



FEDERAL
PRACTITIONER®

MDedge® | FedPrac

2024 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Founded in 1984, *Federal Practitioner*® is a monthly peer-reviewed clinical journal serving more than 35,000 physicians, clinical pharmacists, physician assistants, advanced practice nurses, and medical center administrators working within the Department of Veterans Affairs, the Department of Defense, and the Public Health Service. Journal articles including case reports, clinical review articles, original research, editorials, columns, and in-depth profiles of new programs and procedures within the federal health care system, have been recognized for their quality by the National Library of Medicine and are now included in PubMed Central®. *Federal Practitioner*® aims to meet the unique needs of those practicing within the federal health care community by keeping the readership apprised of practice guidelines pertinent to treating the nation's armed forces and veterans and by recognizing the distinct health care perspective these readers possess. In addition, the *Federal Practitioner*® website (www.mdedge.com/fedprac, part of the MDedge® web portal) is a robust resource that features monthly digital editions and audiocasts, the digital edition of the Directory of VA and DoD Health Care Facilities, webcasts, a blog community, special issues and supplements, and web-exclusive content, all with a federal health care perspective. Fed Prac also has an established app that features all regular issues, special issues, supplements, and the directory.

ADVERTISING/ CONTRACTS/ INSERTION ORDERS

ANGELIQUE RICCI
Senior Director of Business
Development
Office: 917-526-0383
Cell: 917-885-5080
aricci@webmd.net

PRINT PRODUCTION

DONNA PITURAS
Production Manager.
973-206-8011
dpituras@mdedge.com



Frontline Medical Communications
**283-299 MARKET STREET
(2 GATEWAY BUILDING), 4TH FLOOR
NEWARK, NJ 07102
973-206-3434**

www.frontlinerrates.com

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MEDICAL COMMUNICATIONS

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GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Advisor 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.

Bonus Distribution Issues for Medical Conferences:

**pending live conferences*

January Issue
AMSUS
National Harbor, MD
Feb 12-15, 2024

March Issue
APhA Federal Pharmacy Forum
Orlando, FL
March 22-25, 2024

June Issue
USPHS Symposium (US Public Health Service)
Jacksonville, FL
June 24-27, 2024

August Issue
Association of VA Hematology/Oncology (AVAHO)
Atlanta, GA
Sep 20-22, 2024

October Issue
Joint Federal Pharmacy Seminar (JFPS)
San Diego, CA
Nov. 10-12, 2024.

Ask about opportunities for conference coverage, newsletters, etc for any of these conferences. Contact [Angelique Ricci](#)

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EDITORIAL

General Editorial Direction

Federal Practitioner® is a monthly, peer-reviewed, clinical publication indexed in PubMed Central featuring articles tailored to the more than 36,000 physicians, pharmacists, physician assistants, advanced practice nurses, and medical center administrators who serve in the Department of Veterans Affairs, the Department of Defense, and the Public Health Service. The editorial content includes clinical review articles, original research, case reports, clinical and pharmaceutical news, updates on disease management, practice guidelines, evidence-based medicine protocols, pertinent ethical viewpoints, and in-depth profiles of new programs and procedures within the federal health care system—which represents over 2,300 health care facilities, including hospitals, clinics, and nursing homes.

Average Issue Information (2023)

- **AVERAGE NUMBER OF FEATURE ARTICLES PER ISSUE:** 6.
- **AVERAGE ARTICLE LENGTH:** 6 pages.
- **EDITORIAL COLUMNS AND DEPARTMENTS:**
 - Editorial
 - Commentary
 - Clinical Review
 - Program Profile
 - Original Research
 - Reader Feedback
 - What's Your Diagnosis?
 - Case in Point

Origin of Editorial

- **STAFF WRITTEN (DEPARTMENTS ONLY):** 10%
- **SOLICITED:** 10%
- **AUTHOR SUBMITTED:** 80%
- **PEER REVIEW:** All clinical features are reviewed by at least 3 federal health care professionals

Editorial Research:

Research is conducted through surveys of physicians, pharmacists, physician assistants, and nurse practitioners from the VA, DoD, and PHS. Surveys are also distributed to health care professionals attending the USPHS, AVAHO, and AMSUS annual meetings. The surveys deal with current and future editorial subjects.

Ad Format and Placement Policy

Format:

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

Ad/Edit Information: 40/60

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CIRCULATION

Description of Circulation Parameters

Controlled circulation: Physicians, residents, pharmacists, physician assistants, nurse practitioners, and medical center administrators employed by the VA, DoD, and PHS.

Demographic Selection Criteria

- **AGE:** All ages.
- **PRESCRIBING:** Not applicable
- **CIRCULATION DISTRIBUTION:** 100% controlled
- **ASSOCIATION MEMBERS:** Association of VA Hematologists and Oncologists members (AVAHO)
- Paid Circulation: 70
- For Subscription rates, contact: (800) 480-4851

Circulation Verification:

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

Coverage

Have any specialties been combined? No.
[CLICK HERE](#) for the most current BPA statement

ISSUANCE & CLOSING

First Issue: January 1984.
Frequency: Monthly, plus annual directory and data trends.
Issue Date: Month of issuance.
Mailing Date and Class: The 15th of the month. Periodicals class.
Closing Dates:

MONTHLY ISSUE	SPACE CLOSE	MATERIALS DUE	SPECIAL ISSUE	SPACE CLOSE	MATERIALS DUE
January	11/21/23	12/5/23	Cancer Data Trends	1/22/24	2/5/24
February	12/21/24	1/9/24	Mental Health Special Issue	2/7	3/12
March	2/14	2/20	AVAHO HemOnc May Issue	3/1	3/26
April	3/20	3/26	FDP Data Trends	5/1	5/17
May	4/17	4/23	AVAHO HemOnc Aug Issue	6/3	6/25
June	5/13	5/17	AVAHO Abstracts	6/3	6/26
July	6/10	6/14	Neurology Special Issue	8/1	8/27
August	7/17	7/23	Diabetes + CVD Special Issue.	9/2	9/30
September	8/19	8/23	NORD Cancer	8/1	10/17
October	9/17	9/23	December Directory	11/1	11/15
November	10/22	10/28			
December	11/7	11/14			

CIRCULATION ANALYSIS

	Total	Physicians	Residents	Pharmacists	Administrators	Nurse Practitioners	Physician Assistants	Others
VA	29,937	19,549	9	7,016	142	2,183	424	614
DoD	4,694	4,631	0	21	7	18	11	6
PHS	1,182	260	1	824	13	8	73	3
Unclassified	55	34	0	6	0	2	4	9
Others Allied to the Field	58	34	0	9	0	11	1	3
Total Qualified Circulation	35,926	24,508	10	7,876	162	2,222	513	635

Note 1: Administrators includes directors, assistant or associate directors, and chiefs of staff. VA includes 982 AVAHO members. Date and source of breakdown: June 2023 AAM Circulation Statement

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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, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices. Not applicable to special issues.
- RATES SUBJECT TO CHANGE WITH 90 DAYS NOTICE:** Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Earned Rates

- EARNED FREQUENCY:** Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

Incentive Programs

- CORPORATE FREQUENCY DISCOUNT PROGRAM:** Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x. JFP, FPN, and IMN extend to 396x.)
- CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 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%

Covers, Positions

Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added).

Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for 1 month.

Covers	
2nd cover*	25% premium above earned B&W rate, plus color charges
4th cover*	50% premium above earned B&W rate, plus color charges
Positions	
Opp Table of Contents	15% premium above earned B&W rate, plus color charges

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

- **THE FEDERAL PRACTITIONER® CONTINUITY PROGRAM:** Buy any 5 insertions, and receive the 6th insertion (regular issue only; of equal or lesser size) FREE*. Continuity program applies to 12-month period of January 2024 through December 2024 (or 12 month fiscal year where applicable.)

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

- **THE FEDERAL PRACTITIONER® DIRECTORY PROGRAM:** Advertise in 4 issues of *Federal Practitioner*® (paid insertions) and the same ad unit will receive 20% off the earned Directory rate (B&W and color). Advertisers will be short rated if discount is not earned. Advertise in 6 issues of *Federal Practitioner*® (paid insertions) and the same ad unit will receive 30% off the earned Directory rate (B&W and color).

- **REFERENCE GUIDE AND SPECIAL ISSUE DISCOUNT PROGRAM:** Advertise in special issue or reference guide and earn 20% off

insertion in same month regular issue (must advertise the same product in the same month to receive 20% off the earned rate in the regular issue).

- **PRESCRIBING INFORMATION (PI) 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.
- **PREPAYMENT PLAN:** An optional prepayment program is available. Contact: Angelique Ricci, Senior Director of Business Development, (917) 526-0383, for additional details.

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ADVERTISING RATES

Run-of-Book Rates

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$8,655	\$8,255	\$7,855	\$7,260	\$7,200	\$7,135	\$7,050	\$6,725	\$6,700	\$6,565
1/2 Page	7,780	7,095	6,655	6,205	6,170	6,080	6,025	5,790	5,760	5,650
BRC	8,655									

BLACK-AND-WHITE (ROB) + 4-COLOR RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$11,620	\$11,220	\$10,820	\$10,225	\$10,165	\$10,100	\$10,015	\$9,690	\$9,665	\$9,530
1/2 Page	10,745	10,060	9,620	9,170	9,135	9,045	8,990	8,755	8,725	8,615

INSERT RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Insert	\$17,375	\$16,595	\$15,850	\$14,475	\$14,345	\$14,255	\$13,885	\$13,370	\$13,295	\$13,025
4 Page Insert	34,340	32,805	31,320	28,545	28,305	28,105	27,400	26,370	26,220	25,700
6 Page Insert	N/A	49,400	47,170	43,015	42,650	42,350	41,270	39,720	39,505	38,715
8 Page Insert	N/A	65,615	62,635	57,110	56,630	56,210	54,790	52,735	52,415	51,370
10 Page Insert	N/A	82,605	78,865	71,920	71,335	70,820	69,030	66,465	66,090	64,770
12 Page Insert	N/A	N/A	94,335	86,015	85,300	84,680	82,550	79,465	79,025	77,445
16 Page Insert	N/A	N/A	125,255	114,185	113,250	112,430	109,570	105,445	104,865	102,765
24 Page Insert	N/A	N/A	N/A	170,555	169,135	167,890	163,630	157,440	156,555	153,420

Insert Rates: Client printed and supplied-*Fed Prac* can supply for additional charge. [See insert information on page 11.](#)

COLOR RATES

Four color	\$2,965
Five color (4C + PMS)	\$4,740

SPECIAL POSITIONS

2ND COVER:	25% premium above earned B&W rate, plus color charges
4TH COVER:	50% premium above earned B&W rate, plus color charges
OPP T OF C:	15% premium above earned B&W rate, plus color charges

Contact [Angelique Ricci](#) for details and pricing.

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FEDERAL HEALTH CARE REFERENCE GUIDE RATES

Available in Print, on mdedge.com/FedPrac, and on the free FedPrac App

THE FEDERAL PRACTITIONER® RESOURCE GUIDE DISCOUNT PROGRAM:

Advertise in Data Trends and the annual Directory and receive 5% off each insertion. Both insertion orders must be submitted at the same time to qualify, on or before June 1.

DATA TRENDS ISSUE: July 2024	
ANNUAL DIRECTORY: December 2024	
Full Page (B&W)	\$9,515
1/2 Page (B&W)	\$8,300
BRC	\$9,515
4 Color Rates	
Full Page 4C	\$12,487
1/2 Page 4C	\$11,272
COVER 2: 25% premium above B&W rate, plus color	
COVER 4: 50% premium above B&W rate, plus color	
Color Rates: Same as Federal Practitioner 2024 color rates	

Directory Insert Rates	
2 Page Insert	\$15,200
4 Page Insert	\$32,920
6 Page Insert	\$45,375
8 Page Insert	\$64,005
10 Page Insert	\$76,805
12 Page Insert	\$96,575

Premium positions are ROFR then first come, first serve.
 Premium placements include Standard TOC, C2, C4, and Disease State in Data Trends or Center of Excellence in Directory.
 Covertips are ROFR, then first come, first serve.

Data Trends: July

- **COVERS AND POSITIONS:** See page 5.
- **SALES INCENTIVE:** See Resource Guides Discount Program.
- **ISSUE DATE:** July 2024
- **EDITORIAL:** This reference tool provides exclusive insight into key disease states that impact the practice of federal medicine, healthcare procedures, and patients. It focuses on incidence, prevalence, demographics, standards of care, etc. and is a multi-channel info-graphic issue.
- **DISTRIBUTION:** Full circulation, see Circulation section.
- **ROFR:** April 29, 2024.
- **SPACE RESERVATIONS:** May 1, 2024.
- **MATERIALS DUE:** May 15, 2024.
- **MAIL DATE:** July 11, 2024.



Directory: December

- **COVERS AND POSITIONS:** See page 5.
- **SALES INCENTIVE:** See Directory Program.
- **ROFR:** October 21, 2024
- **ISSUE DATE:** December 2024
- **EDITORIAL:** A directory of VA and DoD health care facilities listed alphabetically by state. Each listing contains the address, description of services offered, and size of the facility, as well as key medical health care professionals and centers of excellence.
- **DISTRIBUTION:** Full circulation, see Circulation section.
- **SPACE RESERVATIONS:** November 4, 2024
- **MATERIALS DUE:** November 18, 2024
- **MAIL DATE:** December 19, 2024
- **Pricing:** \$34 per copy.



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SPECIAL ISSUES

Federal Practitioner® special issues focus on specific diseases and topic areas to provide uniquely relevant content geared specifically toward federal health care providers. Available in print, in the *Federal Practitioner*® app and online in a digital edition, these issues provide informative and objective information that health care providers can refer to again and again. These special issues offer many media placement opportunities with premium positions offered by right of first refusal or first come first serve. Distribution may expand beyond the *Federal Practitioner*® audience as well.



2024 Federal Practitioner Special Issue Calendar

Issue's Specialty Theme	Space Close	Material Due	Mail Date
Cancer Data Trends Special Issue	1/22	2/5	3/14
Mental Health Special Issue	2/26	3/11	4/18
AVAHO HemOnc Special Issue May	3/25	4/8	5/16
NORD Rare Cancer Report Special Issue	4/1	4/8	5/24
Federal Practitioner Data Trends	5/1	5/15	7/11
AVAHO HemOnc Special Issue August	6/25	7/8	8/15
AVAHO Abstracts	7/15	7/22	9/19
Neurology Special Issue	8/18	9/9	10/17
Diabetes + CVD Special Issue	9/30	10/7	11/21
Directory	11/4	11/18	12/19

Contact [Angelique Ricci](#) for details and pricing.

Special issue rates are different from regular issue rates because the special issues are multi-channel and include bonus distribution at medical meetings and to expanded audiences with sister brands in the FMC portfolio. Contact Angelique Ricci for special issue rates.

- To qualify for early bird discount and right of first refusal on premium positions, insertion orders must be received by deadline.
- Special Issues close two months before regular issues.
- Late insertion orders and materials may result in late fees.

All ads are included in the special digital edition as a value ad unless other arrangements are made in advance. Ads supplied should be approved for digital use. Be sure to indicate on insertion order.

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AVAHO UPDATES MICROSITE ASSOCIATION OF VA HEMATOLOGY/ONCOLOGY

Audience:

Full AVAHO membership + oncologists + hematologists

Fed Prac has an exclusive relationship with AVAHO and is the educational arm of the Association.

Receipt of the *Fed Prac* monthly and Special issues is a perk of AVAHO membership

In collaboration with AVAHO, *Fed Prac* oversees multiple print and digital special issues:

- May: Oncology/Hematology - multi-sponsored
- August: Oncology/Hematology - multi-sponsored
- September: Cancer Data Trends
Avaho Abstracts Monograph

Special Issues Premium Positions:

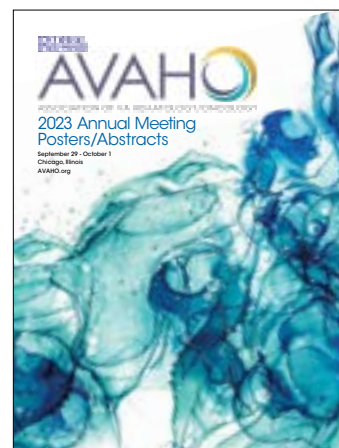
Current advertisers have the right of 1st refusal on positions when renewed by deadline. See Special Issue Calendar on the next page.

All ads are included in the special digital edition as a value ad unless other arrangements are made in advance. Ads supplied should be approved for digital use. Be sure to indicate on insertion order.

Also includes digital edition to non-VA hematologists and oncologists with MDedge Hem/Onc issue.

AVAHO Updates Microsite*

- *Fed Prac* manages the AVAHO site and creates new content on a regular, on-going basis
- *Fed Prac* prepares weekly eNewsletters sent on behalf of the president of the Association
- Advertisers with premium positions have ROFR with written commitment by November 1, 2023.
Any positions not secured will be offered to other advertisers. Contracts must be received by December 1, 2023 or space will be offered to other advertisers.



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*The AVAHO microsite and eNewsletters are considered custom programs and are sponsorships of the site and content.

The AVAHO site is a sponsorship opportunity purchased on a flat rate; therefore, viewability requirements DO NOT apply.

All microsite sponsorships are 12-month commitments and must be contracted in one insertion order/contract. No exceptions.

For further information, contact the sales representative

COVER TIPS/OUTSERTS

This is a great cost-effective way to get your message to an engaged audience of more than 35,000 physicians, pharmacists, physician assistants, advanced practice nurses, and medical center administrators with the brand they trust most. Count on prime exposure when you use a cover tip for:

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



Cover Tip Rates

Specifications	Description	Cost*
Size: 7 1/2" (W) x 5 1/4" (H) 80# stock; no UV coating	2 page-4 page	Please consult the sales representative for pricing
	6 page-8 page	Please consult the sales representative for pricing

- Cover tips must supply a sample or accurate mock-up three weeks prior to materials' due date.
- Any cover tip that includes a folded PI will incur an additional charge and must run as a 4 pager with PI glued on inside and wafer sealed.
- Cancellations of less than 60 days written notice will incur a fee equal to 25% of the cost.
- *Federal Practitioner*® may prepare/produce cover tips for an additional cost.
- Includes space and polybag only; materials supplied by client.
- These prices not applicable on special issues.
- Cost is net; non-commissionable.

Outserts

Print outserts are a great opportunity to capture high visibility through a brand that's highly read and trusted by more than 35,000 physicians, pharmacists, physician assistants, advanced practice nurses, and medical center administrators.

- Placed with a current issue and polybagged for outstanding exposure.
- Samples must be submitted for review. Availability contingent upon approval.

Please contact [Angelique Ricci](#) for detailed pricing.

INSERT INFORMATION

Availability and Acceptance

- **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 a premium charge.

Standard Sizes and Specifications

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb.; maximum micrometer readings: 0.004". *Fed Prac* can supply for an additional charge, contact [Angelique Ricci](#).

Trimming

Insert delivered size should be 8 1/8" x 11". Trimming of oversize inserts will be charged at cost.

Keep live matter 3/8" from trimmed edges; allow 1/8" head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7 7/8" x 10 3/4".

Insert Quantity: **39,000.**

Shipping

Mark all insert cartons with Federal Practitioner, month of issue, advertiser, product name, and insert quantity.

SAMPLES ONLY SHIP TO:

Cory Eisenhower
Federal Practitioner®/ISSUE DATE
 Building 2 - 800 West Church Road
 Mechanicsburg, PA 17055

Requests for reprints of special issues and supplements - please contact [Angelique Ricci](#).

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PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

NON-BLEED SIZES		
	Width	Depth
Spread	14 7/8"	10"
Full page	7"	10"
½ page (horizontal)	5"	7"
½ page (vertical)	3 ½"	10"
BLEED SIZES		
	Width	Depth
Full page	8 1/8"	11"
Spread	16 1/4"	11"
TRIM SIZES		
	Width	Depth
Full page	7 7/8"	10 3/4"
Spread	16"	10 3/4"

- Hold all live matter in 3/8" from all sides.
- Trim size of journals: 7 7/8" x 10 3/4".

Paper Stock

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

Type of Binding: Perfect-bound.

Reproduction Requirements

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

Materials Accepted

PDF x 1a and PDF

Send reproduction materials to:
Federal Practitioner®,
 Frontline Medical Communications Inc.,
 Donna Pituras, Production Manager,
dpituras@mdedge.com, 973-206-8011

Digital contract proof accepted but not required.

Ship proofs only to:
 Fry Communications
 Bldg. #3 - 15 Pleasant View Drive
 Mechanicsburg, PA 17050
 Attn: Cory Eisenhower / FDP proof

Materials Policy

Materials will be held 1 year from date of last insertion and then destroyed.

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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 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 *Federal Practitioner* 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.

For USA & CANADA ONLY CONTACT:

Amy Trombetta | Sales Manager
Wright's Media
2407 Timberloch Place, Suite B
The Woodlands, Texas 77380
Direct: 281-944-7808
Office: 281-419-5725 x115
Toll: 877-652-5295
Cell: 832-515-1736
Email: frontline@wrightsmedia.com
Website: www.wrightsmedia.com

ALL OTHER CONTACT:

Ray Thibodeau, Executive Vice President
Content Ed Net
196 West Ashland St. Suite 102
Doylestown, PA 18901
Phone: 267-895-1758
Cell: 215-933-8484
Skype: raythibodeau1
Email: Ray.Thibodeau@contentednet.com
Website: 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 *Federal Practitioner* audience as well.

- Special issue supplements polybag and mail with regular issues of *Federal Practitioner*
- Special issue supplements are posted online in the education center of www.mdedge.com/fedprac
- 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 Frontlineres.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 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®

Rheumatology News®

* Online only

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