



CHEST Physician[®] MDedge | chestphysician
THE NEWSPAPER OF THE AMERICAN COLLEGE OF CHEST PHYSICIANS

2023 ADVERTISING RATE CARD

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.mdedge.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

ANNE GILHOOL
 Director Business Development
 914-916-2487
agilhool@mdedge.com



PRINT PRODUCTION

REBECCA SLEBODNIK
 Director of Production/
 Manufacturing
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rslebodnik@mdedge.com

Frontline Medical Communications
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 (2 GATEWAY BUILDING)
 4TH FLOOR
 NEWARK, NJ 07102
 973-206-3434
www.frontlinerrates.com



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- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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**
 - 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.
 - 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.
 - Sweepstakes ads are prohibited by AMA list rental agreement.
 - FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
 - FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
 - Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
 - 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.
 - 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.

- **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**

- Agency commission: 15% on all ads.
- 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.
- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

- **CANCELLATIONS**

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

- **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.

- **EDITORIAL/ADVERTISING RATIO**

55% editorial/45% advertising

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EDITORIAL MEETING CALENDAR

2023 CHEST Physician Conference Schedule

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

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CIRCULATION

CHEST Physician reaches over 20,500 specialists.

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

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](#).

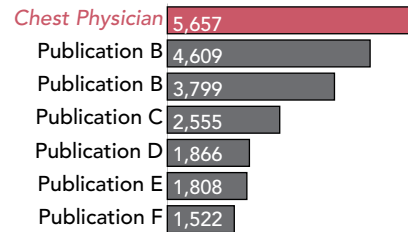
ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 5, 2022	December 12, 2022
February	January 10	January 18
March	February 8	February 15
April	March 14	March 21
May	April 11	April 18
June	May 9	May 16
July	June 9	June 16
August	July 11	July 18
September	August 14	August 21
October	September 12	September 19
November	October 12	October 19
December	November 6	November 14

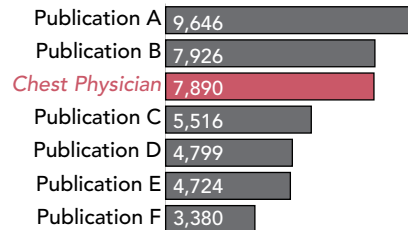
Stated Date of Mailing and Class: 15th of publication month.
 Standard class.

READERSHIP SCORES

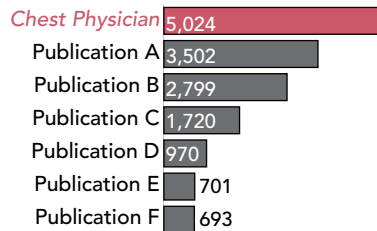
Average Page Exposures



Average Issue Readers



High Readers



Source: Kantar Media, Medical/Surgical May 2022
 Media Measurement Study
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ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

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.

2022 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2023 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x. JFP, FPN and IMN extend to 396x.)

Combination Buys And Market Duos

Advertise the same product in the same month in any TWO OR MORE FMC publications and receive a 7.5% discount off the earned rate in each publication (B&W and color). The PowerBuy™ discount (see separate rates) supersedes this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News*® + *Internal Medicine News*®) counts as 1 publication. Except for PowerBuy™, combination discounts are applicable to full-run only.

Evaluate FMC cross market combinations by Media Group in Kantar’s MARS Medical System by selecting Combination Non-Duplicated. Combinations not currently programmed can be upon request. Discount only applicable on run of book and inserts. Discount not available for cover tips.

Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news content and receive a 7.5% discount off the earned rate (B&W and color) in each of these MarketDUOs published by FMC: DermDUO |

Cutis®+ *Dermatology 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 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

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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 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.

• 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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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$5,365	\$5,305	\$5,180	\$5,010	\$4,970	\$4,710	\$4,690	\$4,640	\$4,640	\$4,640
3/4 Page	4,825	4,740	4,655	4,555	4,500	4,375	4,280	4,185	4,185	4,185
Island Page	3,605	3,495	3,405	3,355	3,310	3,130	3,075	3,010	3,010	3,010
1/2 Page	3,225	3,130	3,075	3,010	2,945	2,830	2,750	2,705	2,705	2,705
1/4 Page	2,095	2,040	2,020	1,925	1,910	1,855	1,845	1,785	1,785	1,785

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$7,560	\$7,500	\$7,375	\$7,205	\$7,165	\$6,905	\$6,885	\$6,835	\$6,835	\$6,835
3/4 Page	7,020	6,935	6,850	6,750	6,695	6,570	6,475	6,380	6,380	6,380
Island Page	5,800	5,690	5,600	5,550	5,505	5,325	5,270	5,205	5,205	5,205
1/2 Page	5,420	5,325	5,270	5,205	5,140	5,025	4,945	4,900	4,900	4,900
1/4 Page	4,290	4,235	4,215	4,120	4,105	4,050	4,040	3,980	3,980	3,980

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										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$7,425	\$7,210	\$7,010	\$6,915	\$6,820	\$6,470	\$6,320	\$6,190	\$6,190	\$6,190
2-Page King	11,050	10,920	10,670	10,310	10,245	9,695	9,655	9,565	9,565	9,565
4-Page A-size	14,845	14,415	14,025	13,845	13,655	12,925	12,655	12,385	12,385	12,385
4-Page King	22,115	21,845	21,325	20,625	20,465	19,395	19,310	19,120	19,120	19,120
6-Page A-size	22,290	21,645	21,035	20,745	20,465	19,385	18,975	18,575	18,575	18,575
6-Page King	33,160	32,755	31,985	30,945	30,700	29,090	28,960	28,685	28,685	28,685
8-Page A-size	29,710	28,850	28,045	27,660	27,290	25,830	25,300	24,765	24,765	24,765
8-Page King	44,210	43,670	42,655	41,260	40,930	38,780	38,630	38,245	38,245	38,245

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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

- Issue Date: September 2023
- Distribution: @20,000 print
- Bonus Distribution: CHEST, ATS
- PDF: mdedge.com/chestphysician
- Right of first refusal: May 1, 2023
- Space Reservations: June 30, 2023
- Materials due: July 31, 2023
- Inserts due: August 1, 2023

DISPLAY RATES: all NET costs

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



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

Care-Associated Costs¹

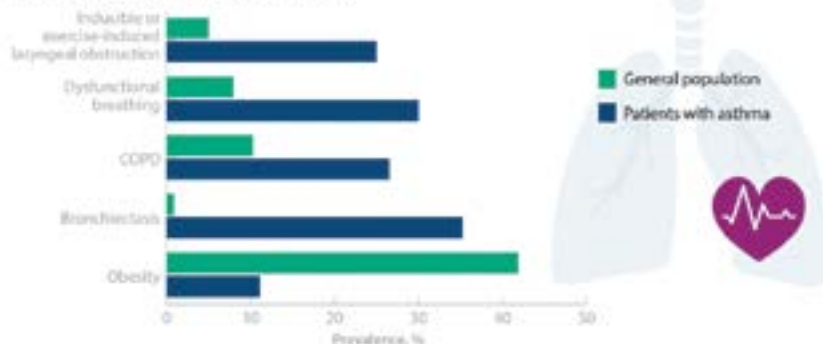
Increased resource use leads to **\$5,681 more in costs** for patients with bronchiectasis compared with patients without bronchiectasis.



Increasing Economic Burden in the United States¹



Prevalence of Asthma Comorbidities³⁻⁶



The Impact of Education, Income, and Race and Ethnicity on Risk of CLD³⁻⁶



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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.
- 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.

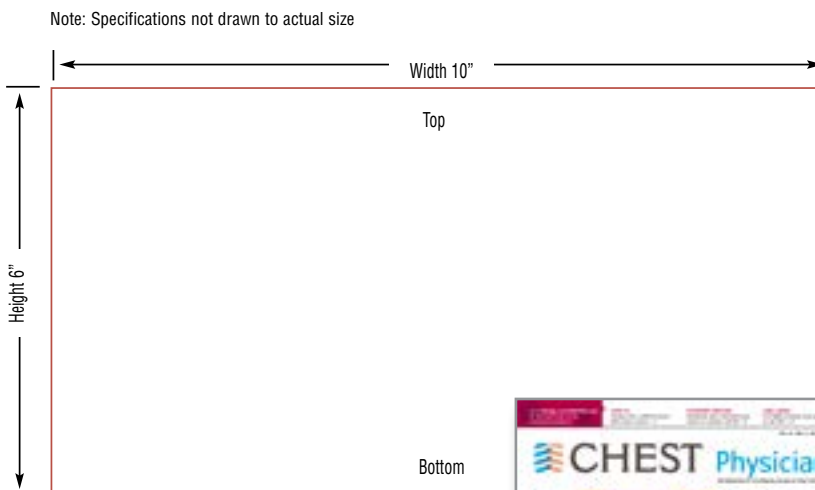
Cover Tip Specifications

- **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.

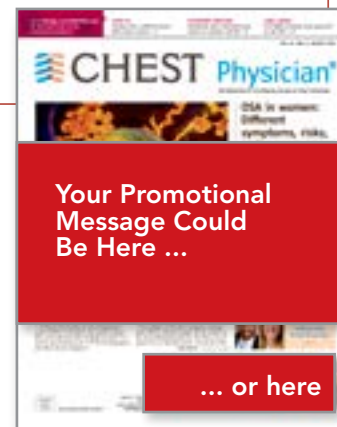
Deliver color proof to:

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.

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PRINTING INFORMATION

Frontline Medical Communications publications are printed offset in a tabloid news format. Black-and-white, four, and five-color advertisements are accepted.

- **BINDING:** Saddle Stitch
- **AD SPECIFICATIONS**
See next page for all ad dimensions
 - a. **Full Page ads require bleed**
 - Bleed size: 10 3/4" x 13 1/4"
 - Trim: 10 1/2" x 13"
 - Keep live matter 3/8" from all trim edges
 - b. **Partial Page Ads do not bleed**
- **RUN-OF-BOOK REPRODUCTION REQUIREMENTS**
 - PDF/X-1a required
 - All images must be CMYK (RGB not accepted)
 - All files must be at 100%
 - Digital files will not be altered or manipulated
 - Color Proofs accepted but not required

Production Contact: Rebecca Slebodnik
240-221-2417, rslebodnik@mdedge.com

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

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:

- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

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

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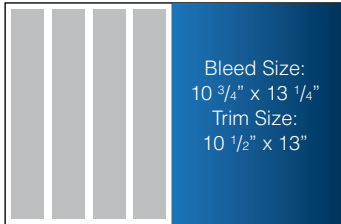
Conferences

ABOUT FRONTLINE

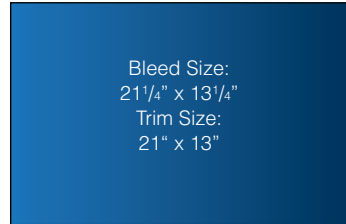
For further information, contact the sales representative

SPECIFICATIONS

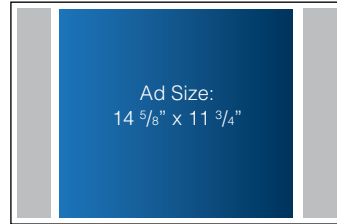
King-size Page



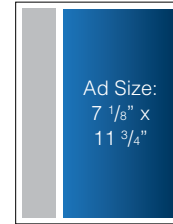
King-size Spread



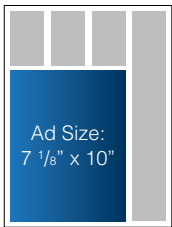
3/4 Vertical Spread



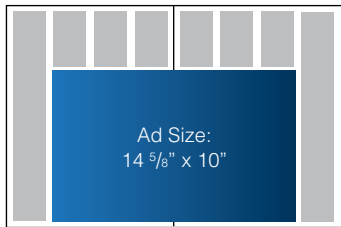
3/4 Vertical



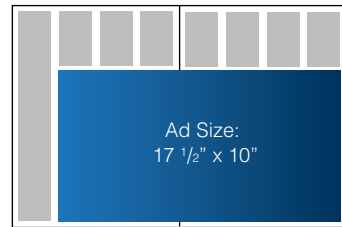
Island Page



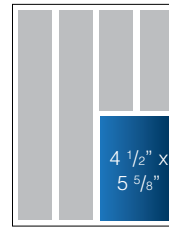
Island Spread



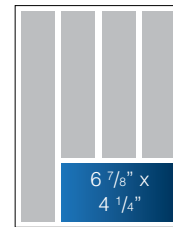
Island Page + 3/4 Page Horiz.



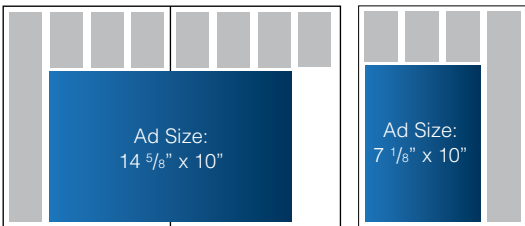
1/4 Page Vertical



1/4 Page Horizontal



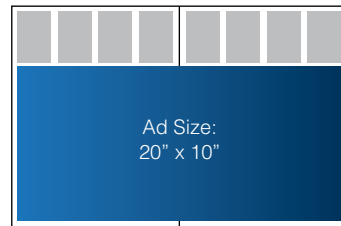
Island Spread + Island Page



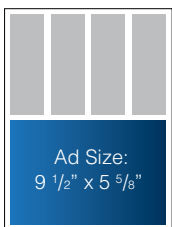
3/4 Horizontal



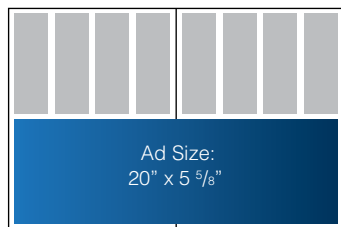
3/4 Horizontal Spread



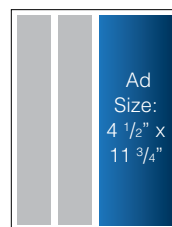
1/2 Page Horizontal



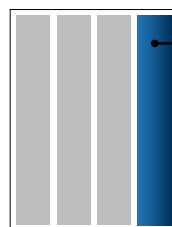
1/2 Horizontal Spread



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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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

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UNIQUE OPPORTUNITIES

Multi-sponsored Special Issue Supplements:

Multi-sponsored print and digital themed special issues focus on specific diseases and/or topic areas to provide uniquely relevant in-depth content geared specifically toward physicians and other HCPs with the market.

Available in print and on-line, these issues provide informative and objective information on a topic of interest that HCPs can refer to again and again. This may include diagnosis and treatment information around a disease state; content devoted to a subgroup of the primary specialty; or content produced on behalf of or in collaboration with any of our medical association, patient advocacy group, or Society partners.

These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *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/chestphysician
- 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.



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INTEGRATED MEDIA OPPORTUNITIES

Targeted Communications Tactics | Increases Awareness | Informs & Educates | Expands Reach | Frequency

Identify your objectives and work with our sales experts and network of brands to integrate the optimal solutions to get your message in front of the right targets at the right time.

Our wide-array of digital and print advertising tactics, Custom Programs, and Medical Conferences, built around our 25+ print and digital brands in 20+ markets provide unique and tried and true opportunities to achieve reach, generate engagement, and reinforce your messaging with multiple exposures, developed around your marketing goals.

As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

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

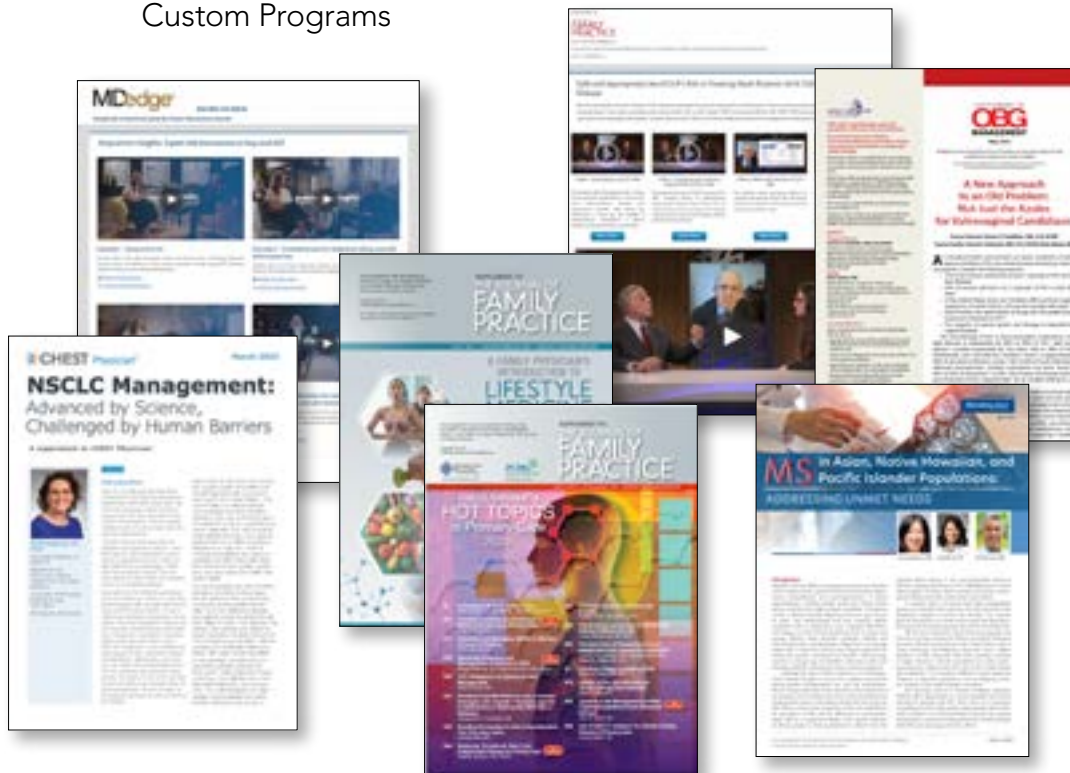
Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.

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

Digital Advertising



Custom Programs



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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". 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.frontlinerrates.com for an extensive look at our multichannel/platform opportunities.

Email us at sales@mdedge.com and visit www.frontlinemedcom.com.

MDedge® A Unified Multichannel Platform Built on Brand Equity
Cardiology News®
CHEST Physician®
Clinical Endocrinology News®
Clinical Psychiatry News®
Clinician Reviews®*
Current Psychiatry®
Cutis®
Dermatology News®
Family Practice News®
Federal Practitioner®
GI & Hepatology News®
MDedge.com/Hematology-Oncology*
MDedge.com/InfectiousDisease*
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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