

# Rheumatology News

**MDedge**® | Rheumatology

## 2024 ADVERTISING RATE CARD

### PUBLISHER'S STATEMENT

*Rheumatology News*® is the leading independent newspaper for the practicing rheumatologist. With specialty-focused news and insightful commentary – in a clear, concise, accessible format – *Rheumatology News* keeps busy rheumatologists up-to-date on clinical advances that impact their daily practice of medicine. *Rheumatology News* is published 18x per year and circulates to more than 8,500 rheumatologists, selected primary care physicians, and NP and PA specialists in rheumatology. All news articles are researched, written, and produced by professional medical journalists.

*Rheumatology News* can be found online at [www.mdedge.com/rheumatology](http://www.mdedge.com/rheumatology), part of the MDedge® web portal. Award-winning daily news coverage, columns and commentaries, and special reports are immediately accessible online and through e-blasts and newsletters. *Rheumatology News* is the best way for physicians to stay up-to-date, save time, and gain perspective.

### ADVERTISING / CONTRACTS / INSERTION ORDERS

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Director, Business Development  
201-232-5567  
[jmolluso@mdedge.com](mailto:jmolluso@mdedge.com)

### PRINT PRODUCTION

#### REBECCA SLEBODNIK

Director of Production/  
Manufacturing  
240-221-2417  
[rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)



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973-206-3434  
[www.frontlinerate.com](http://www.frontlinerate.com)

**FRONTLINE**  
MEDICAL COMMUNICATIONS.

### CONTACTS / COVER

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### ABOUT FRONTLINE

For further information,  
contact the sales representative

## GENERAL INFORMATION

*Rheumatology News* is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** 18 times a year
- **ESTABLISHED:** 2002
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide

- **EDITORIAL/ADVERTISING RATIO**  
55% editorial/45% advertising

- **CONTRACT AND COPY REGULATIONS**

- 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.
- 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.
- Sweepstakes ads are prohibited by AMA list rental agreement.
- FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- Only insertions of a parent company and

subsidiaries are combined to determine the earned rate.

- 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.
- 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**

- Convention Bonus Distribution:  
*\*pending live conferences*

**November 1st Issue:**

ACR Convergence  
Washington, DC; TBA

- Sales force bulk subscription discount available.

- **AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS**

- Agency Commission: 15% on all ads.
- 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.

- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

- **CANCELLATIONS**

- Notification in writing of space cancellations must be received by space closing deadline.
- If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- Cover positions are non-cancelable within 60 days of the issue's closing date.

- **EDITORIAL**

*Rheumatology News'* website, MDedge Rheumatology, e-newsletters, and print publication provide practicing physicians with timely and relevant news, from coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in rheumatology. Our business of medicine articles cover regulatory, specialty, and healthcare reform issues that affect rheumatologists' pocketbooks and how they manage their practice. All articles are researched, written and produced by professional medical journalists.

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## EDITORIAL MEETING CALENDAR

### 2024 Rheumatology Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
RWCS (Rheumatology Winter Clinical Symposium)	02/14/24	March 15, 2024
CRA (Canadian Rheumatology Association) Annual Scientific Meeting	02/28/24	April 1, 2024
CARRA (Childhood Arthritis and Rheumatology Research Alliance) Annual Scientific Meeting	TBD	May 1, 2024
OARSI (OsteoArthritis Research Society International): World Congress on Osteoarthritis	04/18/24	June 2024
BSR (British Society for Rheumatology): Annual Conference (Spondyloarthritis Research & Treatment Network) Annual Meeting	04/24/24 05/17/24	June 2024 SPARTAN July 2024
EULAR (European Alliance of Associations for Rheumatology): Annual Congress	06/12/24	July 2024
GRAPPA (Group for Research and Assessment of Psoriasis and Psoriatic Arthritis): Annual Meeting and Trainee Symposium	07/11/24	September 1, 2024
AWIR (Association of Women in Rheumatology) Annual Meeting	TBD	September 15, 2024
Perspectives in Rheumatic Diseases	TBD	October 15, 2024
ASBMR (American Society for Bone and Mineral Research) Annual Meeting	09/27/24	November 1, 2024
G-CAN (Gout Hyperuricemia and Crystal Associated Disease Network) 10th Annual Research Symposium	TBD	November 15, 2024
ACR (American College of Rheumatology) Convergence	TBD	December 2024

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# CIRCULATION

Rheumatology News reaches more than 8,500 rheumatologists, high prescribing internists and internists with a secondary specialty in rheumatology

CIRCULATION ANALYSIS							
Specialty	Office-Based	Residents	Hospital Staff	Semi-Retired	Osteopathic Physicians	Other Professional Activity	TOTAL QUALIFIED
Rheumatology	4,253	356	526	107	228	1,288	6,385
Pediatrics, Rheumatology	215	-	66	2	7	126	416
Internal Medicine	798	-	60	2	-	1	861
Internal Medicine, Secondary in Rheumatology	178	-	29	20	-	57	284
<b>Total Qualified Distribution</b>	<b>5,444</b>	<b>356</b>	<b>681</b>	<b>131</b>	<b>235</b>	<b>1,472</b>	<b>8,507*</b>

NOTE: \*A total of 347 NPs and 310 PAs are included in the total, but not in the breakout.  
Source: July 2023 AAM Circulation Statement.

# ISSUE AND CLOSING DATES

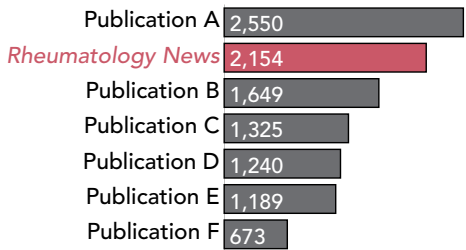
Issue Date	Space Close	Materials Due
January	December 11, 2023	December 18, 2023
February	January 17	January 24
March 1	February 12	February 20
March 15	February 23	March 1
April 1	March 13	March 20
April 15	March 25	April 1
May 1	April 12	April 19
May 15	April 24	May 1
June	May 15	May 22
July	June 17	June 25
August	July 18	July 25
September 1	August 13	August 20
September 15	August 23	September 3
October 1	September 12	September 19
October 15	September 23	September 30
November 1	October 15	October 22
November 15	October 24	October 31
December	November 12	November 19

1st of the Month Issue Date: Stated Date of Mailing and Class: 10th of publication month. Periodicals class.

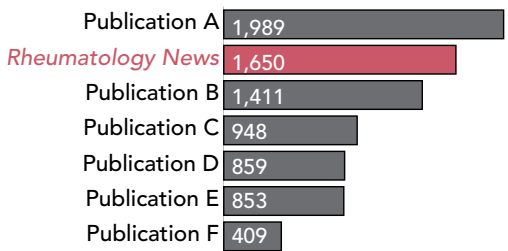
15th of the Month Issue Date: Stated Date of Mailing and Class: 25th of publication month. Periodicals class.

# READERSHIP SCORES

## Average Page Exposures



## High Readers



Source: Kantar Media, Medical/Surgical May 2023  
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 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). Each page of an insert counts as a unit. Each

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%

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.)

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are

available (see next page). Choose either the continuity program or the new business/launch program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at [www.frontlinerrates.com](http://www.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 *Rheumatology 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 in both issues (1st & 15th) for the month, and receive a 25% discount off of the ad in the 2nd issue (or smaller of the two ad units).
- Run an ad for the same product in six (6) issues of *Rheumatology 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.
- Run an ad for the same product in 12 issues of *Rheumatology 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.

- Run an ad for the same product in 16 issues of *Rheumatology News*, and get the 17th and 18th ads free.

Discounts C and D CANNOT be combined.

Program available to full-run and full-cost split-run advertisers; ROB production charges apply.

## New Advertiser Program

Place your ad unit in four (4) issues of *Rheumatology News* during 2024 and receive 50% off the space and color charges of your fourth (4th) insertion. Place your ad unit in six (6) issues of *Rheumatology News* during 2024 and receive a seventh (7th) insertion at no charge. This program is open to all companies who have not advertised inside the newspaper in the last 12 months. Product and ad size unit (including color) must be the same for all four insertions. Discounted ad unit counts towards earned frequency. *Rheumatology News* New Advertiser Program may not be combined with New Product Launch Program or Continuity Discount Program.

## 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.

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## ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$7,605	\$7,175	\$6,945	\$6,810	\$6,660	\$6,475	\$6,355	\$6,240	\$6,145	\$6,040
3/4 Page	7,110	6,680	6,475	6,340	6,205	6,050	5,910	5,835	5,620	5,560
Island Page	5,800	5,455	5,300	5,160	5,055	4,930	4,835	4,745	4,665	4,600
1/2 Page	5,630	5,315	5,140	5,015	4,945	4,805	4,690	4,630	4,505	4,420
1/4 Page	2,860	2,680	2,605	2,535	2,495	2,440	2,375	2,350	2,250	2,230

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$10,160	\$9,730	\$9,500	\$9,365	\$9,215	\$9,030	\$8,910	\$8,795	\$8,700	\$8,595
3/4 Page	9,665	9,235	9,030	8,895	8,760	8,605	8,465	8,390	8,175	8,115
Island Page	8,355	8,010	7,855	7,715	7,610	7,485	7,390	7,300	7,220	7,155
1/2 Page	8,185	7,870	7,695	7,570	7,500	7,360	7,245	7,185	7,060	6,975
1/4 Page	5,415	5,235	5,160	5,090	5,050	4,995	4,930	4,905	4,805	4,785

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,555
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	\$11,830	\$11,125	\$10,800	\$10,515	\$10,320	\$10,030	\$9,865	\$9,670	\$9,530	\$9,375
2-Page King	15,540	14,640	14,190	13,855	13,560	13,195	12,955	12,735	12,535	12,300
4-Page A-size	23,665	22,245	21,600	21,025	20,650	20,080	19,720	19,350	19,050	18,745
4-Page King	31,060	29,275	28,380	27,730	27,135	26,400	25,920	25,450	25,070	24,615
6-Page A-size	35,490	33,375	32,395	31,550	30,970	30,105	29,595	29,015	28,565	28,120
6-Page King	46,595	43,915	42,575	41,585	40,690	39,595	38,860	38,175	37,610	36,910
8-Page A-size	47,320	44,495	43,200	42,060	41,295	40,155	39,445	38,680	38,085	37,490
8-Page King	62,125	58,545	56,770	55,455	54,265	52,800	51,820	50,905	50,140	49,220

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## ADVERTISING RATES 2 ISSUES

Run an ad in both issues (1st & 15th) for the month and receive a 25% discount off of the ad in the 2nd issue (or smaller of the two ad units). The 25% off discounted rates below are only valid when purchasing the 2nd issue in the month with 2x issuance. 2nd issue available in: March, April, May, September, October, November.

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$5,705	\$5,380	\$5,210	\$5,110	\$4,995	\$4,855	\$4,765	\$4,680	\$4,610	\$4,530
3/4 Page	5,335	5,010	4,855	4,755	4,655	4,540	4,435	4,375	4,215	4,170
Island Page	4,350	4,090	3,975	3,870	3,790	3,700	3,625	3,560	3,500	3,450
1/2 Page	4,225	3,985	3,855	3,760	3,710	3,605	3,520	3,475	3,380	3,315
1/4 Page	2,145	2,010	1,955	1,900	1,870	1,830	1,780	1,765	1,690	1,675

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$7,620	\$7,295	\$7,125	\$7,025	\$6,910	\$6,770	\$6,680	\$6,595	\$6,525	\$6,445
3/4 Page	7,250	6,925	6,770	6,670	6,570	6,455	6,350	6,290	6,130	6,085
Island Page	6,265	6,005	5,890	5,785	5,705	5,615	5,540	5,475	5,415	5,365
1/2 Page	6,140	5,900	5,770	5,675	5,625	5,520	5,435	5,390	5,295	5,230
1/4 Page	4,060	3,925	3,870	3,815	3,785	3,745	3,695	3,680	3,605	3,590

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$1,915
Five Color Rates (4C + PMS)	\$2,860

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	\$8,875	\$8,345	\$8,100	\$7,885	\$7,740	\$7,525	\$7,400	\$7,255	\$7,150	\$7,030
2-Page King	11,655	10,980	10,645	10,390	10,170	9,895	9,715	9,550	9,400	9,225
4-Page A-size	17,750	16,685	16,200	15,770	15,490	15,060	14,790	14,515	14,290	14,060
4-Page King	23,295	21,955	21,285	20,800	20,350	19,800	19,440	19,090	18,805	18,460
6-Page A-size	26,620	25,030	24,295	23,665	23,230	22,580	22,195	21,760	21,425	21,090
6-Page King	34,945	32,935	31,930	31,190	30,520	29,695	29,145	28,630	28,210	27,685
8-Page A-size	35,490	33,370	32,400	31,545	30,970	30,115	29,585	29,010	28,565	28,120
8-Page King	46,595	43,910	42,580	41,590	40,700	39,600	38,865	38,180	37,605	36,915

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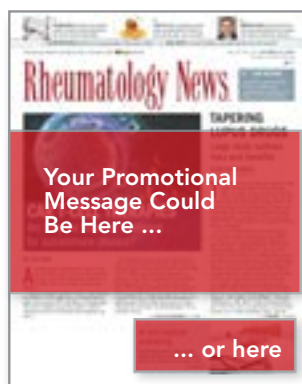
### ABOUT FRONTLINE

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



## 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](mailto:mdproduction@mdedge.com)

## OUTSERTS

Outserts are a great opportunity to capture high visibility through *Rheumatology 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 / Rheumatology 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  
Rheumatology News / 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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## 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](mailto:rslebodnik@mdedge.com)

- **FILE RELEASE INSTRUCTIONS**

- Email files to [mdproduction@mdedge.com](mailto: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:**

*Rheumatology 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.

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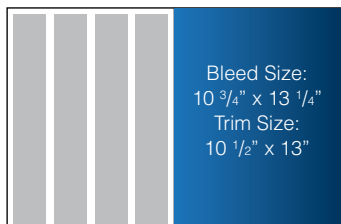
Conferences

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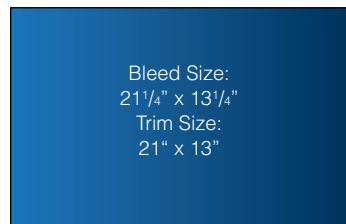
For further information,  
contact the sales representative

## SPECIFICATIONS

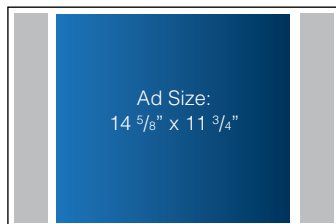
King-size Page



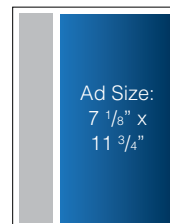
King-size Spread



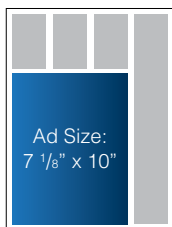
3/4 Vertical Spread



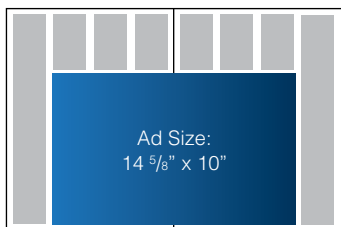
3/4 Vertical



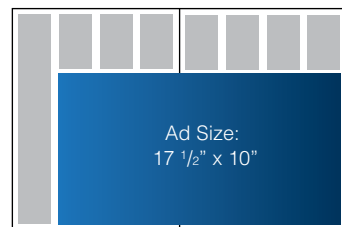
Island Page



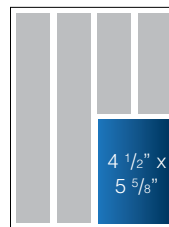
Island Spread



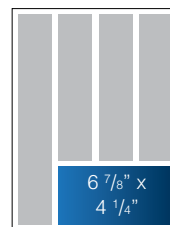
Island Page + 3/4 Page Horiz.



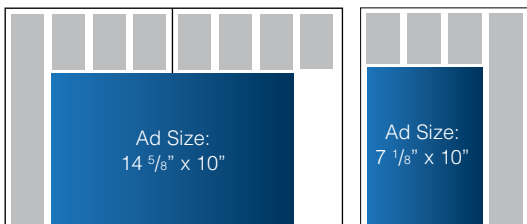
1/4 Page  
Vertical



1/4 Page  
Horizontal



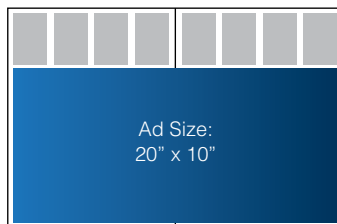
Island Spread + Island Page



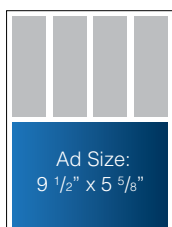
3/4 Horizontal



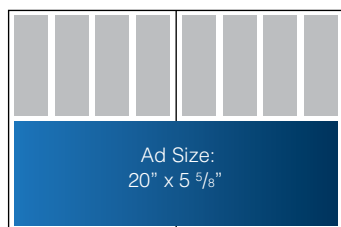
3/4 Horizontal Spread



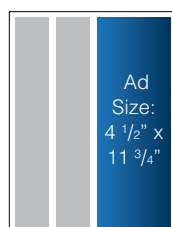
1/2 Page  
Horizontal



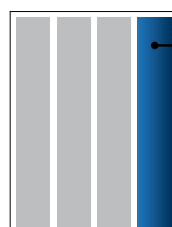
1/2 Horizontal Spread



1/2 Page  
Vertical



1/4 Page Column



Journal Trim Size: 10 <sup>1</sup>/<sub>2</sub>" x 13"  
Live matter: Allow <sup>3</sup>/<sub>8</sub>" 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 *Rheumatology 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](mailto:frontline@wrightsmedia.com)  
[www.wrightsmedia.com](http://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](mailto:Ray.Thibodeau@contentednet.com)  
[www.contentednet.com](http://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 *Rheumatology News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Rheumatology News*
- Special issue supplements are posted online in the education center of [www.mdedge.com/rheumatology](http://www.mdedge.com/rheumatology)
- 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 [Frontlinrates.com](http://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



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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 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](http://www.frontlinerate.com) for an extensive look at our multichannel/platform opportunities.

Email us at [sales@mdedge.com](mailto:sales@mdedge.com) and visit [www.frontlinemedcom.com](http://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

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