PUBLISHER’S STATEMENT

GI & Hepatology News® is the official newspaper of the AGA Institute. Over 19,000 gastroenterologists and hepatologists rely on GI & Hepatology News every month to cover the world of medicine with breaking news, medical meeting coverage, and expert perspectives both in print and online. The official newspaper of the AGA Institute was launched in partnership with Frontline Medical Communications in January 2007. Our independent reporting focuses on impacting the way gastroenterologists practice medicine, and news from the AGA Institute keeps active members up-to-date on educational opportunities and policy initiatives. All articles are researched, written, and produced by professional medical journalists.

www.mdedge.com/gihepnews, part of the MDedge® web portal, is the online destination of GI & Hepatology News. This site provides news and views that matter to physicians in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters.

GI & Hepatology News is the best way for physicians to stay current, save time, and gain perspective.

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Closing Dates
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Advertising Incentives & Opportunities
Discounts & Combinations
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Printing Information
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INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising
Custom Programs
Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

2023 ADVERTISING RATE CARD

ADVERTISING / CONTRACTS / INSERTION ORDERS
CLASSIFIED/RECRUITMENT

JOSHUA NORTON
National Account Manager
830-971-4002
jnorton@mdedge.com

PRINT PRODUCTION

REBECCA SLEBODNIK
Director of Production/Manufacturing
240-221-2417
rslebodnik@mdedge.com

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

www.mdedge.com/gihepnews
GENERAL INFORMATION

GI & Hepatology News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 2007
- **ORGANIZATION AFFILIATION:** AGA Institute; BPA Worldwide

**EDITIORIAL/ADVERTISING RATIO**

55% editorial/45% advertising

**CONTRACT AND COPY REGULATIONS**

a. All contracts and contents of advertisements are subject to FMC’s approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.

b. FMC reserves the right to inspect and approve all website advertising. Proof must be submitted to FMC no later than the ad space closing date.

c. Sweepstakes ads are prohibited by AMA list rental agreement.

d. FMC reserves the right to put the word “Advertisement” on advertising which, in FMC’s opinion, resembles editorial material.

e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.

f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.

g. Rates are subject to change with 90 days’ notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

c. Cover positions are non-cancelable within 60 days of the issue’s closing date.

**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.

**POLICY ON PLACEMENT OF ADVERTISING**

Interspersed

**BONUS DISTRIBUTION**

a. Convention Bonus Distribution:

   - **January Issue:**
     Crohn’s & Colitis Congress
     Denver, CO; Jan 19-21, 2023

   - **May Issue:**
     Digestive Disease Week
     Chicago, IL; May 6-9, 2023

   - **October Issue:**
     American College of Gastroenterology
     Vancouver, BC, Canada; Oct 20-25, 2023

   - **November Issue:**
     American Association for the Study of Liver Disease (AASLD)
     TBD

**EDITORIAL**

The official newspaper of the AGA Institute provides cutting-edge news from clinical meetings, FDA coverage and clinical trial results, expert commentary, and reporting on the business and politics of gastroenterology.
## EDITORIAL MEETING CALENDAR

### 2023 GI & Hepatology 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 Association for the Study of Liver Disease (AASLD)</td>
<td>11/04/22</td>
<td>January 2023</td>
</tr>
<tr>
<td>Advances in Inflammatory Bowel Diseases (AIBD)</td>
<td>12/05/22</td>
<td>February 2023</td>
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<tr>
<td>Crohn’s &amp; Colitis Congress (CCC)</td>
<td>01/18/23</td>
<td>March 2023</td>
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<tr>
<td>American Society of Clinical Oncology – GI Cancers (ASCO-GICS)</td>
<td>01/19/23</td>
<td>March 2023</td>
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<tr>
<td>Annual Gut Microbiota for Health World Summit</td>
<td>03/11/23</td>
<td>May 2023</td>
</tr>
<tr>
<td>2023 AGA Tech Summit</td>
<td>04/13/23</td>
<td>June 2023</td>
</tr>
<tr>
<td>American Academy of Allergy, Asthma, &amp; Immunology (AAAAI)</td>
<td>04/24/23</td>
<td>June 2023</td>
</tr>
<tr>
<td>American College of Physicians (ACP): Internal Medicine Meeting</td>
<td>04/29/23</td>
<td>June 2023</td>
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<tr>
<td>Digestive Disease Week (DDW 2023)</td>
<td>05/06/23</td>
<td>June 2023</td>
</tr>
<tr>
<td>American Society of Clinical Oncology (ASCO): Annual Meeting</td>
<td>06/02/23</td>
<td>July 2023</td>
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<tr>
<td>European Association for the Study of the Liver (EASL)</td>
<td>06/21/23</td>
<td>August 2023</td>
</tr>
<tr>
<td>American Diabetes Association (ADA): Scientific Sessions</td>
<td>06/23/23</td>
<td>August 2023</td>
</tr>
<tr>
<td>The Obesity Society (TOS): ObesityWeek®</td>
<td>10/14/23</td>
<td>December 2023</td>
</tr>
<tr>
<td>IDWeek</td>
<td>10/20/23</td>
<td>December 2023</td>
</tr>
<tr>
<td>American College of Gastroenterology (ACG)</td>
<td>10/22/23</td>
<td>December 2023</td>
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</table>
CIRCULATION

GI & Hepatology News reaches over 19,000 US members of the AGA and all other US non-member gastroenterologists.

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Office-Based</th>
<th>Residents</th>
<th>Hospital Staff</th>
<th>Osteopaths</th>
<th>TOTAL QUALIFIED</th>
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<tr>
<td>Gastroenterology</td>
<td>7,301</td>
<td>875</td>
<td>726</td>
<td>464</td>
<td>9,366</td>
</tr>
<tr>
<td>Hepatology</td>
<td>49</td>
<td>2</td>
<td>16</td>
<td>-</td>
<td>67</td>
</tr>
<tr>
<td>Members of the AGA</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>9,910</td>
</tr>
<tr>
<td>Total Distribution</td>
<td>7,350</td>
<td>877</td>
<td>742</td>
<td>464</td>
<td>19,343</td>
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</table>

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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<td>January</td>
<td>December 1, 2022</td>
<td>December 8, 2022</td>
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<tr>
<td>February</td>
<td>January 6</td>
<td>January 13</td>
</tr>
<tr>
<td>March</td>
<td>February 3</td>
<td>February 10</td>
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<tr>
<td>April</td>
<td>March 9</td>
<td>March 16</td>
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<tr>
<td>May</td>
<td>April 6</td>
<td>April 13</td>
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<tr>
<td>June</td>
<td>May 8</td>
<td>May 15</td>
</tr>
<tr>
<td>July</td>
<td>June 7</td>
<td>June 14</td>
</tr>
<tr>
<td>August</td>
<td>July 7</td>
<td>July 14</td>
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<tr>
<td>September</td>
<td>August 9</td>
<td>August 16</td>
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<tr>
<td>October</td>
<td>September 7</td>
<td>September 14</td>
</tr>
<tr>
<td>November</td>
<td>October 9</td>
<td>October 16</td>
</tr>
<tr>
<td>December</td>
<td>November 2</td>
<td>November 9</td>
</tr>
</tbody>
</table>

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

READERSHIP SCORES

Average Page Exposures

- Publication A: 5,647
- Publication B: 4,863
- GI & Hepatology News: 4,584
- Publication C: 4,425
- Publication D: 4,078
- Publication E: 3,493
- Publication F: 3,386

High Readers

- Publication A: 4,113
- Publication B: 3,949
- GI & Hepatology News: 3,317
- Publication C: 3,222
- Publication D: 2,898
- Publication E: 2,422
- Publication F: 2,395

Source: Kantar Media, Medical/Surgical May 2022 Media Measurement Study
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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.

Earned Frequency

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

Corporate Frequency Discount Program

Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x. JFP, FPN and IMN extend to 396x.)

Combination Buys And Market Duos

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

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

Combination Non-Duplicated  Combinations not currently programmed can be upon request. Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available (see next page). Choose either the continuity program or the new business/launch program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at www.frontlinerates.com. Full-run only.

Prescribing Information (PI) Page Discounts:

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

Order of print ad discounts (As applicable)

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

<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>
</tr>
</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>
New Product Launch Program
Place your new product launch unit in four (4) consecutive issues of GI & Hepatology News and receive 50% off the space and color charges of your fourth (4th) insertion. Only new products and line extensions are eligible for this program. Pre-launch ad units are not eligible. Launch ad unit counts towards earned frequency. All FMC combination discounts apply. Launch Program may not be combined with Continuity Discount Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

Continuity Discount Program
Please select one program. (Programs cannot be combined.)

a. Run an ad for the same product in six (6) issues of GI & Hepatology News during 2023 and receive 50% off your 7th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.
b. Run an ad for the same product in every issue (12) of GI & Hepatology News during 2023 and receive the 12th insertion at no charge. Varying ad unit sizes will be averaged to determine free ad unit. Premium position charges still applicable on free ads. Free ads count towards earned frequency.
c. Run an ad for the same product in every issue (12) of GI & Hepatology 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. Cover tips do not get counted towards continuity discount program.

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

- 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.
# 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>
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</thead>
<tbody>
<tr>
<td>King</td>
<td>$6,670</td>
<td>$6,540</td>
<td>$6,410</td>
<td>$6,265</td>
<td>$6,200</td>
<td>$6,115</td>
<td>$6,010</td>
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<td>$5,225</td>
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<td>$5,040</td>
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<td>$3,130</td>
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<td>$3,005</td>
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<td>$2,920</td>
<td>$2,825</td>
<td>$2,800</td>
<td>$2,755</td>
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<tr>
<td>1/4 Page</td>
<td>$2,520</td>
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<td>$2,355</td>
<td>$2,340</td>
<td>$2,280</td>
<td>$2,200</td>
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## BLACK-AND-WHITE (ROB) + 4-COLOR RATES

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<th>96x</th>
<th>144x</th>
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</thead>
<tbody>
<tr>
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<td>$7,525</td>
<td>$7,485</td>
<td>$7,370</td>
<td>$7,200</td>
<td>$7,150</td>
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<td>$4,640</td>
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</table>

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

- Four Color Rates: $2,485
- Five Color Rates (4C + PMS): $3,775

## 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

<table>
<thead>
<tr>
<th>Page Size</th>
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<tbody>
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<td>$7,915</td>
<td>$7,760</td>
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<td>$7,570</td>
<td>$7,380</td>
<td>$7,155</td>
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<td>$47,845</td>
<td>$47,220</td>
<td>$46,740</td>
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GASTROENTEROLOGY DATA TRENDS: 4TH ANNUAL SPECIAL ISSUE

AGA 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.

AGA 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: IBD, UC, Chron’s, IBS, EoE, C-diff, Liver Disease, HCC, CRC, HCV, ...

Within US medical schools, the proportion of racially/ethnically underrepresented students has increased at a minimal pace since the early 2000s.3,10-12

Association of American Medical Colleges (AAMC) reveals that diversity among medical school enrollees is up 18% from the prior year, driving the need for increased representation and education among faculty.

2000 6.8%
2009 8.0%
2014 9.7%
2016-2017 10.1%
2021-2022

A survey of more than 28,000 medical students found that 17.7% reported a perceived lack of respect for diversity among school faculty.

AAMC reveals that diversity among medical school enrollees is up 18% from the prior year, driving the need for increased representation and education among faculty.

Making Treatment Decisions

New treatment guidelines for IBD and related conditions like Crohn’s disease and ulcerative colitis now emphasize an iterative approach to management.

These steps include:

1. Analyzing c-reactive protein (CRP) levels and calprotectin results
2. Adjusting therapy as indicated
3. Conducting endoscopy to assess treatment efficacy

...
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. Contact your Publisher for pricing.
- 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-cancelable and will be invoiced in full.

Deliver electronic files and color proof to:

Production Department
GI & Hepatology 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 GI & Hepatology 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 Joshua Norton at jnorton@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**
  - 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/_7oJzEnXvQtubjR

  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:**
      - GI & Hepatology 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:
  GI & Hepatology News
  Frontline Medical Communications
  Attn: Joshua Norton
  Phone: 512-375-8202
  jnorton@mdedge.com

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

  For further information, contact the sales representative.
SPECIFICATIONS

King-size Page
- Bleed Size: 10 3/4" x 13 1/2"
- Trim Size: 10 1/2" x 13"

King-size Spread
- Bleed Size: 21 1/4" x 13 1/4"
- Trim Size: 21" x 13"

3/4 Vertical Spread
- Ad Size: 14 3/8" x 11 5/8"

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

Island Page
- Ad Size: 7 3/8" x 10"

Island Spread
- Ad Size: 14 3/8" x 10"

- Ad Size: 17 3/8" x 10"

1/4 Page Vertical
- Ad Size: 4 3/8" x 5 3/4"

1/4 Page Horiz.
- Ad Size: 6 7/8" x 4 3/4"

Island Spread + Island Page
- Ad Size: 14 3/8" x 10"

3/4 Horizontal
- Ad Size: 9 3/8" x 10"

3/4 Horizontal Spread
- Ad Size: 20" x 10"

1/2 Page Horizontal
- Ad Size: 9 3/8" x 5 3/8"

1/2 Horizontal Spread
- Ad Size: 20" x 5 3/8"

1/2 Page Vertical
- Ad Size: 4 3/8" x 11 3/4"

1/4 Page Column
- Ad Size: 2 3/8" x 11 3/4"

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
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 beinds, 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: raythibodeau!
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 GI & Hepatology News audience as well.

- Special issue supplements polybag and mail with regular issues of GI & Hepatology News
- Special issue supplements are posted online in the education center of www.mdedge.com/gihepnews
- 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.