



Official newspaper of the AGA Institute
mdedge.com/gihepnews

GI & Hepatology News

MDedge® | gihepnews

2024 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

GI & Hepatology News® is the official newspaper of the AGA Institute. More than 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 news 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.

ADVERTISING / CONTRACTS / INSERTION ORDERS

CHERYL WALL

Director Business Development
978-356-0032
cwall@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.frontlinerate.com

FRONTLINE
MEDICAL COMMUNICATIONS

CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives &
Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative

GENERAL INFORMATION

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

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 2007
- **ORGANIZATION AFFILIATION:** AGA Institute; AAM
- **EDITORIAL/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.

- **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: **pending live conferences*

- January Issue:**

Crohn's & Colitis Congress
Las Vegas; Jan 25-27, 2024

- May Issue:**

DDW: Digestive Disease Week
Washington, DC; May 18-21, 2024

- **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**

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.

CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative

EDITORIAL MEETING CALENDAR

2024 GI & Hepatology Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
American Society of Clinical Oncology – GI Cancers (ASCO-GICS)	01/18/24	March
European Crohn’s and Colitis Organisation (ECCO)	02/21/24	April
2024 AGA Tech Summit	03/07/24	April
Annual Gut Microbiota for Health World Summit	03/23/24	May
Digestive Disease Week (DDW 2024)	05/18/24	July
European Association for the Study of the Liver (EASL) – International Liver Congress	06/08/24	August

CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Editorial Calendars
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Information
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative

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

CIRCULATION ANALYSIS					
Specialty	Office-Based	Residents	Hospital Staff	Osteopaths	TOTAL QUALIFIED
Gastroenterology	8,282	739	781	–	9,802
Hepatology	49	–	19	-	68
Members of the AGA	-	-	-	-	9,741
Total Distribution	8,331	739	800	0	19,611

Source: July 2023 AAM Circulation Statement
For more detailed AAM circulation information, [click here](#).

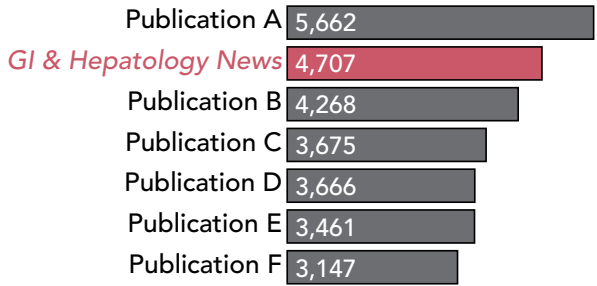
ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 1, 2023	December 8, 2023
February	January 8	January 16
March	February 6	February 13
April	March 7	March 14
May	April 8	April 15
June	May 7	May 14
July	June 6	June 14
August	July 9	July 16
September	August 7	August 14
October	September 6	September 13
November	October 8	October 16
December	November 1	November 8

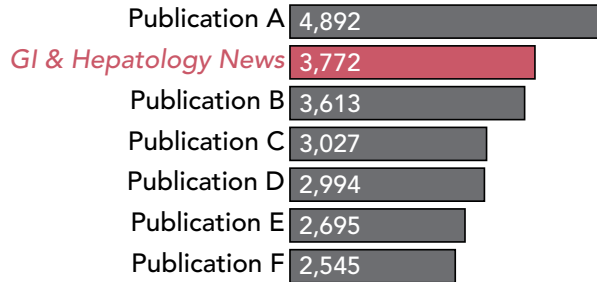
Stated Date of Mailing and Class: 15th of publication month. Standard class.

READERSHIP SCORES

Average Page Exposures



High Readers



Source: Kantar Media, Medical/Surgical May 2023
Media Measurement Study
© Copyright 2023 Kantar

CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Editorial Calendars
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Information
- Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative

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 2024. Full year 2023 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2024. 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).

2023 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2024 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

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.)

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.

CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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 *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 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.)

- a. Run an ad for the same product in six (6) issues of *GI & Hepatology News* during 2024 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 2024 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 2024 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.

• SPLIT-RUN RATES—INSERTS

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

• SPLIT-RUN RATES—RUN-OF-BOOK

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

• DISCOUNTS

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

CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,735	\$6,605	\$6,475	\$6,330	\$6,260	\$6,175	\$6,070	\$5,865	\$5,785	\$5,720
3/4 Page	5,490	5,370	5,275	5,155	5,090	5,050	4,935	4,760	4,710	4,655
Island Page	4,040	3,980	3,880	3,815	3,755	3,710	3,625	3,515	3,480	3,430
1/2 Page	3,260	3,220	3,160	3,090	3,035	3,005	2,950	2,855	2,830	2,785
1/4 Page	2,545	2,515	2,445	2,405	2,380	2,365	2,305	2,220	2,200	2,175

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$9,245	\$9,115	\$8,985	\$8,840	\$8,770	\$8,685	\$8,580	\$8,375	\$8,295	\$8,230
3/4 Page	8,000	7,880	7,785	7,665	7,600	7,560	7,445	7,270	7,220	7,165
Island Page	6,550	6,490	6,390	6,325	6,265	6,220	6,135	6,025	5,990	5,940
1/2 Page	5,770	5,730	5,670	5,600	5,545	5,515	5,460	5,365	5,340	5,295
1/4 Page	5,055	5,025	4,955	4,915	4,890	4,875	4,815	4,730	4,710	4,685

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,510
Five Color Rates (4C + PMS)	\$3,815

SPECIAL POSITIONS
Cover 2/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	\$8,325	\$8,190	\$7,995	\$7,840	\$7,755	\$7,645	\$7,455	\$7,225	\$7,170	\$7,075
2-Page King	13,870	13,635	13,325	13,040	12,890	12,735	12,505	12,080	11,920	11,800
4-Page A-size	16,645	16,375	15,980	15,680	15,490	15,300	14,935	14,485	14,335	14,125
4-Page King	27,740	27,255	26,655	26,075	25,780	25,475	25,005	24,170	23,845	23,605
6-Page A-size	24,965	24,570	23,965	23,525	23,240	22,960	22,385	21,710	21,510	21,185
6-Page King	41,605	40,885	39,995	39,105	38,665	38,220	37,505	36,250	35,775	35,400
8-Page A-size	33,295	32,760	31,955	31,355	30,980	30,610	29,855	28,935	28,675	28,240
8-Page King	55,475	54,505	53,325	52,145	51,545	50,970	49,990	48,325	47,690	47,205

CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

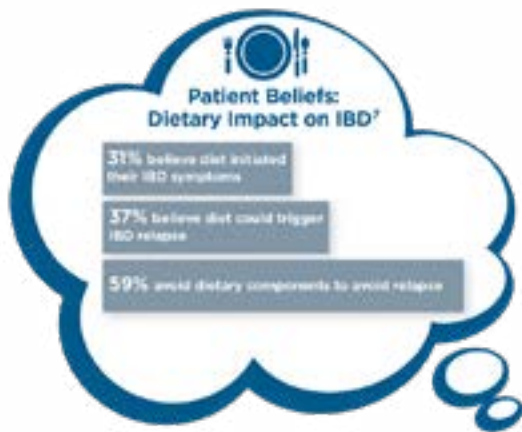
For further information,
contact the sales representative

GASTROENTEROLOGY DATA TRENDS: 5TH ANNUAL SPECIAL ISSUE

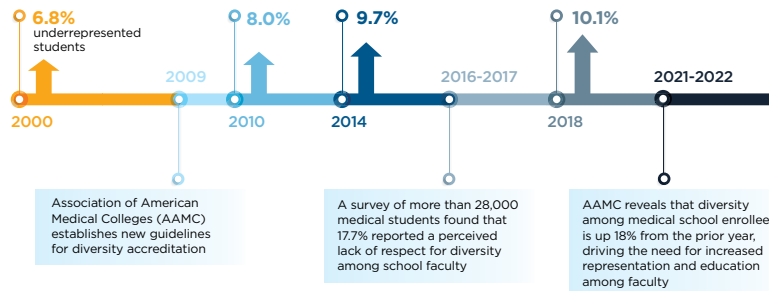
AGA Key Opinion Leaders will select critical data points focusing on incidence, prevalence, demographics, symptoms, diagnostics, clinical guidelines, standards of care, treatment, drug usage, and more, in this eye-catching infographic format.

AGA Data Trends provides insight into key disease states that impact the practice of gastroenterologists and hepatologists, 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}



- Issue Date: May 2024
- Distribution: @19,611 print
- Bonus Distribution: DDW
- PDF: mdedge.com/gihepnews
- Space Reservations: March 18, 2024
- Materials due: April 1, 2024
- Inserts due: April 8, 2024

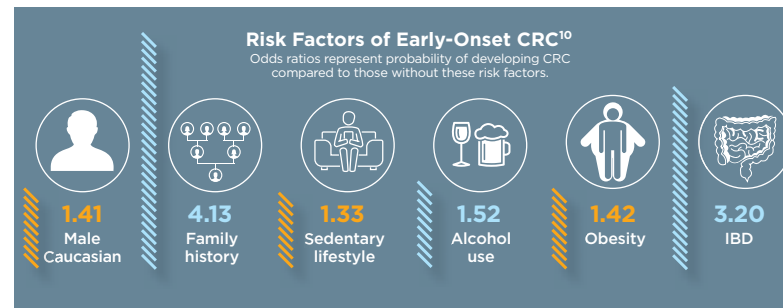
DISPLAY RATES: all NET costs

5% discount with commitment before July 1

Device:	\$15,000+
1 to 3 Pages ROB:	\$25,000
For any premium position	\$35,000
4 to 5 Pages:	\$35,000
6 to 7 Pages:	\$40,000
8+ Pages	\$45,000
Covertips: (client supplied)	\$35,000+



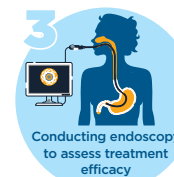
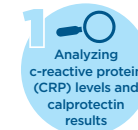
Contact Cheryl Wall at cwall@mdedge.com for pricing details.



Making Treatment Decisions⁸

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:



CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

COVER TIPS

This is a great cost-effective way to get your message to an engaged audience 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



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.

SPECIFICATIONS		DESCRIPTION	TOTAL NET COST
Size: 10" x 6" or smaller	standard	2 page - single leaf	Please contact sales representative for pricing.
Multi page or pita pocket	non standard	minimum size: 4.5"(W) x 5"(H) maximum size: 10"(W) x 8"(H)	

Costs include tipping to front cover and polybagging. For demos and other custom elements, please consult the sales representative for pricing. Cost is net; non-commissionable. Client provides printed materials.

All Non-Standard cover tips must supply a sample or accurate mock-up at least three weeks prior to materials' due date.

Any cover tip that includes a folded PI:

- Will incur an additional charge
- PI must be enclosed within the covertip and closed with a wafer seal.

Cancellations of less than 60 days written notice will incur a fee equal to the cost of the secured cover tip.

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"
- Email file to mdproduction@mdedge.com

OUTSERTS

Outserts are a great opportunity to capture high visibility through GIHEP 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. Samples must be submitted for review. Availability contingent upon approval. Minimum size: 5"x5"; minimum weight: on 70# text; outserts over 3.2 oz. may incur additional costs.

Please contact sales representative for quantity with spoilage.

SAMPLES ONLY SHIP TO:

Cory Eisenhower / GIHEP News samples
Fry Communications, Inc.
15 Pleasant View Drive
Building #3
Mechanicsburg, PA 17050

FOR APPROVED COVER TIPS / OUTSERTS SHIP TO:

Fry Communications
Ship Attn: Cory Eisenhower
GIHEP News / ISSUE DATE
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055

CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

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"
- LIVE: 9 3/4" x 12 1/4"
- 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 RELEASE 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:

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.

CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

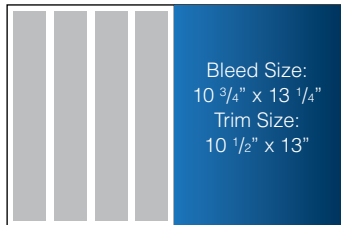
Conferences

ABOUT FRONTLINE

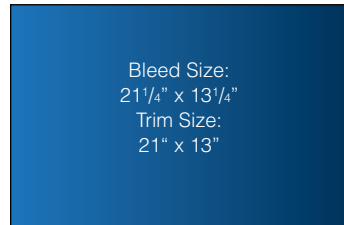
For further information,
contact the sales representative

SPECIFICATIONS

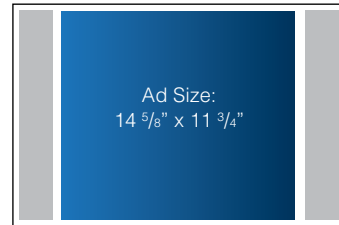
King-size Page



King-size Spread



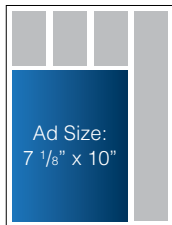
3/4 Vertical Spread



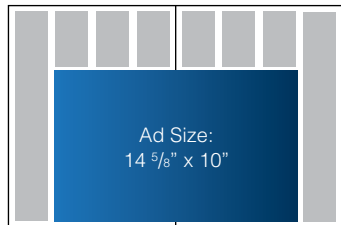
3/4 Vertical



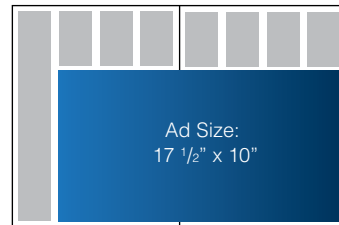
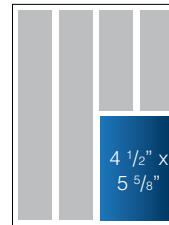
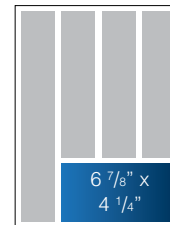
Island Page



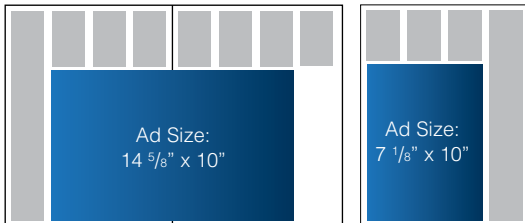
Island Spread



Island Page + 3/4 Page Horiz.

1/4 Page
Vertical1/4 Page
Horizontal

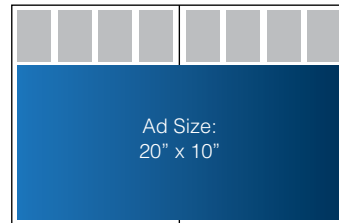
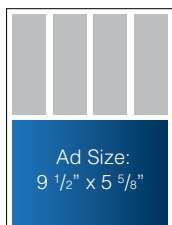
Island Spread + Island Page



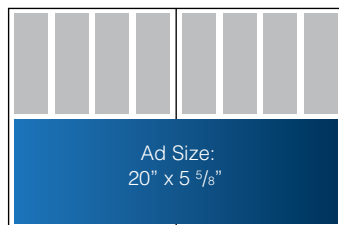
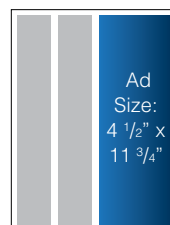
3/4 Horizontal



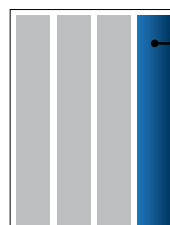
3/4 Horizontal Spread

1/2 Page
Horizontal

1/2 Horizontal Spread

1/2 Page
Vertical

1/4 Page Column

Journal Trim Size: 10 $\frac{1}{2}$ " x 13"Live matter: Allow $\frac{3}{8}$ " safety from all trim edges

Type of Binding: Saddle Stitch

Only Full Page Ads Bleed

CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives &
Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative

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 *GI & Hepatology 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

CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom 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 *GIHEP News* audience as well.

- Special issue supplements polybag and mail with regular issues of *GIHEP 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.



CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom 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 health care decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

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

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

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

Digital Advertising



Custom Programs



CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information, contact the sales representative



As one of the health care 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 20+ 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.frontlinerate.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®

Rheumatology News®

* Online only

Print Publications

CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

Multi-sponsored Supplements

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising

Custom Programs

Conferences

ABOUT FRONTLINE

For further information,
contact the sales representative