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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FRONTLINE MEDICAL COMMUNICATIONS

CONTACTS / COVER

PRINT ADVERTISING

General Information
Circulation
Closing Dates
Advertising Rates
Advertising Incentives & Opportunities
Discounts & Combinations
Cover Tips, Outserts, Reprints
Printing Information
Multi-sponsored Supplements

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.

CONTACTS / COVER

PRINT ADVERTISING
General Information
Circulation
Closing Dates
Advertising Rates
Advertising Incentives & Opportunities
Discounts & Combinations
Cover Tips, Outserts, Reprints
Printing Information
Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES
Digital Advertising
Custom Programs
Conferences

ABOUT FRONTLINE

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.

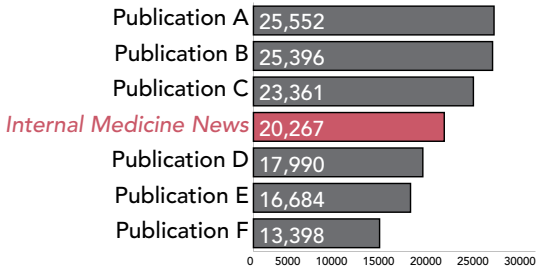
ISSUE AND CLOSING DATES

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

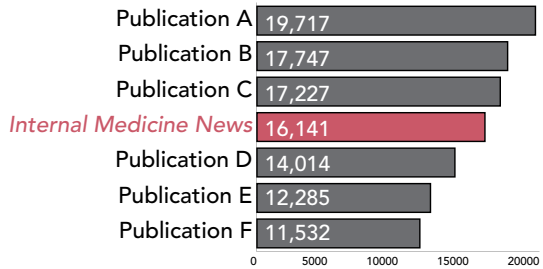
Stated Date of Mailing and Class: 15th of publication month. Periodicals class.

READERSHIP SCORES

Average Page Exposures



High Readers



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

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CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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.)

a. 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.

b. 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.

c. 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**
  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.

CONTACTS / COVER

PRINT ADVERTISING

General Information
Circulation
Closing Dates
Advertising Rates
Advertising Incentives & Opportunities
Discounts & Combinations
Cover Tips, Outserts, Reprints
Printing Information
Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising
Custom Programs
Conferences

ABOUT FRONTLINE

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%

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 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.frontlinerates.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.

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

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

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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

CONTACTS / COVER

PRINT ADVERTISING

General Information
Circulation
Closing Dates
Advertising Rates
Advertising Incentives & Opportunities
Discounts & Combinations
Cover Tips, Outserts, Reprints
Printing Information
Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising
Custom Programs
Conferences

ABOUT FRONTLINE

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

CONTACTS / COVER

PRINT ADVERTISING

General Information
Circulation
Closing Dates
Advertising Rates
Advertising Incentives & Opportunities
Discounts & Combinations
Cover Tips, Outserts, Reprints
Printing Information
Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising
Custom Programs
Conferences

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

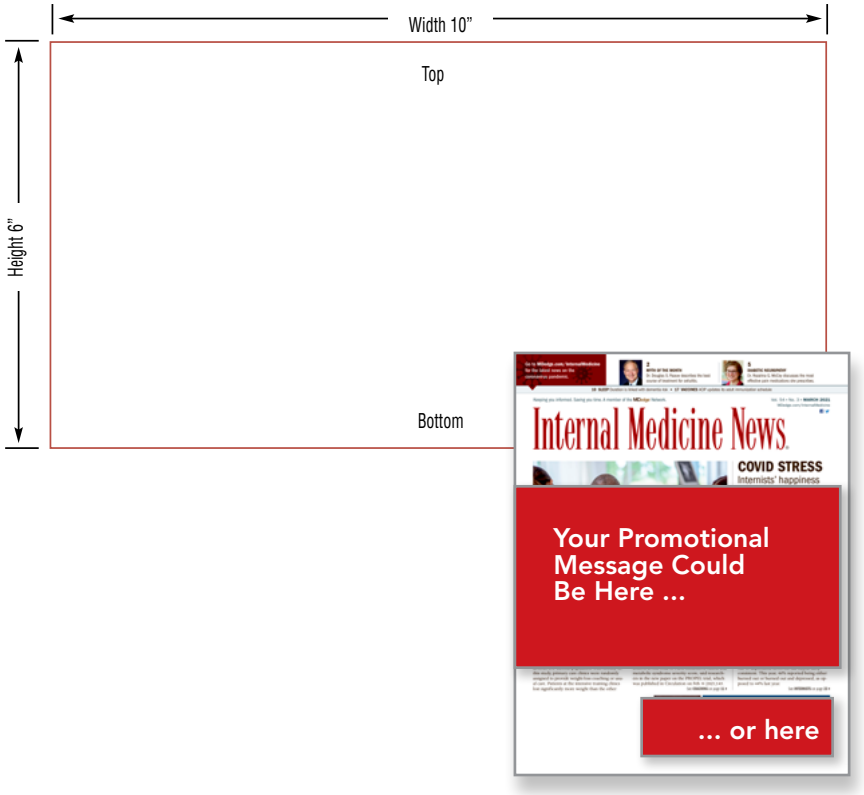
- **FINAL TRIM:** 10" x 6"
- **BLEED SIZE:** 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
- **LIVE AREA:** 9 1/2" x 5 1/2" (1/4" on all four sides)
- **STOCK:** 80# Coated Text
- **INK:** CMYK
- **QUANTITY:** As specified in contract. Check with your production manager for spoilage quantity.

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

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"

CONTACTS / COVER

PRINT ADVERTISING
General Information
Circulation
Closing Dates
Advertising Rates
Advertising Incentives & Opportunities
Discounts & Combinations
Cover Tips, Outserts, Reprints
Printing Information
Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES
Digital Advertising
Custom Programs
Conferences

ABOUT FRONTLINE

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.

FIND YOUR NEXT JOB on the
MEDJOBNETWORK.com
Physician • NP/PA Career Center

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
National Account Manager
973-290-8243
Email: **lwilson@mdedge.com**

CONTACTS / COVER

PRINT ADVERTISING

General Information
Circulation
Closing Dates
Advertising Rates
Advertising Incentives & Opportunities
Discounts & Combinations
Cover Tips, Outserts, Reprints
Printing Information
Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising
Custom Programs
Conferences

ABOUT FRONTLINE

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.

  https://fileshare.csi2.com/_l2JChrT8ZtsbVR

  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
  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

CONTACTS / COVER

PRINT ADVERTISING

General Information

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

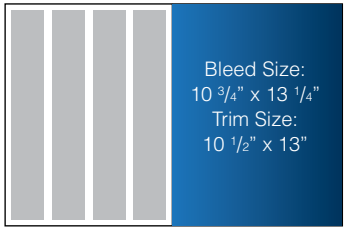
Conferences

ABOUT FRONTLINE

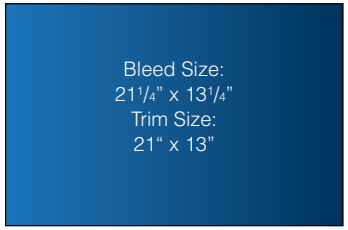
For further information, contact the sales representative

SPECIFICATIONS

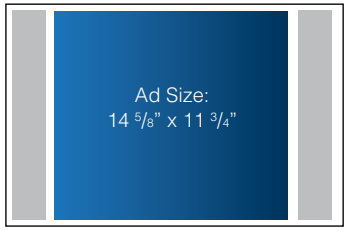
King-size Page



King-size Spread

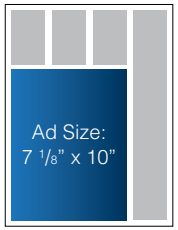


3/4 Vertical Spread

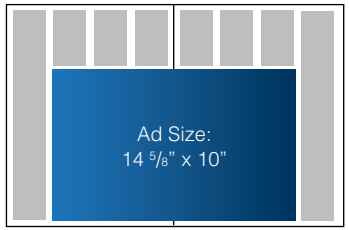


3/4 Vertical

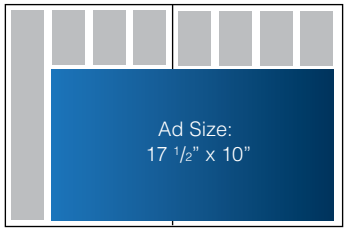
Island Page



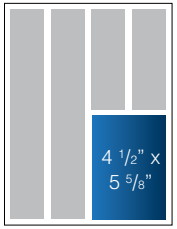
Island Spread



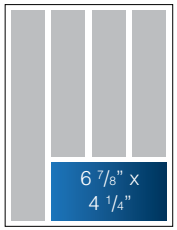
Island Page + 3/4 Page Horiz.



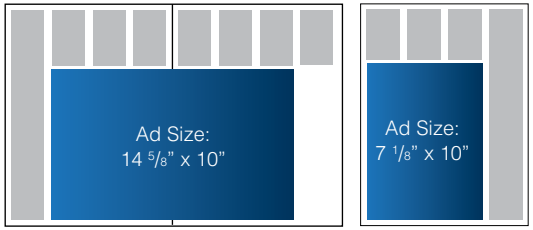
1/4 Page Vertical



1/4 Page Horizontal

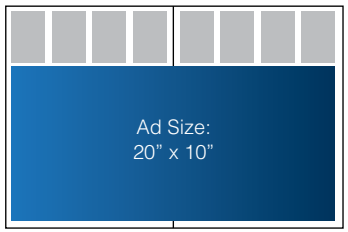


Island Spread + Island Page

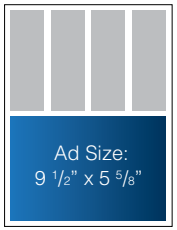


3/4 Horizontal

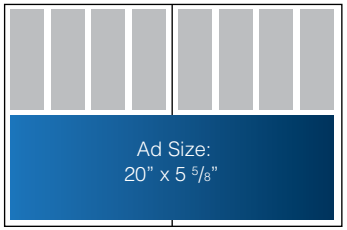
3/4 Horizontal Spread



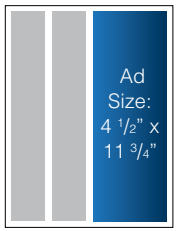
1/2 Page Horizontal



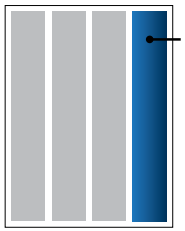
1/2 Horizontal Spread



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

CONTACTS / COVER

PRINT ADVERTISING

General Information
Circulation
Closing Dates
Advertising Rates
Advertising Incentives & Opportunities
Discounts & Combinations
Cover Tips, Outserts, Reprints
Printing Information
Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising
Custom Programs
Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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.

CONTACTS / COVER

PRINT ADVERTISING

General Information
Circulation
Closing Dates
Advertising Rates
Advertising Incentives & Opportunities
Discounts & Combinations
Cover Tips, Outserts, Reprints
Printing Information
Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising
Custom Programs
Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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.

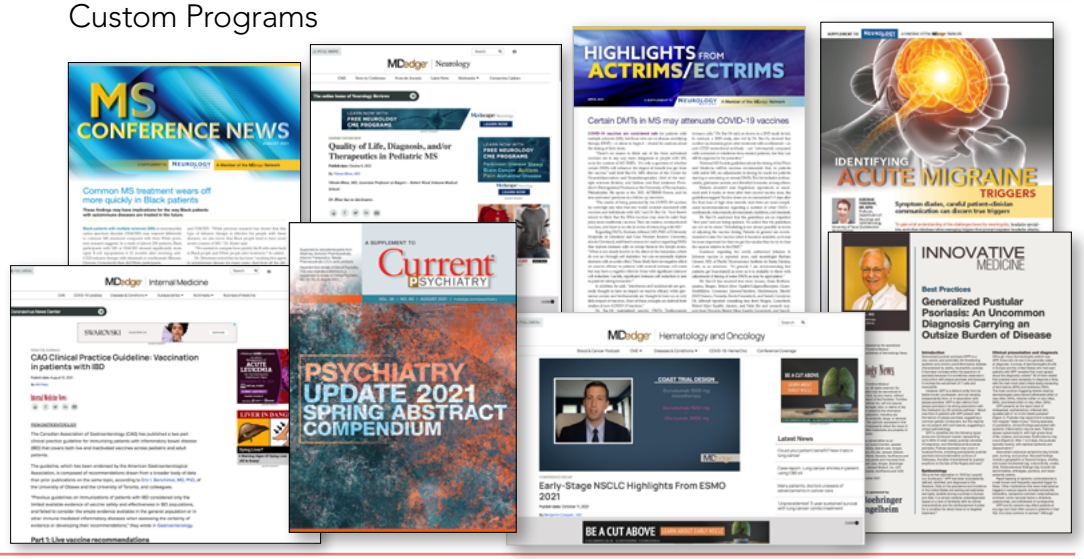
All print advertising rates and unique print opportunities for each MDedge® brand are accessible at **Frontlinerates.com**.

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

MEDS Metabolic & Endocrine Disease Summit

PERSPECTIVES IN RHEUMATIC DISEASES®

SKIN DISEASE EDUCATION FOUNDATION PRESENTS 21ST ANNUAL Las Vegas Dermatology Seminar®

Current PSYCHIATRY PRESENT PSYCHIATRY UPDATE 2020 SOLVING CLINICAL CHALLENGES, IMPROVING PATIENT CARE

Acute Leukemia FORUM

Platelets: International Symposium

T-CELL LYMPHOMA FORUM

CONTACTS / COVER

PRINT ADVERTISING
General Information
Circulation
Closing Dates
Advertising Rates
Advertising Incentives & Opportunities
Discounts & Combinations
Cover Tips, Outserts, Reprints
Printing Information
Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES
Digital Advertising
Custom Programs
Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

FRONTLINE MEDICAL COMMUNICATIONS | MDedge An HCP Trusted Source for News and Clinical Content

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.frontlinerates.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
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