PUBLISHER’S STATEMENT

CHEST Physician® is the official newspaper of CHEST. Readers rely on CHEST Physician for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. Over 20,500 specialists in pulmonary disease, critical care medicine, sleep medicine, pediatric pulmonary medicine, cardiovascular medicine, and cardiothoracic surgery rely on CHEST Physician every month to cover the world of medicine with breaking news, medical meeting coverage, and expert perspectives both in print and online. Launched in partnership with CHEST, CHEST Physician’s independent reporting keeps specialists up-to-date with the latest clinical and practice economics news, and provides news from CHEST to keep members informed on educational opportunities, policy initiatives, and the professional contributions of CHEST’s leadership and fellows. All articles are researched, written, and produced by professional medical journalists.

CHEST Physician’s website, www.medge.com/chestphysician (part of the MDedge® webportal), is the online multimedia destination of CHEST Physician. This site provides news and views that matter to cardiopulmonary and critical care specialists in a timely and interactive format. With award-winning daily news coverage, physicians can get immediate information online. Share content via Facebook, Twitter, and LinkedIn. CHEST Physician is the best way for physicians to stay current, save time, and gain perspective.

ADVERTISING/CONTRACTS/INSERTION ORDERS
CLASSIFIED / RECRUITMENT

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Frontline Medical Communications
283-299 MARKET ST
(2 GATEWAY BUILDING)
4TH FLOOR
NEWARK, NJ 07102
973-206-3434
www.frontlinerates.com
GENERAL INFORMATION

CHEST Physician® is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 2006
- **ORGANIZATION AFFILIATION:** American College of Chest Physicians

**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.

- **BONUS DISTRIBUTION**
  *pending live conferences*
  
  April Issue:
  American Association for Thoracic Surgery
  May 6-9, 2023
  Los Angeles, CA

  May Issue:
  American Thoracic Society
  May 19-24, 2023
  Washington, DC

  October Issue:
  American College of Chest Physicians
  Oct 8-11, 2023
  Honolulu, HI

- **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.

- **EDITORIAL/ADVERTISING RATIO**
  55% editorial/45% advertising

- **EDITORIAL**
  CHEST Physician, the official newspaper of CHEST, provides news dealing with the important issues facing cardiopulmonary and critical care specialists. Editorial content includes meeting coverage, expert commentary and clinical trial results, plus reporting on the business and politics affecting specialists in diseases of the chest.

For further information, contact the sales representative.
# EDITORIAL MEETING CALENDAR

## 2023 CHEST Physician Conference Schedule

<table>
<thead>
<tr>
<th>ON SITE MEETING COVERAGE</th>
<th>COVERAGE BEGINS</th>
<th>PRINT EDITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>American College of Cardiology</td>
<td>03/04/23</td>
<td>April 2023</td>
</tr>
<tr>
<td>Pediatric Academic Societies (PAS)</td>
<td>04/27/23</td>
<td>June 2023</td>
</tr>
<tr>
<td>American Thoracic Society (ATS): International Conference</td>
<td>05/19/23</td>
<td>July 2023</td>
</tr>
<tr>
<td>American Society of Clinical Oncology (ASCO)</td>
<td>06/02/23</td>
<td>July 2023</td>
</tr>
<tr>
<td>Associated Professional Sleep Societies (APSS): Sleep 2023</td>
<td>06/03/23</td>
<td>August 2023</td>
</tr>
<tr>
<td>ASM/ICAAC: ASM Microbe 2023</td>
<td>06/15/23</td>
<td>August 2023</td>
</tr>
<tr>
<td>European Society of Cardiology (ESC)</td>
<td>08/25/23</td>
<td>October 2023</td>
</tr>
<tr>
<td>European Respiratory Society (ERS): International Congress</td>
<td>09/09/23</td>
<td>October 2023</td>
</tr>
<tr>
<td>European Society for Medical Oncology (ESMO) Congress</td>
<td>09/20/23</td>
<td>November 2023</td>
</tr>
<tr>
<td>CHEST 2023</td>
<td>10/8/23</td>
<td>December 2023</td>
</tr>
<tr>
<td>American Academy of Pediatrics (AAP)</td>
<td>10/20/23</td>
<td>December 2023</td>
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</table>
CIRCULATION

CHEST Physician reaches over 20,500 specialists.

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Office-Based</th>
<th>Residents</th>
<th>Hospital Staff</th>
<th>TOTAL QUALIFIED</th>
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<tbody>
<tr>
<td>Members of the American College of Chest Physicians</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>13,599</td>
</tr>
<tr>
<td>Pulmonary Critical Care Medicine</td>
<td>3,263</td>
<td>888</td>
<td>633</td>
<td>4,784</td>
</tr>
<tr>
<td>Pulmonary Diseases</td>
<td>1,855</td>
<td>21</td>
<td>386</td>
<td>2,262</td>
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<tr>
<td>Total Distribution</td>
<td>5,118</td>
<td>909</td>
<td>1,019</td>
<td>20,645</td>
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</table>

COVERAGE & MARKET: All U.S. members of the American College of Chest Physicians (including pulmonologists, critical care physicians, cardiothoracic surgeons, cardiovascular surgeons and cardiologists) and all other U.S. non-member pulmonary disease, and pulmonary critical care medicine specialists in patient care.

CIRCULATION VERIFICATION: Independent; BPA Worldwide

Source: July 2022 BPA Circulation Statement
For more detailed BPA circulation information, click here.

ISSUE AND CLOSING DATES

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Close</th>
<th>Materials Due</th>
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<tbody>
<tr>
<td>January</td>
<td>December 5, 2022</td>
<td>December 12, 2022</td>
</tr>
<tr>
<td>February</td>
<td>January 10</td>
<td>January 18</td>
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<tr>
<td>March</td>
<td>February 8</td>
<td>February 15</td>
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<td>April</td>
<td>March 14</td>
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<td>May</td>
<td>April 11</td>
<td>April 18</td>
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<td>June</td>
<td>May 9</td>
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<td>August</td>
<td>July 11</td>
<td>July 18</td>
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<td>November</td>
<td>October 12</td>
<td>October 19</td>
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<tr>
<td>December</td>
<td>November 6</td>
<td>November 14</td>
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Stated Date of Mailing and Class: 15th of publication month. Standard class.

READERSHIP SCORES

Average Page Exposures

<table>
<thead>
<tr>
<th>Publication</th>
<th>Average Page Exposures</th>
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<tbody>
<tr>
<td>Chest Physician</td>
<td>5,657</td>
</tr>
<tr>
<td>Publication B</td>
<td>4,609</td>
</tr>
<tr>
<td>Publication B</td>
<td>3,799</td>
</tr>
<tr>
<td>Publication C</td>
<td>2,555</td>
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<tr>
<td>Publication D</td>
<td>1,866</td>
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<tr>
<td>Publication E</td>
<td>1,808</td>
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<tr>
<td>Publication F</td>
<td>1,522</td>
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Average Issue Readers

<table>
<thead>
<tr>
<th>Publication</th>
<th>Average Issue Readers</th>
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<tbody>
<tr>
<td>Chest Physician</td>
<td>7,890</td>
</tr>
<tr>
<td>Publication C</td>
<td>5,516</td>
</tr>
<tr>
<td>Publication D</td>
<td>4,799</td>
</tr>
<tr>
<td>Publication E</td>
<td>4,724</td>
</tr>
<tr>
<td>Publication F</td>
<td>3,380</td>
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</table>

High Readers

<table>
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<tr>
<th>Publication</th>
<th>High Readers</th>
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<tr>
<td>Chest Physician</td>
<td>5,024</td>
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<tr>
<td>Publication B</td>
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<tr>
<td>Publication C</td>
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<td>Publication D</td>
<td>1,707</td>
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<td>Publication E</td>
<td>701</td>
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<tr>
<td>Publication F</td>
<td>693</td>
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Source: Kantar Media, Medical/Surgical May 2022
Media Measurement Study
© Copyright 2022 Kantar
Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2023. Full year 2022 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2023. 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.

<table>
<thead>
<tr>
<th>2022 Net Spending</th>
<th>$150K</th>
<th>$250K</th>
<th>$500K</th>
<th>$750K</th>
<th>$1.0M</th>
<th>$1.5M</th>
<th>$2.0M</th>
<th>$3.0M+</th>
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</thead>
<tbody>
<tr>
<td>Earned 2023 Discount</td>
<td>0.5%</td>
<td>1.0%</td>
<td>1.5%</td>
<td>2.0%</td>
<td>2.5%</td>
<td>3.0%</td>
<td>4.0%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

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 (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 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.

For further information, contact the sales representative.
ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES (cont’d)

New Product Launch Program
Place your new product launch unit in four (4) consecutive issues of CHEST Physician 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 the same size for all four insertions. Discounted ad unit counts towards earned frequency. All combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount.

Continuity Discount Program
Buy 5 insertions and get 6th insertion free. Buy 10, get 11th and 12th free. Ads must be for the same product. Clients must supply materials for free insertions. Free pages count towards earned frequency; free pages do not count toward the corporate discount. Continuity program applies to 12-month period of January through December 2023 (or 12 month fiscal year where applicable). Advertisers will be short rated if discount is not earned.

Double Impact Discount Program
Run two (2) insertions for the same product in the same issue of CHEST Physician and the second advertising unit is discounted 30% off earned black-and-white rate. When ad units differ in size, the 30% discount is applied to the smaller ad unit. Full color charges apply on both ads, no position guarantees.

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.

- **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 + 50%. 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.

3. If utilizing 51% or more of the publication’s circulation—rate is 100% of the full-run cost plus full color charges.


**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.
## ADVERTISING RATES

### BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
<th>240x</th>
</tr>
</thead>
<tbody>
<tr>
<td>King</td>
<td>$5,365</td>
<td>$5,305</td>
<td>$5,180</td>
<td>$5,010</td>
<td>$4,970</td>
<td>$4,710</td>
<td>$4,690</td>
<td>$4,640</td>
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<tr>
<td>3/4 Page</td>
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<td>4,740</td>
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<tr>
<td>Island Page</td>
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<td>3,405</td>
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<td>3,130</td>
<td>3,075</td>
<td>3,010</td>
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</tr>
<tr>
<td>1/2 Page</td>
<td>3,225</td>
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<td>3,075</td>
<td>3,010</td>
<td>2,945</td>
<td>2,830</td>
<td>2,750</td>
<td>2,705</td>
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<tr>
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<td>2,040</td>
<td>2,020</td>
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<td>1,855</td>
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<td>1,785</td>
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</table>

### BLACK-AND-WHITE (ROB) + 4-COLOR RATES

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<th>72x</th>
<th>96x</th>
<th>144x</th>
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<tbody>
<tr>
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<td>$7,165</td>
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<td>$6,835</td>
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<td>$6,835</td>
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<tr>
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</table>

### COLOR RATES (In addition to black & white rates)

- Four Color Rates: $2,195
- Five Color Rates (4C + PMS): $3,470

### 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 account manager for additional special positions.

### INSERT RATES

<table>
<thead>
<tr>
<th>Page Size</th>
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<th>48x</th>
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<tbody>
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<td>38,780</td>
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<td>38,245</td>
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CHEST DATA TRENDS: A CRITICAL RESOURCE

2nd Annual Special Issue

CHEST Key Opinion Leaders will select critical data points focusing on incidence, prevalence, demographics, symptoms, diagnostics, clinical guidelines, standards of care, treatment, drug usage, and more, in this eye-catching infographic format.

CHEST Data Trends provides insight into key disease states that impact the practice of pulmonologists and critical care pulmonologist, healthcare procedures and patients.

Topics may include: asthma, COPD, ILD, Lung Cancer, Pneumonia, Sleep

Contact Anne Gilhool at agilhool@mdedge.com for details and pricing.

DISPLAY RATES: all NET costs

1st page: $15,000
Color after 1st page: $ 7,500
BW PI: $ 6,000
Covertips: (client supplied) $25,000
Premium +50% Cover 2, cover 4, center spread

Issue Date: September 2023
Distribution: @20,000 print
Bonus Distribution: CHEST, ATS
PDF: mdedge.com/cheestphysician
Right of first refusal: May 1, 2023
Space Reservations: June 30, 2023
Materials due: July 31, 2023
Inserts due: August 1, 2023
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.
- Please consult the 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 color proof to:
Production Department
CHEST Physician
2275 Research Boulevard
Suite 400
Rockville, MD  20850
240-221-2417

Front Cover Banner Ad

- Advertisement runs on the lower right-hand corner of the cover
- Cost is the same as a four-color King page at your earned frequency rate
- Corporate discount applies; commissionable
- **SIZE:** 5 5/8″ x 1 3/4″

OUTSERTS

Outserts are a great opportunity to capture high visibility through CHEST Physician 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 Anne Gilhool at agilhool@mdedge.com for details and pricing.
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**
  a. PDF/X-1a required
  b. All images must be CMYK (RGB not accepted)
  c. All files must be at 100%
  d. Digital files will not be altered or manipulated
  e. 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/_1OJOHc4DutTbMR

  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:**
  a. Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.
  b. Ship inserts to:
     CHEST Physician
     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:
  CHEST Physician
  Frontline Medical Communications
  Attn: Anne Gilhool
  Phone: 914-916-2487
  agilhool@mdedge.com

  Send color proofs (accepted but not required) to:
  CHEST Physician
  2275 Research Blvd
  Suite 400
  Rockville, MD 20850
  Attn: Advertising Production
  Phone: 240-221-2417
  rslebodnik@mdedge.com
**SPECIFICATIONS**

- **Bleed Size:** 10 1/4" x 13 1/4"  
  **Trim Size:** 10 3/4" x 13 1/4"

- **Bleed Size:** 21 1/4" x 13 3/4"  
  **Trim Size:** 21" x 13"

- **Ad Size:** 14 3/8" x 11 3/8"

- **Ad Size:** 7 3/4" x 11 3/4"

- **Ad Size:** 7 7/8" x 11 3/4"

- **Ad Size:** 14 5/8" x 10"

- **Ad Size:** 7 1/8" x 10"  
  **Ad Size:** 4 3/4" x 11 3/4"

- **Ad Size:** 6 7/8" x 4 1/4"

- **Ad Size:** 17 1/2" x 10"

- **Ad Size:** 20" x 10"

- **Ad Size:** 2 1/4" x 11 3/4"

- **Ad Size:** 7 1/8" x 10"  
  **Ad Size:** 14 5/8" x 10"  
  **Ad Size:** 20" x 5 5/8"  
  **Ad Size:** 7 1/8" x 10"

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

For further information, contact the sales representative.
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:
Wright's Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77380
Toll Free: 877-652-5295
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
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 CHEST Physician audience as well.

- Special issue supplements polybag and mail with regular issues of CHEST Physician
- Special issue supplements are posted online in the education center of www.mdedge.com/cheatphysician
- 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 Publisher 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.
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 a single Integrated Media Kit.

Digital ad specifications are available here.
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”. 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 multichannel advertising programs and multi-faceted sponsorship opportunities. FMC is #1 in total print physician reach and #2 in total combined web & print physician engagement with 26 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 18+ markets. A single, comprehensive resource, MDedge saves HCPs 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, videos, resource centers, practice management, medical education, interactive challenge centers, 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 nearly one third of the measured physician universe an average of 7x/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.
- We engage with key opinion leaders as authors and editorial/advisory board members.
- 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.