



Clinical Endocrinology News[®] MDedge[®] | Endocrinology

2023 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Clinical Endocrinology News[®] is the leading independent news source for the endocrinologist. Readers rely on *Clinical Endocrinology News* for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. *Clinical Endocrinology News* is published monthly and circulates to over 16,500 endocrinology specialists and related subspecialists in print. All news articles are researched, written, and produced by professional medical journalists.

Clinical Endocrinology News can be found online at www.mdedge.com/endocrinology, part of the MDedge[®] web portal. The site features commentaries on key clinical and regulatory issues, physician-written columns, MD-IQ[™] quizzes, and ClinicalEdge[®] summaries offered in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, and special reports are immediately accessible online and through e-blasts and newsletters. Endocrinologists can engage online by contacting editors and sharing articles via social media such as Facebook and Twitter. *Clinical Endocrinology News* is the best way for endocrinologists to stay current, save time, and gain perspective.

ADVERTISING/CONTRACTS/ INSERTION ORDERS CLASSIFIED/RECRUITMENT

GEOFF WATKINS

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www.frontlinrates.com

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MEDICAL COMMUNICATIONS

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GENERAL INFORMATION

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

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 2006
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide
- **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 web site 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.
- **ADVERTISERS' INDEX:** Back-of-book
- **ADVERTISING SERVICE**
 - a. Convention Bonus Distribution:
*pending live conferences
- **June Issue:**
 - Endocrine Society,
June 15-18, 2023
Chicago, IL
- **Sales force bulk subscription discount available.**
- **AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS**
 - a. Agency commission: 15% on all ads.
 - b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.
 - c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.
- **CANCELLATIONS**
 - a. Notification in writing of space cancellations must be received by space closing deadline.
 - b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
 - c. Cover positions are non-cancelable within 60 days of the issue's closing date.

- **EDITORIAL:** *Clinical Endocrinology News* provides practicing endocrinologists with timely and relevant news, conference coverage, and commentary about clinical developments in their field and about the impact of healthcare policy on their specialty and 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 Endocrinology Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
American Heart Association (AHA): Scientific Sessions 2022	11/13/22	January 2023
Society for Maternal-Fetal Medicine (SMFM): The Pregnancy Meeting	02/10/23	March 2023
American Heart Association EPI/Lifestyle Scientific Sessions	02/24/23	April 2023
American College of Cardiology (ACC) Scientific Sessions with World Congress of Cardiology (WCC)	03/04/23	April 2023
American Association for Cancer Research (AACR)	04/18/23	June 2023
American Congress of Obstetricians and Gynecologists (ACOG)	04/24/23	June 2023
American College of Physicians (ACP): Internal Medicine 2023	04/27/23	June 2023
Diabetes UK Professional Conference	05/01/23	June 2023
Pediatric Academic Societies (PAS)	05/01/23	June 2023
American Association of Clinical Endocrinology (AACE)	05/03/23	June 2023
Digestive Disease Week (DDW)	05/08/23	June 2023
European Association for the Study of Obesity: European Congress on Obesity (ECO 2023)	05/20/23	July 2023
American Society of Clinical Oncology (ASCO)	06/07/23	July 2023
Endocrine Society: ENDO 2023	06/18/23	August 2022
European Association for the Study of the Liver (EASL)	06/24/23	August 2023
American Diabetes Association (ADA) Scientific Sessions	06/24/23	August 2023
American Society for Metabolic and Bariatric Surgery (ASMBS)	06/30/23	August 2023
European Society of Cardiology (ESC) Congress	08/27/23	October 2023
AHA: Hypertension Scientific Sessions	09/09/23	October 2023
American Thyroid Association (ATA) Annual Meeting	09/30/23	November 2023
European Association for the Study of Diabetes (EASD)	10/04/23	November 2023
American Society for Reproductive Medicine (ASRM)	10/18/22	December 2023
The Obesity Society (TOS): ObesityWeek®	10/19/23	December 2023
American Society for Bone and Mineral Research (ASBMR)	10/20/23	December 2023
American Society of Nephrology (ASN): Kidney Week	11/06/23	December 2023
American Association for the Study of Liver Diseases (AASLD)	11/13/23	December 2023

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CIRCULATION

Clinical Endocrinology News reaches over 16,500 endocrinologists, diabetologists, pediatric endocrinologists, diabetes educators, and physician assistants.

CIRCULATION ANALYSIS							
Specialty	Office-Based	Residents	Hospital Staff	Semi-Retired	Osteopaths	Other Professional Activity	TOTAL QUALIFIED
American Association of Diabetes Educators	-	-	-	-	-	-	8,337
Endocrinology	5,025	516	693	19	104	352	6,709
Pediatrics, Endocrinology	886	189	272	6	12	97	1,462
American Society of Endocrine Physician Assistants	-	-	-	-	-	-	174
Diabetes	74	-	18	-	-	-	92
Total Distribution	5,985	705	983	25	116	449	16,774

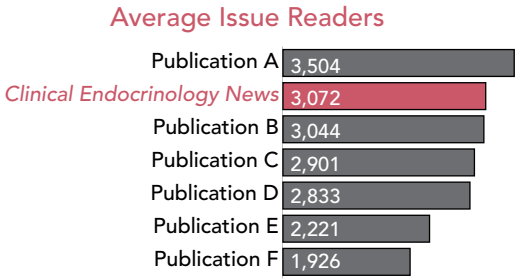
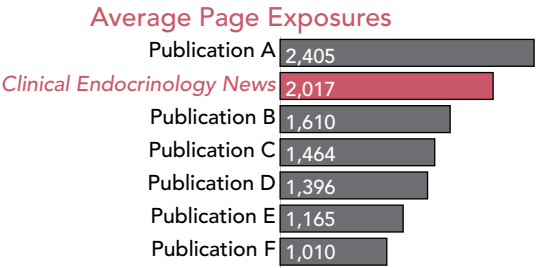
Source: July 2022 BPA Circulation Statement
 For more detailed BPA circulation information, [click here](#).

ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 7, 2022	December 14, 2022
February	January 11	January 19
March	February 9	February 16
April	March 15	March 22
May	April 12	April 19
June	May 10	May 17
July	June 12	June 20
August	July 12	July 19
September	August 15	August 22
October	September 13	September 20
November	October 13	October 20
December	November 7	November 15

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

READERSHIP SCORES



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

Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2023. Full year 2022 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2023. All manufacturer promotional spend will be credited towards the corporate level, including electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are listed in the graphic on the right.

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

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.

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available (see next page). Choose either the continuity program or the new business/launch program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at frontlinerrates.com. Full-run only.

Prescribing Information (PI) Page Discounts

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

Order of print ad discounts (As applicable)

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

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

(cont'd)

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *Clinical Endocrinology 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 must be same size for all four insertions. Discounted 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.)

- Run an ad for the same product in six (6) issues of *Clinical Endocrinology 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.
- Run an ad for the same product in every issue (12) 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.
- Run an ad for the same product in every issue (12) 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.

Double Impact Discount Program

Run two (2) insertions for the same product in the same issue of *Clinical Endocrinology News* and the second advertising unit is discounted 30% off earned black-and-white rate. When ad units differ in size, the 30% discount is applied to the smaller ad unit. Full color charges apply on both ads, no position guarantees. Program applies to full-run ads only.

New Advertiser Program

Place your ad in four (4) issues of *Clinical Endocrinology 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 towards earned frequency. Premium position charges still apply to the fourth ad.

Split Runs

• SPECIFICATIONS

- 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.
- Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
- All split-run ROB advertising units must be the same size.
- Split-run additional production charges are commissionable.
- Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
- 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

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

SPLIT-RUN RATES—RUN-OF-BOOK

- If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
- If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
- If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
- Split-run Production Charges—Run-of-book: \$900 per split-run insertion.

• DISCOUNTS

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

Business Reply Cards (BRCs)

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

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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$5,295	\$5,240	\$5,210	\$5,175	\$5,120	\$5,075	\$5,025	\$4,965	\$4,900	\$4,825
3/4 Page	4,855	4,800	4,765	4,725	4,665	4,635	4,590	4,520	4,445	4,390
Island Page	4,450	4,405	4,380	4,335	4,270	4,225	4,190	4,130	4,050	4,000
1/2 Page	4,060	4,010	3,975	3,925	3,870	3,845	3,790	3,730	3,645	3,590
1/4 Page	3,715	3,645	3,625	3,580	3,555	3,520	3,470	3,415	3,350	3,310

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$7,845	\$7,790	\$7,760	\$7,725	\$7,670	\$7,625	\$7,575	\$7,515	\$7,450	\$7,375
3/4 Page	7,405	7,350	7,315	7,275	7,215	7,185	7,140	7,070	6,995	6,940
Island Page	7,000	6,955	6,930	6,885	6,820	6,775	6,740	6,680	6,600	6,550
1/2 Page	6,610	6,560	6,525	6,475	6,420	6,395	6,340	6,280	6,195	6,140
1/4 Page	6,265	6,195	6,175	6,130	6,105	6,070	6,020	5,965	5,900	5,860

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,550
Five Color Rates (4C + PMS)	\$3,955

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	\$9,160	\$9,075	\$9,025	\$8,935	\$8,805	\$8,710	\$8,635	\$8,500	\$8,350	\$8,225
2-Page King	10,900	10,800	10,730	10,650	10,560	10,460	10,335	10,220	10,090	9,945
4-Page A-size	18,335	18,155	18,050	17,860	17,610	17,425	17,260	17,005	16,690	16,460
4-Page King	21,800	21,590	21,465	21,305	21,100	20,910	20,680	20,445	20,190	19,865
6-Page A-size	27,500	27,225	27,070	26,795	26,400	26,130	25,895	25,500	25,035	24,685
6-Page King	32,695	32,395	32,195	31,955	31,650	31,375	31,015	30,665	30,270	29,810
8-Page A-size	36,660	36,305	36,085	35,720	35,205	34,840	34,535	34,005	33,385	32,905
8-Page King	43,605	43,190	42,925	42,610	42,190	41,820	41,360	40,890	40,365	39,735

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CARDIOMETABOLIC DISCOUNT (CARDIOLOGY NEWS + CLINICAL ENDOCRINOLOGY 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 *Cardiology News* and *Clinical Endocrinology News*. **Full-run only.** Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$4,745
Five Color Rates (4C + PMS)	\$7,390

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$10,955	\$10,650	\$10,520	\$10,415	\$10,310	\$10,220	\$10,105	\$10,005	\$9,835	\$9,675
3/4 Page	10,150	9,850	9,755	9,615	9,525	9,445	9,325	9,170	8,945	8,805
Island Page	8,685	8,455	8,355	8,245	8,165	8,075	7,985	7,885	7,750	7,625
1/2 Page	\$8,185	7,940	7,850	7,740	7,640	7,600	7,495	7,405	7,245	7,105
1/4 Page	5,705	5,565	5,515	5,430	5,390	5,325	5,255	5,155	5,055	4,985

INSERT RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$17,880	\$17,400	\$17,220	\$16,990	\$16,820	\$16,620	\$16,450	\$16,250	\$15,980	\$15,705
2-Page King	22,590	21,940	21,670	21,445	21,255	21,050	20,800	20,605	20,265	19,945
4-Page A-size	35,785	34,805	34,440	33,970	33,640	33,270	32,900	32,520	31,950	31,420
4-Page King	45,165	43,865	43,360	42,885	42,505	42,105	41,620	41,210	40,530	39,855
6-Page A-size	53,675	52,200	51,655	50,950	50,445	49,885	49,345	48,750	47,920	47,115
6-Page King	67,740	65,805	65,020	64,340	63,745	63,170	62,425	61,805	60,780	59,795
8-Page A-size	71,565	69,605	68,860	67,925	67,250	66,525	65,795	65,020	63,900	62,820
8-Page King	90,335	87,730	86,705	85,770	84,990	84,205	83,235	82,405	81,035	79,715

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

PowerBuy rate + 7.5% Off *Clinical Endocrinology News*

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

COLOR RATES (In addition to black & white rates)

Four Color Rates	\$6,720
Five Color Rates (4C + PMS)	\$11,260

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$32,970	\$31,515	\$30,480	\$29,485	\$29,085	\$28,405	\$27,830	\$27,330	\$26,980	\$26,770	\$26,340	\$25,920
3/4 Page	29,570	28,270	27,275	26,445	26,080	25,610	25,165	24,690	23,975	23,605	23,395	22,825
Island Page	22,915	21,945	21,240	20,565	20,280	19,790	19,405	19,065	18,780	18,635	18,355	18,085
1/2 Page	22,345	21,425	20,710	20,030	19,725	19,365	18,865	18,400	18,155	18,035	17,725	17,550
1/4 Page	12,490	12,005	11,560	11,210	11,065	10,855	10,590	10,365	10,150	10,055	10,015	9,825

INSERT RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$47,220	\$45,220	\$43,760	\$42,365	\$41,785	\$40,775	\$39,965	\$39,275	\$38,820	\$38,385	\$37,790	\$37,265
2-Page King	67,910	64,930	62,795	60,725	59,940	58,500	57,310	56,295	55,705	55,130	54,265	53,385
4-Page A-size	94,435	90,445	87,530	84,710	83,570	81,545	79,935	78,555	77,635	76,770	75,600	74,530
4-Page King	135,825	129,870	125,605	121,460	119,880	117,005	114,620	112,585	111,420	110,250	108,495	106,755
6-Page A-size	141,660	135,655	131,285	127,080	125,345	122,320	119,910	117,835	116,455	115,155	113,390	111,780
6-Page King	203,720	194,810	188,395	182,190	179,800	175,510	171,935	168,880	167,110	165,390	162,765	160,140
8-Page A-size	188,865	180,865	175,040	169,430	167,135	163,080	159,890	157,100	155,270	153,520	151,170	149,040
8-Page King	271,645	259,735	251,190	242,925	239,725	234,015	229,255	225,170	222,810	220,505	217,005	213,510

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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. Contact your sales representative 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

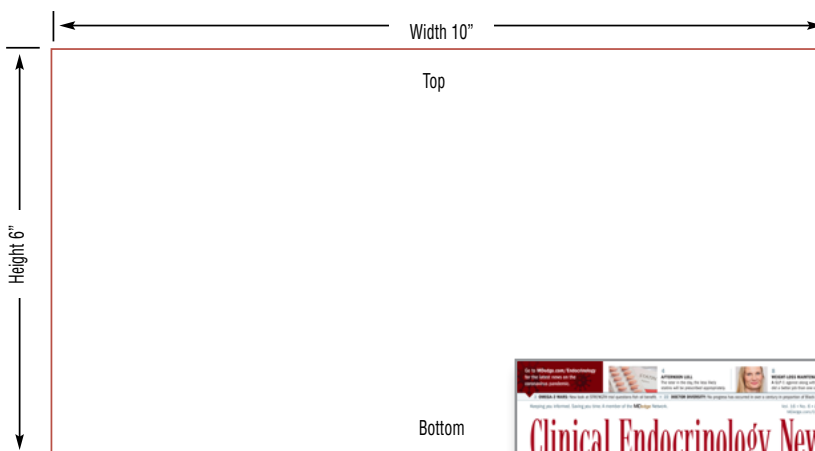
Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

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.

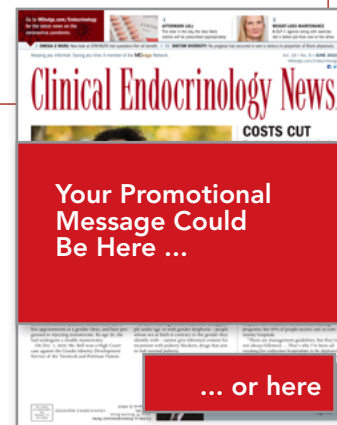
Cancellation Policy: Tips can be canceled 60 days prior to the issue space closing date. After this, agreement is considered non-cancelable and will be invoiced in full.

Note: Specifications not drawn to actual size



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 Endocrinology 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 Geoff Watkins at gwatkins@mdedge.com for details and pricing.

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PRINTING INFORMATION

Frontline Medical Communications (FMC) 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**
Email files to mdproduction@mdedge.com.
Indicate in the body of the email:
 - Publication name,
 - Issue date,
 - Product,
 - Manufacturer,
 - Contact name, email and telephone number.

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 body of the email.

● 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 Endocrinology 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 Endocrinology News
Frontline Medical Communications
Attn: Geoff Watkins
Phone: 973-206-9065
Cell: 973-768-8645
gwatkins@mdedge.com

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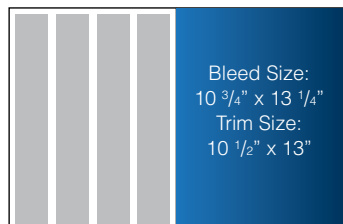
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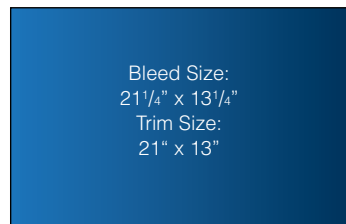
For further information,
contact the sales representative

SPECIFICATIONS

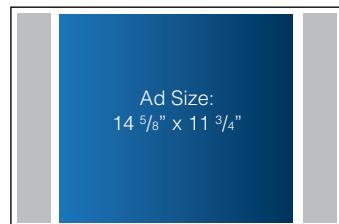
King-size Page



King-size Spread



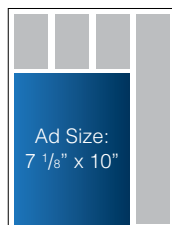
3/4 Vertical Spread



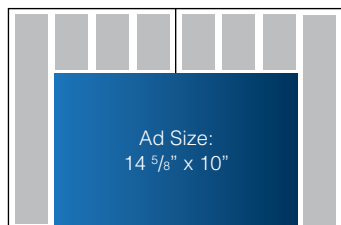
3/4 Vertical



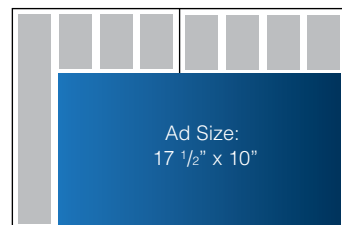
Island Page



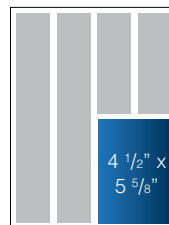
Island Spread



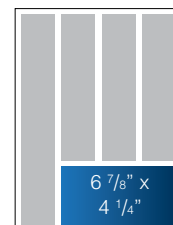
Island Page + 3/4 Page Horiz.



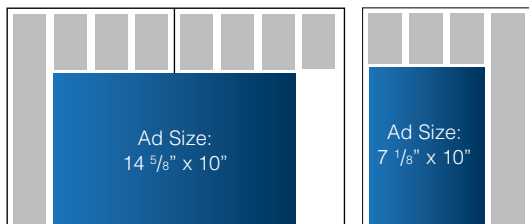
1/4 Page
Vertical



1/4 Page
Horizontal



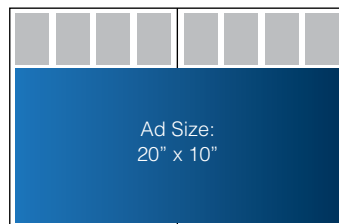
Island Spread + Island Page



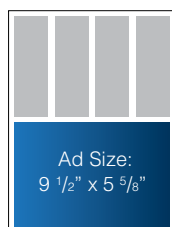
3/4 Horizontal



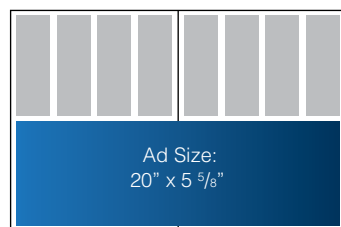
3/4 Horizontal Spread



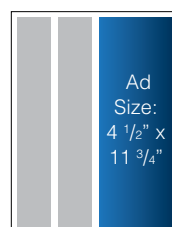
1/2 Page
Horizontal



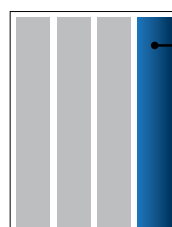
1/2 Horizontal Spread



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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ADVERTORIALS

The advertorial must include the following:

“Advertisement” should be printed horizontally and centered at the top of each advertising unit in 12 pt black type.

The format/presentation of the advertorial should NOT mimic the publication. It should not be confused with editorial content in the publication.

A prominent display of the company name, logo, or both so that readers can quickly ascertain that the information is an advertisement from the company and not part of the newspaper’s editorial content. The point size should be at least 14 pt

The Publisher will send the advertorial for a medical review. Final PDF should be shared with FMC Editorial and Production prior to space close to ensure adequate time for medical review.

ADDITIONAL NOTES:

If the advertorial contains a sponsorship line, the client must also add the following disclaimer:

Neither the Editorial Advisory Board of *Clinical Endocrinology News* nor the publication’s reporting or editing staff contributed to this content.

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 Endocrinology News* audience as well.

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

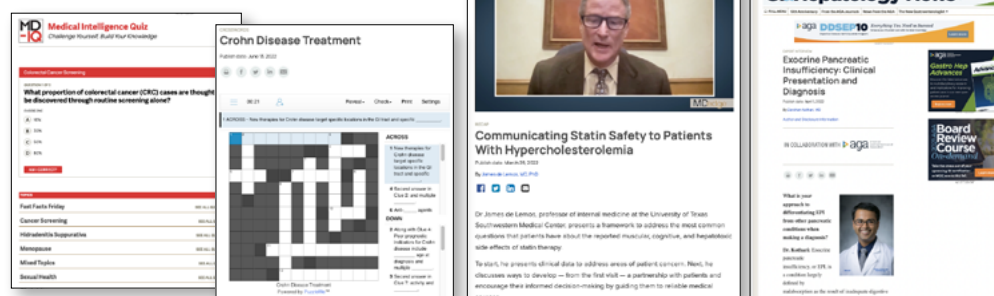
As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you 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 [Frontlinemed.com](https://www.frontlinemed.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®

Pediatric News®

Physicians' Travel & Meeting Guide® *

Rheumatology News®

* Online only

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