

Clinical Psychiatry News®

MDedge® | Psychiatry

2023 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Clinical Psychiatry News® is the leading independent news source for the practicing psychiatrist. Readers rely on *Clinical Psychiatry News* for daily, specialty-specific news and insightful commentary in a clear, concise, accessible format. The print edition of *Clinical Psychiatry News* is published monthly and circulates to over 41,000 psychiatrists and child psychiatrists. All articles are researched, written, and produced by professional medical journalists.

Online at mdedge.com/psychiatry, part of the MDedge® Network, our award-winning news coverage is updated daily and includes physician commentaries that add perspective on how the news matters to the way psychiatrists practice. Columns and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters. Psychiatrists can join the conversation via social media sharing through Facebook and Twitter. *Clinical Psychiatry News* is the best way for psychiatrists to stay current, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS CLASSIFIED / RECRUITMENT

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FRONTLINE
MEDICAL COMMUNICATIONS

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- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative

GENERAL INFORMATION

Clinical Psychiatry News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1973
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide

● 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.

● ADVERTISERS' INDEX

Back-of-book

● ADVERTISING SERVICE

- Convention Bonus Distribution: **pending live conferences*

May issue:

American Psychiatric Association
San Francisco, CA; May 20-24

June issue:

Current Psychiatry/AACP:
Psychiatry Update
(MedscapeLive)
Chicago, June

October issue:

Psychopharmacology Update
(MedscapeLive)
Cincinnati, OH; October

November issue:

Current Psychiatry/AACP:
Psychiatry Update Encore
(MedscapeLive)
Las Vegas, NV; December

- Sales force bulk subscription discount available.

● 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

Clinical Psychiatry News online (part of mdedge.com/psychiatry), via e-newsletters, and the print publication provide practicing psychiatrists with timely and relevant specialty-specific 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 psychiatry. Our practice economics articles cover regulatory, specialty, and healthcare reform issues that affect psychiatrists' 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

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EDITORIAL MEETING CALENDAR

2023 Psychiatry Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
American Association for Geriatric Psychiatry (AAGP)	03/03/23	April 2023
Anxiety and Depression Association of America Meeting (ADAA)	04/13/23	May 2023
American Academy of Neurology (AAN)	04/22/23	June 2023
American Psychiatric Association	05/20/23	June 2023
American Society of Clinical Psychopharmacology (ASCP)	05/30/23	July 2023
Associated Professional Sleep Societies (APSS)	06/03/23	July 2023
Alzheimer's Association International Conference (AAIC)	07/16/23	September 2023
American Neurological Association	09/09/23	October 2023
European College of Neuropsychopharmacology (ECNP)	10/07/23	November 2023
American Academy of Child and Adolescent Psychiatry (AACAP)	10/23/23	December 2023
American Academy of Addiction Psychiatry (AAAP)	12/09/23	January 2024

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CIRCULATION

Clinical Psychiatry News reaches over 41,000 psychiatric specialists.

CIRCULATION ANALYSIS						
Specialty	Office-Based	Residents	Hospital Staff	Osteopaths	Other Professional Activity	TOTAL QUALIFIED
Psychiatry	20,859	1,704	5,332	3,044	1,136	32,736
Child Psychiatry	6,295	230	1,133	136	9	7,803
Geriatric Psychiatry	265	1	104	1	-	371
Addiction Psychiatry	202	2	53	-	-	257
Total Distribution	27,621	1,937	6,622	3,181	1,145	41,167

*NOTE: 661 semi-retired psychiatrists included in total qualified number, but not in breakout.
 Source: July 2022 BPA Circulation Statement
 For more detailed BPA circulation information, [click here](#).

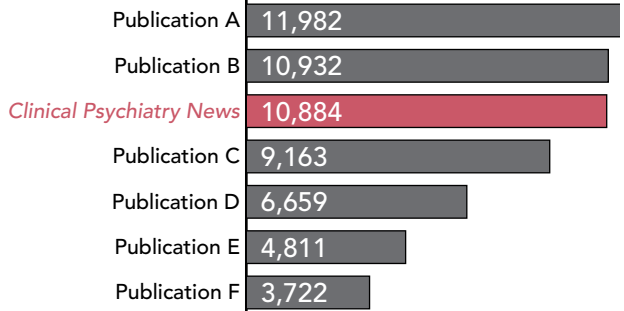
ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 9, 2022	December 16, 2022
February	January 17	January 24
March	February 13	February 21
April	March 17	March 24
May	April 14	April 21
June	May 15	May 22
July	June 15	June 23
August	July 17	July 24
September	August 17	August 24
October	September 15	September 22
November	October 17	October 24
December	November 13	November 20

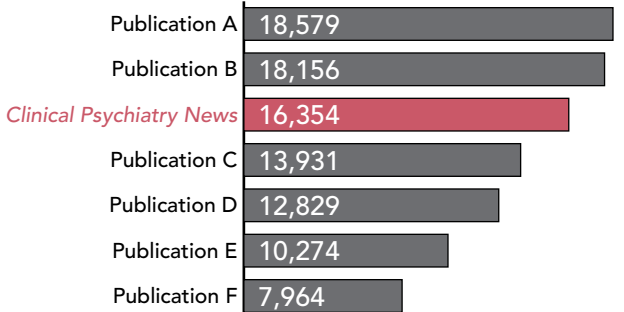
Stated Date of Mailing and Class: 15th of publication month. Periodicals class.

READERSHIP SCORES

Average Page Exposures



Average Issue 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 toward 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%

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*®+ *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 frontlinerate.com. Full-run only.

Prescribing Information (PI) Page Discounts:

Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.

Order of print ad discounts (As applicable)

- 1) Corporate earned frequency; 2) Journal Combination; 3) Journal list match; 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.

Earned Frequency

Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

Corporate Frequency Discount Program

Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to

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ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

(cont'd)

New Product Launch Program

Established products that have not run in *Clinical Psychiatry News* during 2022 OR new launch products, indications, and formulations can qualify for the new business or launch program. Advertise in 3 consecutive months and earn a 50% discount on the ad unit insertion in the 4th month (same size or smaller). Prelaunch ad units do not apply.

Continuity Discount Program

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

a. Run an ad for the same product in five (5) issues of *Clinical Psychiatry News* during 2023 and receive 50% off your 6th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all six insertions. Premium position charges do not qualify for 50% discount.

b. Run an ad for the same product in every issue (12) of *Clinical Psychiatry News* during 2023 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.

New Advertiser Program

Place your ad in four (4) issues of *Clinical Psychiatry News*, and receive 50% off the space and color charges of your fourth insertion. Ads do not need to be consecutive. Only companies that have not advertised in the publication in the past 12 months are eligible for this program. Ad unit size must be

identical for all four insertions. The discounted ad unit counts toward earned frequency. Premium position charges still apply to the fourth ad.

Split Runs

• SPECIFICATIONS

1. Split runs can be either geographic (state or zip code) or demographic. If FMC matches supplied data, records must include Medical Education (M.E.) numbers.
2. Inserts and run-of-book (ROB) advertising units are accepted.
3. All split-run ROB advertising units must be the same size.
4. Split-run additional production charges are commissionable.
5. Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
6. The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

• SPLIT-RUN RATES—INSERTS

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost.
4. No production charges for inserts.

• SPLIT-RUN RATES—RUN-OF-BOOK

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
4. Split-run Production Charges—Run-of-book: \$900 per split-run insertion.
5. A 20% premium is required on ROB splits of 6 pages or more.

• DISCOUNTS

Split-run advertisers do not qualify for combination, continuity, or new business/launch programs. Split-run insertions do count toward earned frequency and corporate discounts do apply.

Business Reply Cards (BRCs)

Business reply cards (BRCs) will be accepted on a space-available basis. Cost = Earned frequency rate of ROB island page + 20%. Please consult Production Department for specifications, as cards must be approved for compliance with bindery requirements (submit 5 samples or comp). Client is strongly advised to get approval of cards from the USPS Business Center.

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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$10,460	\$10,200	\$9,675	\$9,095	\$8,840	\$8,670	\$8,490	\$8,205	\$8,080	\$7,895
3/4 Page	9,760	9,445	7,915	7,865	7,770	7,620	7,465	7,270	7,135	6,955
Island Page	7,050	6,720	5,810	5,690	5,565	5,350	5,250	5,165	5,060	4,975
1/2 Page	6,740	6,485	5,560	5,465	5,345	5,145	5,015	4,905	4,760	4,720
1/4 Page	3,480	3,315	2,810	2,790	2,750	2,700	2,620	2,555	2,495	2,445

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$13,085	\$12,825	\$12,300	\$11,720	\$11,465	\$11,295	\$11,115	\$10,830	\$10,705	\$10,520
3/4 Page	12,385	12,070	10,540	10,490	10,395	10,245	10,090	9,895	9,760	9,580
Island Page	9,675	9,345	8,435	8,315	8,190	7,975	7,875	7,790	7,685	7,600
1/2 Page	9,365	9,110	8,185	8,090	7,970	7,770	7,640	7,530	7,385	7,345
1/4 Page	6,105	5,940	5,435	5,415	5,375	5,325	5,245	5,180	5,120	5,070

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,625
Five Color Rates (4C + PMS)	\$4,240

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.

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$14,500	\$13,855	\$11,975	\$11,715	\$11,470	\$11,015	\$10,825	\$10,635	\$10,425	\$10,245
2-Page King	21,530	21,025	19,925	18,725	18,205	17,865	17,490	16,905	16,625	16,260
4-Page A-size	29,020	27,725	23,945	23,440	22,930	22,025	21,660	21,285	20,860	20,480
4-Page King	43,065	42,025	39,850	37,460	36,410	35,720	34,980	33,820	33,260	32,510
6-Page A-size	43,535	41,580	35,910	35,150	34,405	33,045	32,480	31,920	31,290	30,730
6-Page King	64,595	63,055	59,785	56,185	54,620	53,585	52,475	50,720	49,885	48,765
8-Page A-size	58,055	55,440	47,880	46,865	45,860	44,055	43,295	42,565	41,715	40,965
8-Page King	86,135	84,065	79,700	74,920	72,840	71,455	69,965	67,620	66,505	65,010

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PSYCHIATRY MARKET DUO CLINICAL PSYCHIATRY NEWS + CURRENT PSYCHIATRY

7.5% Discount off earned rate in each publication

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Clinical Psychiatry News* and *Current Psychiatry*.

Full-run only. Insertions count toward earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$4,670
Five Color Rates (4C + PMS)	\$7,665

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size + A-size page	\$15,880	\$15,415	\$14,740	\$13,920	\$13,510	\$13,150	\$12,840	\$12,360	\$12,155	\$11,930
King 3/4 + A-size page	15,230	14,715	13,110	12,785	12,520	12,180	11,890	11,495	11,280	11,060
Island + A-size page	12,725	12,195	11,165	10,770	10,480	10,080	9,840	9,545	9,360	9,225
King 1/2 + 1/2 A-size page	10,285	9,950	8,970	8,710	8,475	8,165	7,930	7,685	7,505	7,415

INSERT RATES (KING + A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$31,845	\$30,465	\$28,770	\$27,975	\$27,220	\$26,555	\$25,615	\$25,180	\$24,645
4 page insert	NA	50,030	45,815	44,200	43,065	41,375	40,415	39,270	38,495	37,760
6 page insert	NA	75,260	72,180	68,215	66,290	64,350	62,750	60,485	59,400	58,125
8 page insert	NA	NA	80,120	77,155	75,150	72,175	70,430	68,315	67,000	65,720

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$25,210	\$23,110	\$22,290	\$21,745	\$20,880	\$20,390	\$19,815	\$19,445	\$19,085
4 page insert	NA	43,830	42,095	39,840	38,695	37,525	36,555	35,220	34,575	33,855
6 page insert	NA	62,030	57,465	55,245	53,820	51,685	50,430	48,890	47,930	47,000
8 page insert	NA	NA	83,765	79,290	77,005	74,650	72,740	70,075	68,820	67,370

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

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NEUROPSYCHIATRY COMBINATION DISCOUNT CLINICAL PSYCHIATRY NEWS + CURRENT PSYCHIATRY + NEUROLOGY REVIEWS

7.5% Discount off earned rate in each publication

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Clinical Psychiatry News*®, *Current Psychiatry*® and *Neurology Reviews*®. Full-run only. Insertions count toward earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$6,690
Five Color Rates (4C + PMS)	\$11,130

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$21,985	\$21,235	\$20,530	\$19,545	\$19,030	\$18,525	\$18,000	\$17,405	\$17,090	\$16,745
King 3/4 page + A-size page	19,350	18,640	17,015	16,575	16,250	15,810	15,375	14,900	14,610	14,340
Junior page + A-size page	16,845	16,120	15,070	14,565	14,210	13,710	13,325	12,955	12,690	12,505
King 1/2 page + 1/2 A-size page	14,230	13,690	12,690	12,325	12,040	11,635	11,255	10,950	10,680	10,545

INSERT RATES (KING + A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	N/A	\$44,680	\$43,240	\$41,230	\$40,240	\$39,190	\$38,085	\$36,915	\$36,255	\$35,500
4 page insert	N/A	N/A	84,880	80,860	78,840	76,780	74,575	72,270	70,915	69,415
6 page insert	N/A	N/A	126,530	120,455	117,475	114,375	111,095	107,615	105,585	103,355
8 page insert	N/A	N/A	N/A	160,095	156,085	151,965	147,570	142,940	140,250	137,290

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	N/A	\$34,280	\$32,140	\$31,095	\$30,425	\$29,360	\$28,565	\$27,860	\$27,325	\$26,805
4 page insert	N/A	N/A	62,670	60,590	59,200	57,135	55,550	54,155	53,045	52,020
6 page insert	N/A	N/A	93,205	90,060	88,025	84,895	82,540	80,440	78,785	77,270
8 page insert	N/A	N/A	N/A	119,555	116,800	112,645	109,490	106,710	104,520	102,515

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For further information, contact the sales representative

PRIMARY CARE PSYCHIATRY COMBINATION DISCOUNT CLINICAL PSYCHIATRY NEWS + FAMILY PRACTICE NEWS + INTERNAL MEDICINE NEWS

PowerBuy rate + 7.5% Discount off Clin Psych News

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

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$6,790
Five Color Rates (4C + PMS)	\$11,520

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King size	\$37,745	\$36,105	\$34,610	\$33,115	\$32,525	\$31,730	\$31,035	\$30,325	\$29,920	\$29,610	\$29,180	\$28,760
3/4 page	34,110	32,565	30,185	29,350	28,950	28,375	27,825	27,235	26,465	25,980	25,770	25,200
Island page	25,320	24,085	22,565	21,820	21,480	20,830	20,385	20,025	19,715	19,535	19,255	18,985
1/2 Page	24,825	23,715	22,180	21,455	21,090	20,570	20,000	19,485	19,190	19,080	18,770	18,595
1/4 Page	12,275	11,700	10,805	10,480	10,320	10,100	9,805	9,570	9,360	9,255	9,215	9,025

INSERT RATES (KING + A-SIZE)												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$52,160	\$49,640	\$46,485	\$44,935	\$44,250	\$42,910	\$41,995	\$41,245	\$40,740	\$40,250	\$39,655	\$39,130
2-Page King	77,740	74,390	71,300	68,195	67,010	65,350	63,930	62,475	61,750	60,970	60,105	59,225
4-Page A-size	104,320	99,295	92,985	89,870	88,490	85,800	84,005	82,515	81,490	80,490	79,320	78,250
4-Page King	155,495	148,775	142,610	136,405	134,040	130,705	127,845	124,960	123,510	121,945	120,190	118,450
6-Page A-size	156,490	148,930	139,460	134,810	132,750	128,715	126,000	123,770	122,245	120,745	118,980	117,370
6-Page King	233,225	223,170	213,915	204,600	201,050	196,055	191,785	187,430	185,255	182,925	180,300	177,675
8-Page A-size	208,655	198,565	185,950	179,740	176,990	171,605	167,995	165,020	162,975	160,980	158,630	156,500
8-Page King	310,985	297,545	285,210	272,810	268,075	261,425	255,715	249,895	246,985	243,885	240,385	236,890

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COVER TIPS

FMC will print all standard cover tips. Standard adheres to specs below.

- Cost includes FMC printing of standard cover tips to specifications (one-sided, 4-color) as a value-added service. No rebates will be issued for client-supplied material.
- Issue polybagged per postal regulations
- Cost is non-commissionable
- Non-standard cover tips are also available such as tips with extra flaps, PI's, etc. These must be client supplied.
- Sample of non-standard cover tips must be supplied to the production manager for approval.
- Full run only. Continuity discounts or combination discounts are not applicable for cover tips.
- Contact your sales representative for pricing.

Space Reservations

Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

Cover Tip Specifications

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

Cancellation Policy: Tips can be canceled 60 days prior to the issue space closing date. After this, agreement is considered non-cancellable and will be invoiced in full.

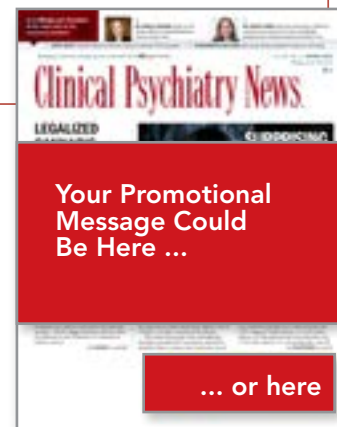
Deliver electronic files and color proof to:

Production Department
 Clinical Psychiatry News
 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 *Clinical Psychiatry 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 Denise Stolfi at dstolfi@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 Slobodnik
240-221-2417, rslobodnik@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/_8KJpaebMctlbUR

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:

Clinical Psychiatry 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:
Clinical Psychiatry News
Frontline Medical Communications
Attn: Denise Stolfi
Phone: 516-316-5455
dstolfi@mdedge.com

Send color proof (accepted but not required) to:
Clinical Psychiatry News
2275 Research Blvd
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
rslobodnik@mdedge.com

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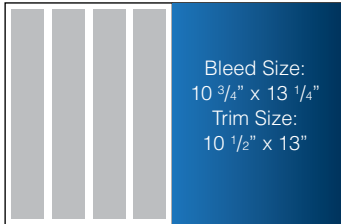
Conferences

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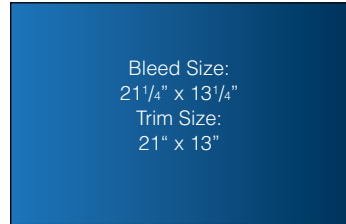
For further information,
contact the sales representative

SPECIFICATIONS

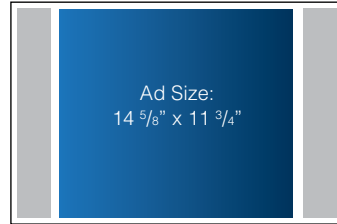
King-size Page



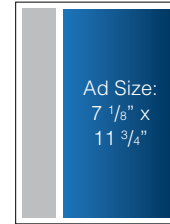
King-size Spread



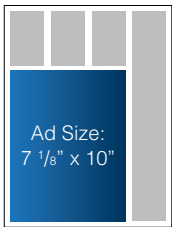
3/4 Vertical Spread



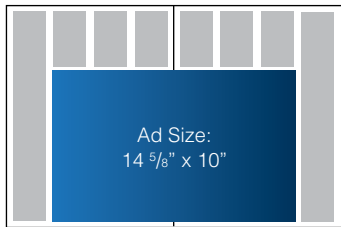
3/4 Vertical



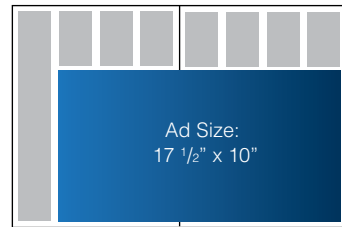
Island Page



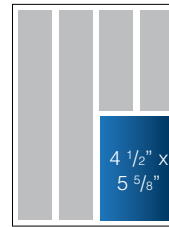
Island Spread



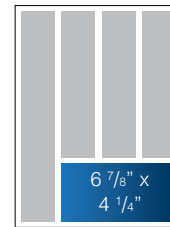
Island Page + 3/4 Page Horiz.



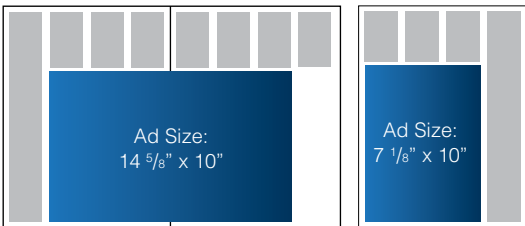
1/4 Page Vertical



1/4 Page Horizontal



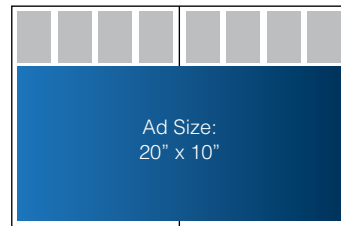
Island Spread + Island Page



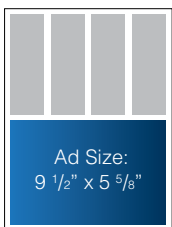
3/4 Horizontal



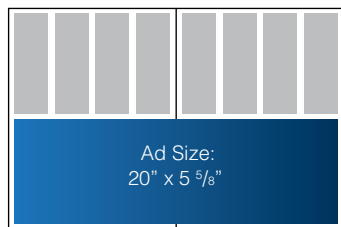
3/4 Horizontal Spread



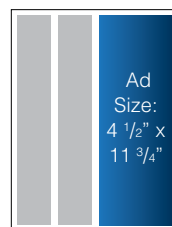
1/2 Page Horizontal



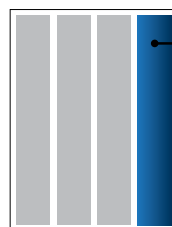
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 1/2" x 13"
Live matter: Allow 3/8" safety from all trim edges
Type of Binding: Saddle Stitch
Only Full Page Ads Bleed

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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 *Clinical Psychiatry News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Clinical Psychiatry News*
- Special issue supplements are posted online in the education center of www.mdedge.com/psychiatry
- 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 Frontlinerrates.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



Medscape **LIVE!** Medical Conferences

- T Cell Lymphoma Forum**
February 2-4, 2023 ■ Torrey Pines, CA
- 45th Annual Hawaii Dermatology Seminar**
February 19-24, 2023 ■ Honolulu, HI
- Acute Leukemia Forum**
April 19-20, 2023 ■ Torrey Pines, CA
- 18th Annual Women's and Pediatric Dermatology Seminar** ■ May 19-20, 2023 ■ Washington, DC

- AACP/Medscape Psychiatry Update Spring**
June 2023 ■ Chicago, IL
- Perspectives in Rheumatic Diseases**
September 7-9, 2023 ■ Las Vegas, NV
- 22nd Annual Psychopharmacology Update**
October 2023 ■ Cincinnati, OH
- Metabolic and Endocrine Diseases Summit (Fall)**
October 11-14, 2023 ■ Orlando, FL

- Perspectives in Breast Cancer Care**
October 25-28, 2023 ■ Chicago, IL
- 24th Annual Las Vegas Dermatology Seminar**
November 2-4, 2023 ■ Las Vegas, NV
- Heart of Cardiology**
December 2-4, 2023 ■ Torrey Pines, CA
- AACP/Medscape Psychiatry Update Winter**
December 2023 ■ Las Vegas, NV

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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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