



Rheumatology News[®]
from **Medscape**

2025 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Rheumatology News[®] (published by *Frontline Medical Communications*) 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 7,700 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* is the best way for physicians to stay up-to-date, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS

JOHN MOLLUSO
Director, Business Development
201-232-5567
jmolluso@mdedge.com

PRINT PRODUCTION

REBECCA SLEBODNIK
Director of Production/
Manufacturing
240-221-2417
rslebodnik@mdedge.com



Frontline Medical Communications
283-299 MARKET ST
(2 GATEWAY BUILDING)
4TH FLOOR
NEWARK, NJ 07102
973-206-3434
www.frontlinrates.com

FRONTLINE
MEDICAL COMMUNICATIONS.

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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; AAM

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

■ CONTRACT AND COPY REGULATIONS

- a. All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
- b. FMC reserves the right to inspect and approve all website advertising. Proof must be submitted to FMC no later than the ad space closing date.
- c. Sweepstakes ads are prohibited by AMA list rental agreement.
- d. FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.

- g. Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
- h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

■ ADVERTISERS' INDEX

Back-of-book

■ ADVERTISING SERVICE

- a. Convention Bonus Distribution:
**pending live conferences*

October 15 Issue:

ACR Convergence
Washington, DC; Oct 23-29, 2025

- b. Sales force bulk subscription discount available.

■ AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS

- a. Agency Commission: 15% on all ads.
- b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.

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

■ CANCELLATIONS

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

■ EDITORIAL

Rheumatology News' provides 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

2025 Rheumatology Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
RWCS (Rheumatology Winter Clinical Symposium)	02/12/25	March and April 1, 2025
CRA (Canadian Rheumatology Association) Annual Scientific Meeting	02/26/25	April 1, 2025
CARRA (Childhood Arthritis and Rheumatology Research Alliance) Annual Scientific Meeting	04/03/25	May 1, 2025
OARSI (OsteoArthritis Research Society International): World Congress on Osteoarthritis	04/25/25	June 1, 2025
BSR (British Society for Rheumatology): Annual Conference	04/28/25	June 1, 2025
SPARTAN (Spondyloarthritis Research & Treatment Network) Annual Meeting	05/09/25	July 2025
EULAR (European Alliance of Associations for Rheumatology): Annual Congress	06/11/25	July 2025
LUPUS 2025: 16th International Congress on Systemic Lupus Erythematosus	05/21/25	July 2025
GRAPPA (Group for Research and Assessment of Psoriasis and Psoriatic Arthritis): Annual Meeting and Trainee Symposium	07/10/25	September 2025
AWIR (Association of Women in Rheumatology) Annual Meeting	7/24/25	September 2025
Perspectives in Rheumatic Diseases	TBD	October 15, 2025
ASBMR (American Society for Bone and Mineral Research) Annual Meeting	09/05/25	October 15, 2025
G-CAN (Gout Hyperuricemia and Crystal Associated Disease Network) 11th Annual Research Symposium	TBD	December 1, 2025
ACR (American College of Rheumatology) Convergence	10/24/25	December 1, 2025

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CIRCULATION

Rheumatology News reaches more than 8,000 rheumatologists, high prescribing internists, internists with a secondary specialty in rheumatology, NP's and PA's.

CIRCULATION ANALYSIS						
Specialty	Office-Based	Residents	Hospital Staff	Osteopathic Physicians	Other Professional Activity	TOTAL QUALIFIED
Rheumatology	4,278	479	519	210	950	6,436
Pediatrics, Rheumatology	221	-	69	1	140	431
Internal Medicine	593	-	45	-	-	638
Internal Medicine, Secondary in Rheumatology	170	-	27	9	53	259
Total Qualified Distribution	5,262	479	660	220	1,143	7,764*

NOTE: *A total of 345 NPs and 305 PAs are included in the total, but not in the breakout. •DATE AND SOURCE OF BREAKDOWN: July 2024 AAM Circulation Statement

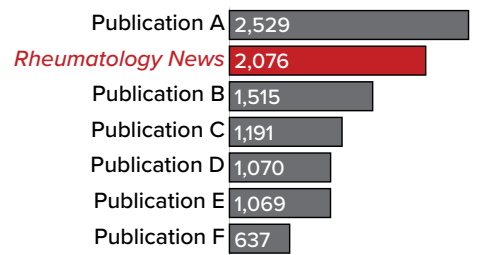
ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 9, 2024	December 16, 2024
February	January 22	January 29
March	February 14	February 24
April 1	March 12	March 19
April 15	March 28	April 4
May 1	April 14	April 21
May 15	April 30	May 7
June 1	May 14	May 21
June 15	June 3	June 10
July	June 16	June 23
August	July 22	July 29
September	August 14	August 21
October 1	September 16	September 23
October 15	October 2	October 9
November 1	October 17	October 24
November 15	October 31	November 7
December 1	November 13	November 20
December 15	December 1	December 8

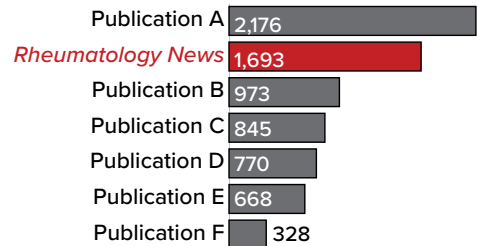
1st of the Month Issue Date: Stated Date of Mailing and Class: 10th of publication month. Periodicals class.
 15th of the Month Issue Date: Stated Date of Mailing and Class: 25th of publication month. Periodicals class.

READERSHIP SCORES

Average Page Exposures



High Readers



Source: Kantar Media, Medical/Surgical May 2024
 Media Measurement Study
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ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT RATES

Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2025. Full year 2024 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2025. 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.

2024 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2025 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. 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.

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

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ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT 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.)

- a. 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).
- b. Run an ad for the same product in six (6) issues of *Rheumatology News* during 2025, 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.
- c. Run an ad for the same product in 12 issues of *Rheumatology News* during 2025 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.

- d. 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 2025 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 2025 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

1. Split runs can be either geographic (state or zip code) or demographic. If FMC matches supplied data, records must include Medical Education (M.E.) numbers.
2. Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
3. All split-run ROB advertising units must be the same size.
4. Split-run additional production charges are commissionable.

5. Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
6. The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

■ SPLIT-RUN RATES—INSERTS

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

■ SPLIT-RUN RATES—RUN-OF-BOOK

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

■ DISCOUNTS

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

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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$7,835	\$7,390	\$7,155	\$7,015	\$6,860	\$6,670	\$6,545	\$6,425	\$6,330	\$6,220
3/4 Page	7,325	6,880	6,670	6,530	6,390	6,230	6,085	6,010	5,790	5,725
Island Page	5,975	5,620	5,460	5,315	5,205	5,080	4,980	4,885	4,805	4,740
1/2 Page	5,800	5,475	5,295	5,165	5,095	4,950	4,830	4,770	4,640	4,555
1/4 Page	2,945	2,760	2,685	2,610	2,570	2,515	2,445	2,420	2,320	2,295

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$10,415	\$9,970	\$9,735	\$9,595	\$9,440	\$9,250	\$9,125	\$9,005	\$8,910	\$8,800
3/4 Page	9,905	9,460	9,250	9,110	8,970	8,810	8,665	8,590	8,370	8,305
Island Page	8,555	8,200	8,040	7,895	7,785	7,660	7,560	7,465	7,385	7,320
1/2 Page	8,380	8,055	7,875	7,745	7,675	7,530	7,410	7,350	7,220	7,135
1/4 Page	5,525	5,340	5,265	5,190	5,150	5,095	5,025	5,000	4,900	4,875

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,580
Five Color Rates (4C + PMS)	\$3,855

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.
BLEED Full-page bleed or gutter bleed (accepted for spreads only): no charge.

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$12,185	\$11,460	\$11,125	\$10,830	\$10,630	\$10,330	\$10,160	\$9,960	\$9,815	\$9,655
2-Page King	16,005	15,080	14,615	14,270	13,965	13,590	13,345	13,115	12,910	12,670
4-Page A-size	24,375	22,910	22,250	21,655	21,270	20,680	20,310	19,930	19,620	19,305
4-Page King	31,990	30,155	29,230	28,560	27,950	27,190	26,700	26,215	25,820	25,355
6-Page A-size	36,555	34,375	33,365	32,495	31,900	31,010	30,485	29,885	29,420	28,965
6-Page King	47,995	45,230	43,850	42,835	41,910	40,785	40,025	39,320	38,740	38,015
8-Page A-size	48,740	45,830	44,495	43,320	42,535	41,360	40,630	39,840	39,230	38,615
8-Page King	63,990	60,300	58,475	57,120	55,895	54,385	53,375	52,430	51,645	50,695

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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

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: 7"(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.

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: 7"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:

Quad
 Attn: Todd Kelley / *Publication Name and Issue Date*
 N61 W23044 Harry's Way
 Sussex, WI 53089-3995
 and
 Rebecca Slebodnik
 7222 Talisman Lane
 Columbia, MD 21045

FOR APPROVED COVER TIPS / OUTSERTS SHIP TO:

Quad
 Attn: Tony Lechner/*Publication Name and Issue Date*
 N11896 Hwy. 175
 Lomira, WI 53048

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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

■ **FILE RELEASE INSTRUCTIONS**

Email files to mdproduction@mdedge.com.

Indicate in the body of the email:

- Publication name,

- Issue date,
- Product,
- Manufacturer,
- Contact name, email and telephone number.

When uploading multiple files, please place all files in a folder and compress with ZIP.

When the same ad is running in multiple publications, please only upload once, indicating each publication in the body of the email.

■ **INSERTS AND INSERT REQUIREMENTS**

a. General Conditions

Publication accepts both full King-size and "A-size" (minimum size: 7 3/4" x 10 1/2") inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability and quantities.

b. Mechanical Specifications

Maximum Paper Weight:

- Two-page (single-leaf) and Four-page (double-leaf) inserts: 80 lb. text coated or matte
- Larger inserts: Consult FMC

Size Requirements:

- Full King-size: 10 3/8" x 12 7/8", must furnish trimmed; no portion will trim with publication
- "A-size": 7 3/4" x 10 1/2", must furnish trimmed; no portion will trim with publication
- Note: Multiple-leaf inserts to be furnished folded

Quantity:

- Consult FMC Production as quantity varies

Shipping of Inserts:

- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

Ship inserts to:

Quad
Attn: Tony Lechner/Publication Name and Issue Date
N11896 Hwy. 175
Lomira, WI 53048

■ **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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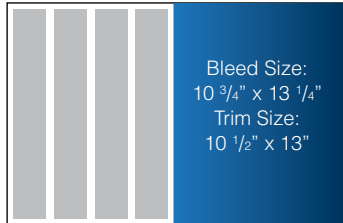
Advertising Rates

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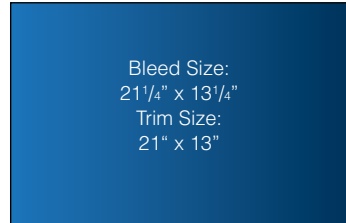
Printing Information

SPECIFICATIONS

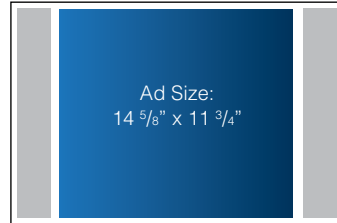
King-size Page



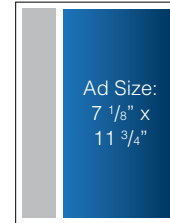
King-size Spread



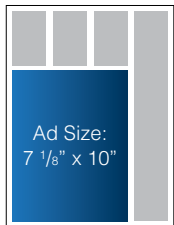
3/4 Vertical Spread



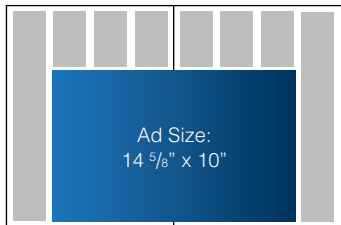
3/4 Vertical



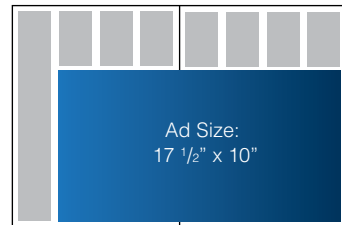
Island Page



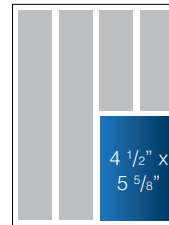
Island Spread



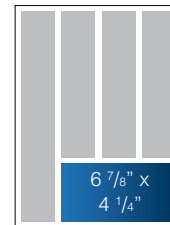
Island Page + 3/4 Page Horiz.



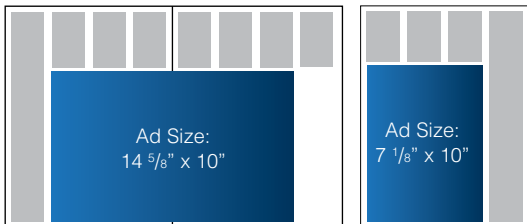
1/4 Page Vertical



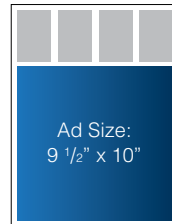
1/4 Page Horizontal



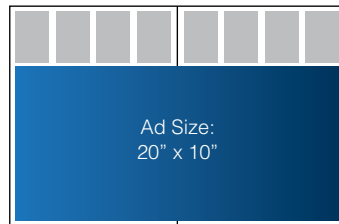
Island Spread + Island Page



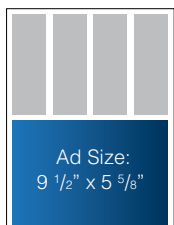
3/4 Horizontal



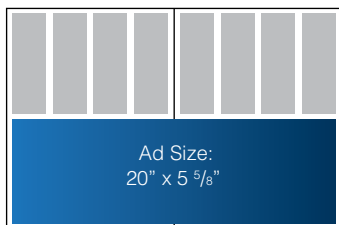
3/4 Horizontal Spread



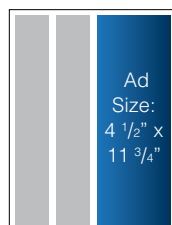
1/2 Page Horizontal



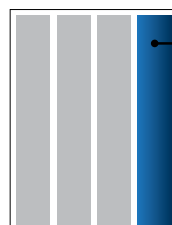
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 ¹/₂" x 13"
Live matter: Allow ³/₈" safety from all trim edges
Type of Binding: Saddle Stitch
Only Full Page Ads Bleed

CONTACTS / COVER

PRINT ADVERTISING

General Information

Editorial Calendar

Circulation

Closing Dates

Advertising Incentives & Opportunities

Discounts

Advertising Rates

Cover Tips, Outserts, Reprints

Printing Information

For further information,
contact the sales representative

ADVERTORIALS

The advertorial must include the following:

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

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

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

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

ADDITIONAL NOTES:

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

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

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Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

REPRINTS—USA & CANADA ONLY

CONTACT:

Wright’s Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77380
Toll Free: 877-652-5295
Email: frontline@wrightsmedia.com
www.wrightsmedia.com

REPRINTS—ALL OTHER

CONTACT:

Ray Thibodeau, Executive Vice President
Content Ed Net
350 South Main St., Suite 113B
Doylestown, PA 18901
Phone: 267-895-1758
Cell: 215-933-8484
Skype: raythibodeau1
Email: Ray.Thibodeau@contentednet.com
www.contentednet.com

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