Current PSYCHIATRY®

MDedge™ | Psychiatry

2023 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

CURRENT PSYCHIATRY® is the leading peer-reviewed source of practical, evidence-based information that is valued by psychiatric clinicians. As the #1 publication in average issue readers and #1 A-size clinical review publication in exposures,* CURRENT PSYCHIATRY® reaches over 45,500 office- and hospital-based psychiatrists/AP clinicians with solutions to common clinical problems in daily practice. In addition to print, CURRENT PSYCHIATRY® offers a robust multichannel platform to advertisers that includes: online at mdedge.com/psychiatry, part of the MDedge® Network, live events, custom educational programs, and our partnership with *Annals of Clinical Psychiatry*, the official publication of the American Academy of Clinical Psychiatrists.

*Kantar Media, Medical/Surgical Spring 2021 Media Measurement Study

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ADVERTISING / CONTRACTS / INSERTION ORDERS/ CLASSIFIED / RECRUITMENT

SHARON FINCH
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Group Publisher
973-206-8952
sfinch@mdedge.com

PRINT PRODUCTION

DONNA PITURAS
Production Manager
973-206-8011
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(2 GATEWAY BUILDING)
4TH FLOOR
NEWARK, NJ 07102
973-206-3434
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BPA WORLDWIDE AMM Association of Medical Media

FRONTLINE MEDICAL COMMUNICATIONS

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Reprints & Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact the sales representative.

GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and sales representative approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other Standard Terms and Conditions of our Rate Card – click the link for details) , the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the sales representative harmless against any expense arising from claims or actions against the sales representative because of the publication of the contents of the advertisement. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the sales representative .

Ad Format and Placement Policy

- Advertising is interspersed between and within articles.
- Ads are rotated.
- It is our policy to separate advertising from related editorial and competitive advertising.
- **AD EDIT RATIO:** 55%/45%

Advertiser Services

- **BONUS DISTRIBUTION (***pending live conferences***):**

APRIL ISSUE:

- **April 16-19, 2023** 25th College of Psychiatric & Neurologic Pharmacists, Atlanta, GA

MAY ISSUE:

- **May 20-24, 2023** American Psychiatric Association, San Francisco, CA

JUNE ISSUE:

- **June, 2023** Current Psychiatry/AACP: Psychiatry Update Spring (MedscapeLIVE)

OCTOBER ISSUE:

- **October, 2023** Psychopharmacology Update (MedscapeLIVE)

DECEMBER ISSUE:

- **December, 2023** Current Psychiatry/AACP: Psychiatry Update Winter (MedscapeLIVE)

EDITORIAL

General Editorial Direction

CURRENT PSYCHIATRY® provides the psychiatric practitioner with peer-reviewed, practical advice by leading authorities, emphasizing solutions to common clinical problems. Articles are solicited by an independent editorial board, and are edited by a staff of professional medical journalists. CURRENT PSYCHIATRY® articles undergo reader testing and peer review before publication.

Average Issue Information (2021)

- **AVERAGE NUMBER OF FEATURE ARTICLES PER ISSUE:** 3
- **AVERAGE REVIEW ARTICLE LENGTH:** 6- 8 pages
- **EDITORIAL DEPARTMENTS:**
  - From the Editor
  - Cases That Test Your Skills
  - Med/Psych Update
  - Clinical Neuroscience
  - Savvy Psychopharmacology
  - Out of the Pipeline
  - Pearls
  - Residents' Voices
  - Psychiatry Journal Club
  - Readers' Forum

Origin of Editorial

- **CLINICIAN-AUTHORED**, staff-edited manuscripts
- **INVITED:** 90%
- **UNSOLICITED:** 10% (Pearls, Cases That Test Your Skills, Residents' Voices)
- **REJECTION RATE:** 10% to 15%
- **ARTICLES OR ABSTRACTS FROM MEETINGS OR OTHER PUBLICATIONS:** Abstracts from the Psychiatry Update Spring and Winter conferences
- **PEER REVIEW:** All manuscripts are reviewed by the editors, members of the Editorial Board, and other physicians with pertinent expertise.

Editorial Research:

Article topics are tested through surveys to psychiatrists and to members of the Editorial Board to determine reader interest. This ongoing surveying process ensures that articles in CURRENT PSYCHIATRY® meet the needs of psychiatric practitioners.

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Reprints & Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact the sales representative.

CIRCULATION

Description of Circulation Parameters

- Psychiatrists: MDs and DOs who are in direct patient care (office and hospital setting), including residents (all years) and hospital staff. Other professional activities by request.
- Psychiatric Nurse Practitioners, Physician Assistants, and Clinical Nurse Specialists with prescribing authority. 100% request.

Demographic Selection Criteria

- **CIRCULATION DISTRIBUTION:** Controlled: 100%.

Circulation Verification

- **AUDIT:** BPA.
- **MAIL LIST AVAILABILITY:**
  Contact the sales representative.

Coverage

- Have any specialties been combined in the grid below? No.
- Date and source of breakdown: July 2022 BPA Circulation Statement.

CLICK HERE for the most current BPA statement.

CIRCULATION ANALYSIS

	Office-based	Residents	Hospital	Other	Osteopathy	TOTAL
Psychiatry	20,089	5,291	3,650	1,360	2,294	32,684
Child Psychiatry	6,395	918	1,185	226	169	8,893
Geriatric Psychiatry	668	50	244	23	7	992
Total Psychiatrists	27,152	6,259	5,079	1,609	2,470	42,569
Advance practice clinicians specializing in Psychiatry which includes Nurse Practitioners, Physician Assistants, and Certified Nurse Specialists						3,187
Total Qualified Circulation						**45,756**

ISSUANCE & CLOSING DATES

First Issue: January 2002

Frequency: Monthly.

Issue Date: Month of issuance.

Mailing Date and Class: the 15th of each month. Periodicals class.

Closing Dates (subject to change):

Issue Date	Space Close	Materials Due
January	12/7/22	12/13/22
February	1/5/23	1/12/23
March	2/7	2/14
April	3/7	3/14
May	4/6	4/13
June	5/5	5/12
July	6/7	6/14
August	7/10	7/14
September	8/11	8/17
October	9/7	9/14
November	10/4	10/10
December	11/7	11/14

Shipping

Inserts should be clearly marked with publication name, issue date, and quantity.

SHIP TO: Fry Communications
Current Psychiatry/ISSUE DATE
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055
Attn: Cory Eisenhower

All printed inserts should be full size, supplied untrimmed, folded except single leaf, and ready for binding. Varnished inserts are accepted at the sales representative 's discretion.

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Reprints & Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

PRINT ADVERTISING

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

Effective Date: January 1, 2023

- **AGENCY COMMISSION:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.
- Rates subject to change with 90 days' notice: Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Earned Rates

- **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.
- Sales representative guarantees uniform rates to all advertisers using same amount and kind of space.

Incentive Programs

- **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.)
- **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:

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%

COMBINATION BUYS AND MARKETDUOS:

- 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.
- 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.

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Reprints & Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact the sales representative.

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

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. Choose either the continuity program or the new business/launch program when using a combination buy. See Frontline Integrated Media Kit and all rate cards available at frontlinerates.com. Full-run only.

CHOOSE EITHER THE CONTINUITY OR NEW BUSINESS/LAUNCH PROGRAM (IF NOT USING A COMBINATION DISCOUNT):

- **CONTINUITY PROGRAM:** CURRENT PSYCHIATRY® advertisers: Buy 5 ads, get the 6th at half price (50% off the earned B&W and color rate). Continuity program applies to 12-month period of January 2023 through December 2023 (or 12 month fiscal year where applicable). Advertisers will be short rated if discount is not earned.
- **NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in CURRENT PSYCHIATRY® 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.
- **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 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.
- **PREPAYMENT PLAN:** An optional prepayment program is available. Contact Sharon Finch, Sales Representative , at sfinch@mdedge.com, for additional details.

Split Run

Split run advertisers will not qualify for combination, continuity, or new business/launch programs. Split run insertions do count towards the corporate discount and corporate discounts do apply. The sales representative (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.

- **RUN-OF-BOOK:** See rates, page 4. All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum of 60%) by the earned rate for the full run only. There is an additional commissionable mechanical charge of $3,780.
- **INSERTS:** All rates are commissionable. List match and other demographic rates are calculated by multiplying the percent of circulation being targeted (minimum charge is 60%). There is an additional commissionable mechanical charge of $1,930.

Covers, Positions

Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added). **Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for 1 month.**

Covers	
Second cover*	35% premium, ad must run 4-color
Third cover	Sold only in combination with Fourth cover
Fourth cover*	60% premium, ad must run 4-color
Positions	
Opposite Table of Contents	15% space premium, ad is preferred 4-color
Opposite Masthead	15% space premium, ad is preferred 4-color
Opposite Editor's Page	15% space premium, ad is preferred 4-color
Consecutive right-hand pages	15% space premium, ad is preferred 4-color
Other Preferred Positions	10% space premium
*Premium applies to black-and-white rate of one page only	

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Reprints & Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

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

Run-of-Book Rates

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	$6,705	$6,465	$6,260	$5,955	$5,765	$5,545	$5,390	$5,155	$5,060	$5,000
1/2 Page	4,380	4,270	4,135	3,950	3,815	3,680	3,560	3,405	3,355	3,295
BRC	6,705									

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	$9,130	$8,890	$8,685	$8,380	$8,190	$7,970	$7,815	$7,580	$7,485	$7,425
1/2 Page	6,805	6,695	6,560	6,375	6,240	6,105	5,985	5,830	5,780	5,720

COLOR RATES (In addition to black & white rates)	
Four Color Rates	$2,425
Five Color Rates (4C + PMS)	4,045

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Insert	$13,800	$13,400	$13,010	$12,380	$12,040	$11,560	$11,220	$10,785	$10,595	$10,385
4 Page Insert	N/A	26,360	25,585	24,345	23,625	22,705	22,030	21,170	20,755	20,340
6 Page Insert	N/A	39,335	38,180	36,285	35,255	33,850	32,860	31,570	30,955	30,330
8 Page Insert	N/A	52,295	50,705	48,260	46,840	44,980	43,660	41,935	41,140	40,320
10 Page Insert	N/A	65,265	63,285	60,200	58,450	56,110	54,480	52,330	51,330	50,305

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Reprints & Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact the sales representative.

PSYCHIATRY MARKET DUO / CURRENT PSYCHIATRY + CLINICAL PSYCHIATRY NEWS

7.5% off each publication

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of CURRENT PSYCHIATRY and *Clinical Psychiatry News*. **Full-run only.** Insertions count towards 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
w6 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

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Reprints & Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact the sales representative.

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

7.5% off each publication

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

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Reprints & Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact the sales representative.

COVER TIPS / OUTSERTS

Cover Tips are a cost-effective way to get your message to an engaged audience of over 45,500 psychiatrists and AP clinicians with the brand they trust most. Count on prime exposure when you use a cover tip for:

- A new product launch
- A "coming soon" ad
- An upcoming event

Cover Tip Rates

Please consult the sales representative

Specifications	Description	Total Cost Net*
Size: 7½" (w) x 5¼" (h) Print on 80# text stock, No UV coating	2-page/single leaf (no PI accepted with this size)	Please consult the sales representative
	4- page with folded glue tipped PI (glued inside)	Please consult the sales representative
	6-page/8-page with folded glue tipped PI (glued inside)	Please consult the sales representative

* Client supplied; includes space and polybag

Cost is net; NON-COMMISSIONABLE

All cover tips must supply a sample of accurate mock-up at least three weeks prior to material due date, provided a contract is already in place.

Send sample mock-up to the following addresses:

Cory Eisenhower
Customer Service Account Administrator
Fry Communications, Inc.
15 Pleasant View Drive, Bldg #3
Mechanicsburg, PA 17050, and to

Donna Pituras
Production Manager
973-206-8011

- If running a folded PI, cover tip must run as either a 4 page or larger, and will require a wafer seal.
- Cancellations of less than 60 days written notice will incur a fee equal to 50% of the cost. If cancelled on/after issue space close date, client will be billed at 100% for that issue's insertion.

For additional information, please contact Sharon Finch at sfinch@mdedge.com

Outserts

- Outserts are a great opportunity to capture high visibility through CURRENT PSYCHIATRY that's highly read and trusted. Your preprinted Outserts are placed with a current issue and polybagged for outstanding exposure. This is a cost-effective way to get your message to an engaged audience with a brand they trust most.
- Samples must be submitted for review. Availability contingent upon approval.

For outsert pricing and further details contact Sharon Finch at sfinch@mdedge.com

INSERT INFORMATION

Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to sales representative's approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (e.g., paper stock weight over maximum micrometer reading) are subject to sales representative's approval and may incur a premium charge.
- **CHARGES:** See rates above.

BRCs

- Accepted if they accompany a full-page ad and must meet postal regulations.
- **CHARGE:** $6,705

Standard Sizes and Specifications

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb text.; maximum micrometer readings: 0.004".

Trimming

Insert delivered size should be 8.125" x 11". Trimming of oversize inserts will be charged at cost. Keep live matter .375" from trimmed edges; allow .5" head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7.875" x 10.75".

Insert Quantity

50,000 full run only. For all list match runs, please contact the sales representative for supplied quantity required.

List Match

All list match runs must be submitted to FMC by the space deadline for that issue's ad run. Any list submitted late will result in delay of production and mailing of the issue. Additional fees may be incurred by the advertiser.

CONTACTS
PRINT ADVERTISING
General Information
Editorial
Circulation, Issuance & Closing Dates
Rates, Incentives & Discounts
Cover Tips, Outserts, & Insert Information
Reprints & Printing Specifications
Unique Opportunities
INTEGRATED MEDIA OPPORTUNITIES
DIGITAL ADVERTISING & SPECIFICATIONS
CUSTOM MULTIMEDIA PROGRAMS
CONFERENCES
ABOUT FRONTLINE

For further information, contact the sales representative.

PRINTING SPECIFICATIONS

Bleed Ads

	BLEED	TRIM
1 page	8.125" x 11"	7.875" x 10.75"
Spread	16.25" x 11"	16" x 10.75"

Non-Bleed Ads

1 page	7" x 10"
Spread	14.875" x 10"
Half Vertical	3.5" x 10"
Half Horizontal	5" x 7"

- Trim size of journal: 7.875" x 10.75"
- Hold all live matter .375" from trim

Paper Stock

- **INSIDE PAGES:** 45 lb coated text..
- **COVERS:** 70 lb coated text.

Type of Binding: Perfect-bound.

Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- Maximum density 300%. Body and cover printed heat-set web offset.

Materials Accepted:

PDF x1a and PDF.
Send reproduction materials via email to:
Donna Pituras, Production Manager,
dpituras@mdedge.com, 973-206-8011

Digital contract color proofs accepted but not required.
Ship to:
Fry Communications
Bldg #3 - 15 Pleasant View Drive
Mechanicsburg, PA 17050
Attn: Cory Eisenhower / CP proof

Materials Policy:

Materials will be held one year from date of last insertion and then destroyed.

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.

For USA & CANADA ONLY CONTACT:
Wright's Media
2407 Timberloch Place, Suite B
The Woodlands, Texas 77380
Toll Free: 877-652-5295
eMail: frontline@wrightsmedia.com
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eMail: ray.thibodeau@contentednet.com
Website: www.contentednet.com

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Reprints & Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact the sales representative.

UNIQUE OPPORTUNITIES

Multi-sponsored Special Issue Supplements:

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

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

These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond CURRENT PSYCHIATRY audience as well.

- Special issue supplements polybag and mail with regular issues of CURRENT PSYCHIATRY
- 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.

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Reprints & Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact the sales representative.

INTEGRATED MEDIA OPPORTUNITIES

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

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

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

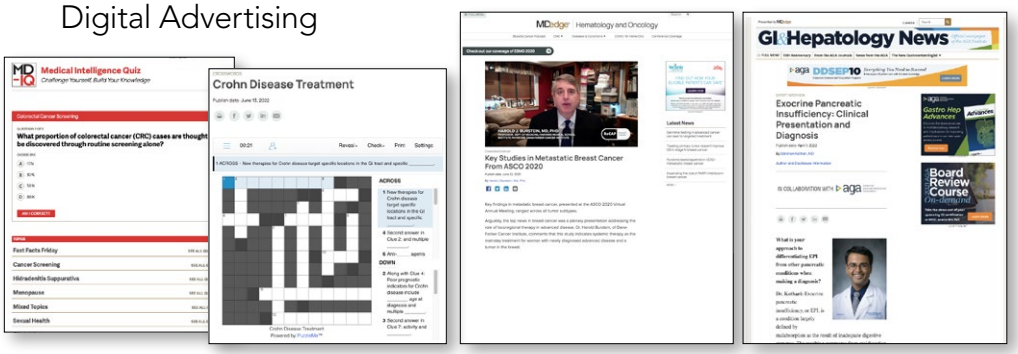
As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you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

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

Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in 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

CONTACTS
PRINT ADVERTISING
General Information
Editorial
Circulation, Issuance & Closing Dates
Rates, Incentives & Discounts
Cover Tips, Outserts, & Insert Information
Reprints & Printing Specifications
Unique Opportunities
INTEGRATED MEDIA OPPORTUNITIES
DIGITAL ADVERTISING & SPECIFICATIONS
CUSTOM MULTIMEDIA PROGRAMS
CONFERENCES
ABOUT FRONTLINE

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

As one of the healthcare industry's largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events.

The Company has multichannel "scale". 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.

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

CONTACTS

PRINT ADVERTISING

General Information

Editorial

Circulation, Issuance & Closing Dates

Rates, Incentives & Discounts

Cover Tips, Outserts, & Insert Information

Reprints & Printing Specifications

Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING & SPECIFICATIONS

CUSTOM MULTIMEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For further information, contact the sales representative.