric News®
Physicians' Travel & Meeting Guide® *
Rheumatology News®

\* Online only

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