



MDedge | Neurology

2024 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Launched in 1993, *Neurology Reviews*® is the first and original news source in neurology. *Neurology Reviews*® has a 31-year history of providing independent, unbiased news to neurologists and clinicians interested in the neurosciences. *Neurology Reviews*® covers medical conferences and clinical research findings, as well as specialty trends, expert opinions, and the breadth of influences affecting the practice of neurology. Experienced medical journalists deliver timely, relevant, and insightful news affecting the practice of neurology and all its subspecialties. In addition to the monthly print issue reaching over 25,000 neurologists and clinicians interested in neuroscience, the *Neurology Reviews*® website www.mdedge.com/neurology, part of the MDedge® web portal, features online ahead of print conference reporting, disease-specific microsites, self-assessment quizzes, supplements, sponsored educational programs, and a career center listing job openings around the country. *Neurology Reviews*® provides its content in print, through an app, on a mobile-friendly website, in digital editions, and through targeted e-blasts.

ADVERTISING / CONTRACTS / INSERTION ORDERS

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FRONTLINE
MEDICAL COMMUNICATIONS

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the sales representative

GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher 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 Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom. 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 publisher.

Neurology Reviews® Digital Edition (optional value-add):

Each month a digital edition of the monthly issue will be available for our readers on www.mdedge.com/neurology and the Neurology Reviews App. All print advertisers will receive the option to include your journal ad within the issue as value-add. All issues will be archived on the [site](#). Please submit to Rebecca Slobodnik at rslobodnik@mdedge.com, along with the print ad materials.

Contact Dianne Reynolds at dreynolds@mdedge.com for details.

Bonus Distribution Issues:

- JANUARY ISSUE**
 Clinical Neurological Society of America (50th) (CNSA), Key Largo, FL; Jan 13-16, 2024
 International Stroke Conference, Phoenix; Feb 7-9, 2024;
- FEBRUARY/MARCH ISSUES**
 American Academy of Neurology (AAN), Denver;

April 13-18, 2024; ACTRIMS, West Palm Beach, FL; Feb 29-March 2, 2024

Muscular Dystrophy Association (MDA); Orlando; March 3-6, 2024

Consortium of Multiple Sclerosis Centers (CMSC), Nashville;

EDITORIAL

General Editorial Direction

Neurology Reviews® is a clinical news publication developed to keep specialists and high-prescribing nonspecialists informed of the latest news and information affecting their practice and specialty. Our staff of medical journalists covers major medical conferences and monitors the peer-review literature to report the latest research findings in neurology. Reports from conferences, expert interviews, and timely clinical news articles are major features in every issue.

Average Issue Information (2022-2023)

- Average number of feature articles per issue: 15-20
- Average article length: 800 words

Origin of Editorial

- Staff written: 95%
- solicited: 5%
- submitted: 0%
- Articles or abstracts from meetings or other publications: 95%

Editorial Research

- Ongoing research includes surveys, interviews at conferences, and Editorial Advisory Board research.

Ad Format and Placement Policy

- Between articles? Yes
- Welled? No
- Stacked? No
- Within articles? Yes
- Are ads rotated? Yes

Ad/Edit Information: 45/55

May 29-June 1, 2024
 European Committee for Treatment & Research in MS (ECTRIMS)

- MAY ISSUE**
 American Headache Society (AHS), San Diego; June 13-16, 2024

- SEPTEMBER/OCTOBER ISSUES**
 NORD Rare Disease Summit TBD

- NOVEMBER ISSUE**
 American Epilepsy Society (AES), Dec. 6-10, 2024; Los Angeles

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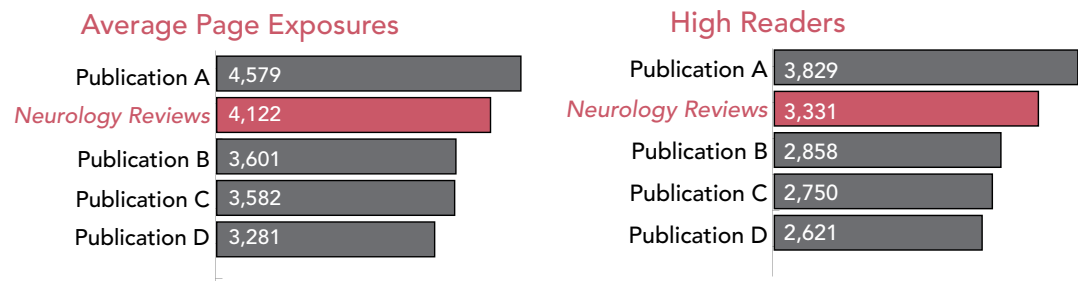
For further information, contact the sales representative

EDITORIAL MEETING CALENDAR

2024 Neurology Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
American Heart Association (AHA): International Stroke Conference	02/12/24	March/April 2024
ACTRIMS Forum 2024	03/05/24	April/May 2024
American Academy of Neurology (AAN)	04/17/24	May/June 2024
Consortium of Multiple Sclerosis Centers (CMSC)	06/03/24	June/July 2024
Associated Professional Sleep Societies (APSS): SLEEP 2024	06/05/24	July 2024
American Headache Society (AHS): Annual Scientific Meeting	06/18/24	July/August 2024
Alzheimer's Association International Conference 2024 (AAIC)	08/03/24	August/September 2024
American Neurological Association (ANA)	09/20/24	October/November 2024
ECTRIMS Congress	09/24/24	October/November 2024
MDS International Congress of Parkinson's Disease and Movement Disorders	10/03/24	October/November 2024
American Association of Neuromuscular & Electrodiagnostic Medicine (AANEM)	10/22/24	December 2024
Child Neurology Society (CNS)	11/15/24	December 2024
American Epilepsy Society (AES)	12/12/24	January/February 2025

READERSHIP SCORES



Source: Kantar Media, Medical/Surgical May 2023 Media Measurement Study © Copyright 2023 Kantar
PLEASE NOTE: We may not mention other publication names in the rate cards. Non-FMC publications should be referred to as "Publication A, Publication B, Publication C.

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CIRCULATION

Description of Circulation Parameters

Neurology Reviews® is sent to all physicians in the United States who are specialists or subspecialists in either neurology or child neurology (includes office- and hospital-based physicians); primary care physicians (office- and hospital-based) who have been identified as high prescribers of neurologic products (analeptics, Alzheimer’s disease, anticoagulants, anti-depressants, anti-convulsants, antimigraine, antiplatelets, antipsychotics, muscle relaxers and all other pain/neuropathy, interferon, other neurological disorders, Parkinson’s disease/movement disorders, seizure disorders, sleep disorders); and other pain subspecialists.

Demographic Selection Criteria

- **AGE:** Not applicable
- **PRESCRIBING:** See above
- **CIRCULATION DISTRIBUTION:** 100% Controlled
- **FOR SUBSCRIPTION RATES:** contact 800-480-4851

Circulation Verification

- **AUDIT:** [AAM](#)
- **MAILING LIST AVAILABILITY:** [Publisher](#)

CIRCULATION ANALYSIS							
Primary Specialty	Total	Office-Based	Residents	Full-Time Hospital Staff	Semi-Retired	Other Professional Activity	Osteopathic Physicians
Neurology	15,782	8,467	3,237	1,778	297	828	1,175
Neurological Surgery	2,233	1,773	3	397	36	24	
Child Neurology	2,059	969	697	309	9	37	38
Neuroradiology	1,374	1,057		305		12	
Family Medicine	1,371	1,109		47	26	5	184
Internal Medicine	1,129	984	1	64	22	10	48
Clinical Neurophysiology	770	637	4	118	1	10	
Vascular Neurology	332	274	3	47		8	
Epilepsy	147	88	37	18		4	
Neuromuscular Medicine	143	110	1	24		8	
General Practice	50	39		5	4		2
Neurodevelopmental Disabilities	28	8	13	5		2	
Sleep Medicine (Psych/Neuro)	20	19			1		
Pediatric Surgery (Neurology)	14	9		5			
Hospice & Palliative Medicine (Psych/Neuro)	1			1			
Total	25,453	15,543	3,996	3,123	396	948	1,447
NOTE: *A total of 915 NPs and 889 PAs are included in the total, but not listed in the breakout.							
• Date and source of breakdown: Jul 2023 AAM Circulation Statement.							

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PRINT ADVERTISING

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

Effective Date: January 1, 2024

- **AGENCY COMMISSION:** Fifteen percent of gross billing on space, color, cover, preferred position, and mechanical charges. Withdrawn on accounts not paid within 30 days of invoice date. No cash discount. A finance charge of 1.5% per month will be applied to all past-due invoices.
- **RATE 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.

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.)
- **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:

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%

Combination Buys

See Full Integrated Media Kit and Rate Cards available at frontlinerrates.com.

- **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.
- **CONTINUITY PROGRAM:** Non-consecutive *Neurology Reviews*® advertisers: Buy 5 ads, get the 6th at half price (50% off the earned B&W and color rate). Consecutive *Neurology Reviews*® advertisers: Buy 6 consecutive insertions and get the 7th ad FREE*; advertise in all 12 issues and get the 11th and 12th ad FREE*. Continuity program applies to 12-month period of January 2024 through December 2024 (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 *Neurology Reviews*® during 2023 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.

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

*Clients must supply materials for free insertions. Free pages count towards earned frequency. Free pages do not count towards the corporate discount.

- **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

Split Run

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

- For less than 50% of the full circulation, apply 50% of the earned black & white rate (plus color if applicable). For more than 50% of

the full circulation, apply the proportionate ratio of the earned black & white rate (plus color if applicable). In addition, a commissionable mechanical charge will be applied to all split runs: \$1,400 for ROB and \$1,000 for inserts.

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.

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RATES & DISCOUNTS

Run-of-Book Rates

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,800	\$6,480	\$6,450	\$6,260	\$6,150	\$5,985	\$5,745	\$5,620	\$5,495	\$5,365
King 1/2 page	4,395	4,165	4,145	4,025	3,970	3,870	3,700	3,635	3,535	3,485
Jr page	4,590	4,365	4,345	4,225	4,150	4,045	3,880	3,795	3,710	3,650
BRC	4,590									

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$9,045	\$8,725	\$8,695	\$8,505	\$8,395	\$8,230	\$7,990	\$7,865	\$7,740	\$7,610
King 1/2 page	6,640	6,410	6,390	6,270	6,215	6,115	5,945	5,880	5,780	5,730
Jr page	6,835	6,610	6,590	6,470	6,395	6,290	6,125	6,040	5,955	5,895

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,245
Five Color Rates (4C + PMS)	\$3,865

POSITION CHARGES	
Cover 2	B&W earned rate plus 25% (King size only), plus color charges
Cover 4	B&W earned rate plus 50% (King size only), plus color charges
Page 5 (1st ad in)	B&W earned rate plus 10%, plus color charges
Center Spread	B&W earned rate plus 15%, plus color charges
1st Insert	Earned insert rate plus 10%

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RATES & DISCOUNTS

Insert Rates-King Size										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page King	\$14,935	\$14,295	\$14,225	\$13,875	\$13,660	\$13,335	\$12,840	\$12,585	\$12,335	\$12,085
4-Page King	28,535	27,240	27,115	26,380	25,950	25,315	24,320	23,835	23,330	22,860
6-Page King	NA	40,160	39,990	38,885	38,240	37,300	35,810	35,070	34,305	33,620
8-Page King	NA	53,095	52,870	51,390	50,530	49,285	47,285	46,325	45,295	44,385
10-Page King	NA	66,040	65,755	63,900	62,835	61,260	58,765	57,560	56,280	55,155

Insert Rates-Island Size										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$10,545	\$10,100	\$10,055	\$9,805	\$9,660	\$9,440	\$9,100	\$8,960	\$8,775	\$8,600
4-Page A-size	19,725	18,850	18,765	18,245	17,970	17,550	16,855	16,575	16,200	15,885
6-Page A-size	NA	27,600	27,470	26,705	26,265	25,630	24,605	24,175	23,620	23,150
8-Page A-size	NA	36,350	36,185	35,150	34,575	33,725	32,355	31,785	31,045	30,425
10-Page A-size	NA	45,090	44,895	43,600	42,890	41,825	40,115	39,385	38,470	37,705

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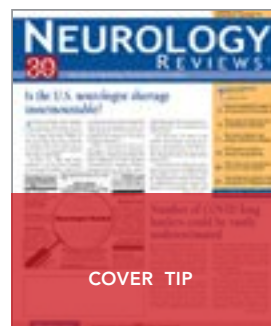
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COVER TIPS

This is a great cost-effective way to get your message to an engaged audience of over 25,000 neurologists and neurology subspecialists 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



OUTSERTS

Outserts are a great opportunity to capture high visibility through *Neurology Reviews* 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 / Neurology Reviews 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
Neurology Reviews / ISSUE DATE
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055

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.

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INSERT INFORMATION

Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher'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 (eg, paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur an additional charge.
- **CHARGES:** See rates on page 5.

Standard Sizes and Specifications

All inserts should be furnished printed, trimmed to publisher's specified size, and ready for binding. Mechanical devices, except standard lacquering, that change the specs or characteristics of the insert are generally not acceptable. Inserts more than 2 pages must be supplied folded.

STOCK WEIGHTS ACCEPTABLE:

- **SINGLE-LEAF (2 PP) INSERTS:** 70# min.
- **DOUBLE-LEAF (4 PP) INSERTS:** 70# min., 80# max.
- More than 4 pp – 60# text; 70# max., bulking factor no greater than 0.004" per leaf for coated or uncoated stock.
- For odd sizes or different paper stock, please consult your Account Manager.

Trimming

- 2-, 4-, 8-, or 10-page inserts 7.625" x 10.375" (A-Size) or 10.375" x 12.875" (King).
- Trim size of journal is 10.5" x 13".
- All 8-page inserts must be delivered pre-stapled at center.
- Must furnish trimmed; no portion will trim with publication.
- Type of binding: saddle-stitched.

Insert Quantity: 30,000 inserts per issue (includes spoilage)

Shipping

Inserts should be clearly marked with *Neurology Reviews*, issue date, and quantity.

SHIP TO: Neurology Reviews/ISSUE DATE

Attn: Cory Eisenhower
Fry Communications
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055

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PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

- **PUBLICATION TRIM SIZE:** 10.5" x 13"
- **HOLD LIVE MATTER:** .375" from all trim-size edges

BLEED ADS

	Bleed	Trim
King	10.75" x 13.25"	10.5" x 13"
Spread	21.5" x 13.25"	21" x 13"
Junior Page	7.75" x 10.25"	7.5" x 10"

NON-BLEED ADS

Junior page	7" x 9.75"
Junior spread	14.875" x 10"
Half Pg. Horizontal	9.5" x 5.625"
Half Pg. Vertical	4.5" x 11.75"

Paper Stock

- **INSIDE PAGES:** 45# coated
- **COVERS:** 60# coated

Type of Binding: saddle-stitched

Half-Tone Screen Recommendations

- 175 LPI recommend
- **DENSITY OF TONE:** not to exceed 300%.

Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- Maximum density not to exceed 300%

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.

Digital contract proofs accepted but not required.

• SHIP PROOFS ONLY TO:

Fry Communications
Bldg #3 - 15 Pleasant View Drive
Mechanicsburg, PA 17050
Attn: Cory Eisenhower/NR proof

Materials Policy:

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

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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 journal'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 health care 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. We can also recommend related articles to create a comprehensive review package for your customers.

FOR USA & CANADA ONLY CONTACT:

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Email: frontline@wrightsmedia.com
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ISSUANCE & CLOSING

First Issue: January 1993

Frequency: Monthly

Issue Date: Month of issuance

Mailing Date and Class: 10th day of month. Periodicals class.

Closing Dates (subject to change):

ISSUE	SPACE CLOSE	MATERIALS DUE
January	12/15/23	1/2/23
February	1/23/24	1/30
March	2/23	3/1
April	3/25	3/20
May	4/24	4/1
June	5/21	5/30
July	6/24	7/1
August	7/24	8/1
September	8/23	9/3
October	9/23	9/30
November	10/24	10/31
December	11/18	11/25

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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 Neurology Reviews audience as well.

- Special issue supplements polybag and mail with regular issues of Neurology Reviews.
- Special issue supplements are posted online in the education center of www.mdedge.com/neurology
- 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 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

Digital Advertising



Custom Programs



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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.frontlinerrates.com for an extensive look at our multichannel/platform opportunities.

Email us at sales@mdedge.com and visit www.frontlinemedcom.com.

MDedge®

A Unified Multichannel Platform Built on Brand Equity

Cardiology News®*

CHEST Physician®

Clinical Endocrinology News®*

Clinical Psychiatry News®*

Clinician Reviews®*

Current Psychiatry®*

Cutis®

Dermatology News®

Family Practice News®*

Federal Practitioner®

GI & Hepatology News®

MDedge.com/Hematology-Oncology*

MDedge.com/InfectiousDisease*

Internal Medicine News®*

Journal of Clinical Outcomes Management®*

The Journal of Family Practice®*

Neurology Reviews®

OBG Management®*

Ob.Gyn. News®*

Pediatric News®

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* Online only

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