

MDedge® | Cardiology News

2020 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Cardiology News® is the leading independent newspaper for the cardiologist. Readers rely on *Cardiology News* for breaking news, topical features, and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. *Cardiology News* is published monthly and circulates to over 32,000 cardiovascular specialists and related subspecialists in a print format. All articles are researched, written, and produced by professional medical journalists.

Cardiology News® can also be found online at www.mdedge.com/cardiology, part of the MDedge® web portal. This site provides news and views that matter to cardiologists in a timely and interactive format. With award-winning daily news coverage, weekly Cardiocast news podcast, dedicated Interventional Cardiology coverage, and stories from the print publication, physicians can get immediate information online. They can join the conversation through commentary, blogs, Facebook, and Twitter. *Cardiology News* is the best way for physicians to stay current, save time, and gain perspective.

ADVERTISING

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FRONTLINE
MEDICAL COMMUNICATIONS

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ABOUT FRONTLINE

For further information,
contact the account manager.

GENERAL INFORMATION

Cardiology News is published by Frontline Medical Communications (FMC).

Issuance: Monthly

Established: 2003

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Cardiology News* reaches over 32,000 cardiovascular specialists.

Editorial

Cardiology News' e-newsletters, podcasts, and the monthly print publication provide practicing physicians with timely and relevant news, on-site conference coverage, feature articles, and commentary about clinical developments in their field and about the impact of health care policy on their specialty and their practice. All articles are researched, written and produced by a full-time staff of professional medical journalists.

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:

March Issue:

American College of Cardiology
Chicago, IL; March 28-30, 2020

November Issue:

American Heart Association Scientific Sessions
Dallas, TX; November 14-16, 2020

- 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.

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[Click here for Standard Terms and Conditions for Advertising](#)

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CIRCULATION

SPECIALTY	TOTAL QUALIFIED	OFFICE BASED	RESIDENTS	HOSPITAL STAFF	OSTEOPATHS	OTHER
Cardiovascular Disease	23,679	15,421	2,617	2,652	808	2,181
Cardiac Electrophysiology	2,129	1,609	205	300	15	
Interventional Cardiology	3,738	3,005	310	370	53	
Pediatric Cardiology	2,625	1,549	451	614	11	
Total Distribution	32,171	21,584	3,583	3,936	887	2,181

Source: July 2019 BPA

For more detailed BPA circulation information, [CLICK HERE](#).

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ISSUE AND CLOSING DATES

ISSUE DATES	SPACE CLOSE	MATERIALS DUE
January	December 17, 2019	January 2, 2020
February	January 21, 2020	January 28, 2020
March	February 18	February 25
April	March 20	March 27
May	April 17	April 24
June	May 19	May 28
July	June 18	June 25
August	July 21	July 28
September	August 20	August 27
October	September 21	September 28
November	October 16	October 23
December	November 13	November 20

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

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ADVERTISING RATES

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$5,885	\$5,630	\$5,535	\$5,460	\$5,415	\$5,365	\$5,295	\$5,250	\$5,145	\$5,060
3/4 Page	5,495	5,250	5,190	5,090	5,055	5,005	4,930	4,845	4,690	4,605
Island Page	4,435	4,250	4,175	4,110	4,090	4,045	3,990	3,945	3,890	3,810
1/2 Page	4,295	4,105	4,050	3,990	3,940	3,920	3,875	3,835	3,755	3,670
1/4 Page	2,205	2,125	2,095	2,055	2,035	2,010	1,985	1,935	1,900	1,865

Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$8,290	\$8,035	\$7,940	\$7,865	\$7,820	\$7,770	\$7,700	\$7,655	\$7,550	\$7,465
3/4 Page	7,900	7,655	7,595	7,495	7,460	7,410	7,335	7,250	7,095	7,010
Island Page	6,840	6,655	6,580	6,515	6,495	6,450	6,395	6,350	6,295	6,215
1/2 Page	6,700	6,510	6,455	6,395	6,345	6,325	6,280	6,240	6,160	6,075
1/4 Page	4,610	4,530	4,500	4,460	4,440	4,415	4,390	4,340	4,305	4,270

Color Rates (In addition to black & white rates)

Metallic ink	\$195
Four Color rates	\$2,405
Five Color rates (4C + PMS)	\$3,765

Special Positions

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 account manager for additional special positions.
BLEED Full-page bleed or gutter bleed (accepted for spreads only): no charge.

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Run-of-Book Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$9,130	\$8,740	\$8,610	\$8,465	\$8,420	\$8,315	\$8,215	\$8,140	\$8,010	\$7,860
2-Page King	12,135	11,595	11,400	11,250	11,150	11,040	10,910	10,820	10,605	10,425
4-Page A-size	18,265	17,480	17,220	16,930	16,840	16,645	16,435	16,290	16,025	15,715
4-Page King	24,260	23,190	22,810	22,490	22,305	22,090	21,825	21,635	21,210	20,845
6-Page A-size	27,405	26,225	25,830	25,395	25,255	24,955	24,645	24,420	24,030	23,565
6-Page King	36,390	34,780	34,200	33,750	33,450	33,135	32,745	32,450	31,810	31,270
8-Page A-size	36,540	34,960	34,435	33,860	33,660	33,285	32,850	32,575	32,045	31,430
8-Page King	48,525	46,370	45,610	44,990	44,605	44,180	43,650	43,265	42,410	41,695

ADVERTISING OPPORTUNITIES / INSERTS

SPLIT RUNS

a. 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 and run-of-book (ROB) advertising units are accepted.
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.

b. 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.

c. 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—There is a production charge of \$900 per split-run insertion.

5. A 20% premium is required on ROB splits of 6 pages or more.

d. 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.

BUSINESS REPLY CARDS (BRCS)

Business reply cards (BRCS) will be accepted on a space-available basis. Cost = Earned frequency rate of ROB island page + 20%. Please consult Production Department for specifications, as cards must be approved for compliance with bindery requirements (submit 5 samples or comp). Client is strongly advised to get approval of cards from the USPS Business Center.

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FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT POLICIES & COMBINATION BUYS

CORPORATE DISCOUNT

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2020. Full year 2019 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2020. 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 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.

2019 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2020 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

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.)

COMBINATION BUYS AND MARKET DUOS

Advertise the same product in the same month in any TWO OR MORE FMC publications and receive a 7.5% discount off the earned rate in each publication (B&W and color). The PowerBuy™ discount (see separate rates) supersedes this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News® + Internal Medicine News®*) counts as 1 publication. Except for PowerBuy™, combination discounts are applicable to full-run only

Evaluate FMC cross market combinations by Media Group in Kantar's MARS Medical System by selecting

Combination Non-Duplicated. Combinations not currently programmed can be upon request.

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 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

King-Four Plus Discount Program Any four-page or larger A-size ad unit (insert or ROB) is eligible to be converted to four or more king-size ROB pages. Rates apply to any four-page or larger king ROB unit. Four-color charges included. Five-color carries an additional charge. **Full-run only.** Refer to Specifications for production requirements.

King Conversion

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King 4 pg	\$25,455	\$24,700	\$24,395	\$24,130	\$24,045	\$23,865	\$23,640	\$23,455	\$23,230	\$22,905
King 6 pg	36,955	35,820	35,365	34,965	34,845	34,570	34,230	33,955	33,620	33,130
King 8 pg	48,455	46,945	46,335	45,805	45,640	45,275	44,825	44,455	44,010	43,355

NEW PRODUCT LAUNCH PROGRAM

Place your new product launch unit in four (4) consecutive issues of *Cardiology News* and receive 50% off 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 Frontline Medical Communications combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

CONTINUITY DISCOUNT PROGRAM

Please select one program. (Programs cannot be combined.)
 a. Run an ad for the same product in six (6) issues of *Cardiology News* during

2020 and receive 50% off your seventh (7th) insertion. Ads do not need to run consecutively, but ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.

- b. Run an ad for the same product in every issue (12) of *Cardiology News* during 2020 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 ad. Free ad counts toward earned frequency.
- c. Run an ad for the same product in every issue (12) of *Cardiology News* during 2020 and deduct 8.3% off each insertion throughout the year. Program available to full-run and full-cost split-run advertisers; ROB production charges apply.

NEW ADVERTISER PROGRAM

Place your ad unit in four (4) issues of *Cardiology News* during 2020 and receive 50% off the space and color charges of your fourth (4th) insertion. Place your ad unit in six (6) issues of *Cardiology News* during 2020 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. *Cardiology News* New Advertiser Program may not be combined with New Product Launch Program or Continuity Discount Program.

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INTERNAL MEDICINE AND CARDIOLOGY NEWS DISCOUNT

Internal Medicine News + Cardiology News

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Internal Medicine News* and *Cardiology News*. **Full-run only**. Insertions count towards earned frequency.

Color Rates (In addition to black & white rates)

Metallic ink	\$320
Four Color rates	\$4,520
Five Color rates (4C + PMS)	\$6,710

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$18,520	\$17,615	\$16,670	\$16,180	\$16,005	\$15,745	\$15,350	\$14,905	\$14,350	\$14,045	\$13,460	\$12,530
3/4 Page	16,990	16,165	15,290	14,880	14,735	14,520	14,265	13,925	12,950	12,460	12,145	11,235
Island Page	13,515	12,850	12,155	11,805	11,655	11,495	11,195	10,930	10,445	10,160	9,875	9,225
1/2 Page	13,305	12,690	11,965	11,640	11,510	11,335	11,065	10,785	10,260	9,970	9,670	8,995
1/4 Page	6,815	6,505	6,135	5,960	5,890	5,780	5,655	5,460	5,170	5,020	4,895	4,545

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$27,830	\$26,460	\$25,050	\$24,315	\$24,005	\$23,665	\$23,060	\$22,530	\$21,805	\$20,940	\$20,365	\$19,015
2-Page King	38,165	36,280	34,340	33,335	32,965	32,425	31,640	30,700	29,665	28,930	27,725	25,815
4-Page A-size	55,660	52,925	50,100	48,640	48,005	47,335	46,130	45,065	43,600	41,870	40,720	38,020
4-Page King	76,315	72,560	68,675	66,655	65,945	64,865	63,285	61,390	59,330	57,855	55,445	51,625
6-Page A-size	83,500	79,390	75,145	72,955	72,000	70,995	69,190	67,590	65,400	62,805	61,075	57,025
6-Page King	114,480	108,840	103,005	100,000	98,905	97,290	94,935	92,090	88,985	86,785	83,175	77,440
8-Page A-size	111,335	105,850	100,195	97,270	95,990	94,675	92,235	90,140	87,215	83,745	81,440	76,040
8-Page King	152,645	145,115	137,345	133,320	131,880	129,730	126,570	122,780	118,645	115,715	110,900	103,250

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COVER TIPS

FMC will print all standard cover tips. Standard adheres to specs below.

- Cost includes FMC printing of standard cover tips to specifications (one-sided, 4-color) as a value-added service. No rebates will be issued for client-supplied material.
- Issue polybagged per postal regulations
- Cost is non-commissionable
- Non-standard cover tips are also available such as tips with extra flaps, PI's, etc. These must be client supplied. Please consult with the account manager for rate.
- Sample of non-standard cover tips must be supplied to the production manager for approval.

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 [account manager](#).

COVER TIP SPECIFICATIONS

Final Trim: 10" x 6"

Bleed Size: 10 1/4" x 6 1/4" (1/8" bleed on all four sides)

Live Area: 9 1/2" x 5 1/2" (1/4" on all four sides)

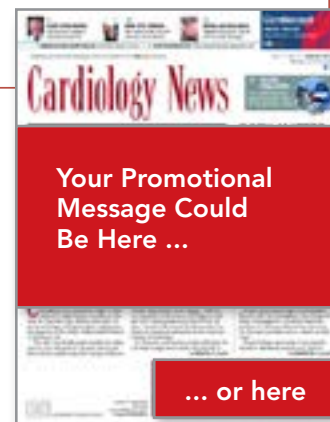
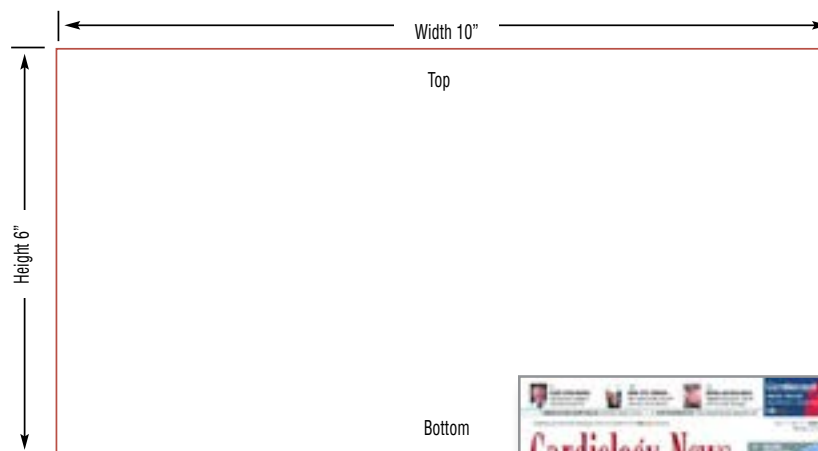
Stock: 80# Coated Text

Ink: CMYK

Quantity: As specified in contract. Check with your production manager for spoilage quantity.

Cancellation Policy: Tips can be canceled 60 days prior to the issue space closing date. After this, agreement is considered non-cancelable and will be invoiced in full.

Note: Specifications not drawn to actual size



SHIPPING INSTRUCTIONS

Deliver electronic files and color proof to:

Production Department
 Cardiology News
 2275 Research Boulevard
 Suite 400
 Rockville, MD 20850
 240-221-4500

Please indicate the four sides (top, bottom, etc.) of cover tips on the color proof.

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"

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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.

REPRINTS—USA & CANADA ONLY

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Office: 281-419-5725
Toll Free: 877-652-5295
Cell: 832-458-9467
Email: frontline@wrightsmedia.com
website: 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
website: www.contentednet.com

OUTSERTS

Outserts are a great opportunity to capture high visibility through *Cardiology News* that's highly read and trusted. Your preprinted Outserts are placed over a current issue and polybagged for outstanding exposure. This is a cost-effective way to get your message to an engaged audience with a brand they trust most.

NOTE: Samples must be submitted for review. Availability contingent upon approval.



Contact your account manager for details and pricing.



CLASSIFIED ADS

The MedJobNetwork consists of an interactive recruitment portal (www.medjobnetwork.com) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *Cardiology News's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities. See classified rate card [here](#).

CONTACT:

Drew Endy
Classified Advertising Account Manager
dendy@mdedge.com
Tel: 215-267-2319
Cell: 267-481-0133

CONTACTS

PRINT ADVERTISING

- Circulation
- Issue & Closing Dates
- Advertising Rates
- Incentives & Combination Buys
- Cover Tips, Outserts, & Reprints
- Printing Information
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

For further information,
contact the account manager.

PRINTING INFORMATION

Frontline Medical Communications publications are printed offset in a tabloid news format. Black-and-white, four, and five-color advertisements are accepted.

BINDING: Saddle Stitch

FULL BLEEDS

- Bleed size: 10 3/4" x 13 1/4"
- Trim: 10 1/2" x 13"
- Keep live matter 1/4" from all trim edges

HALFTONE SCREEN

- 133-line screen recommended

RUN-OF-BOOK REPRODUCTION REQUIREMENTS

a. Black-and-White or Color Advertisements

- 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
- Ads can be accepted via FTP

Call Rebecca Slebodnik at 240-221-2417 for FTP instructions or e-mail at rslebodnik@mdedge.com

b. Color Proofs

- SWOP digital proof with color bars requested.

c. Provider Information

Please provide the following with your media:

- Publication name and issue date
- Advertiser, product and agency name

- Contact name and phone number
- Directory of disk or CD

DISPOSITION OF MATERIAL: Files are held one year and then destroyed, unless instructed otherwise in writing.

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:

Cardiology News
ISSUE DATE
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 **account manager** for details.

SHIPPING INSTRUCTIONS

Send contracts and insertion orders to:

Cardiology News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Tara Culleney
Phone: 973-206-9248
tculleney@mdedge.com

Send digital files and proofs to:

Cardiology News
2275 Research Blvd
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@mdedge.com

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INTEGRATED MEDIA OPPORTUNITIES

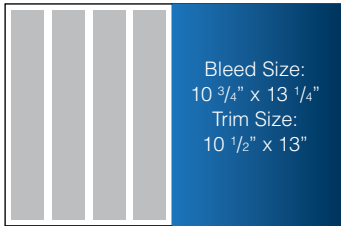
- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

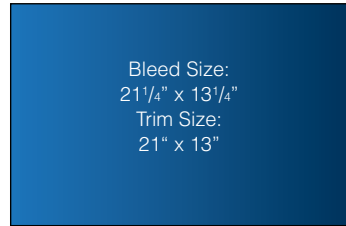
For further information, contact the account manager.

SPECIFICATIONS

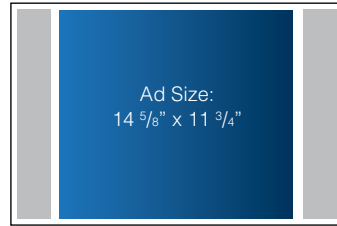
King-size Page



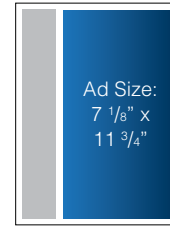
King-size Spread



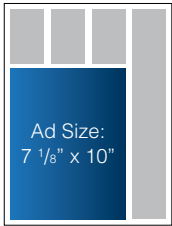
3/4 Vertical Spread



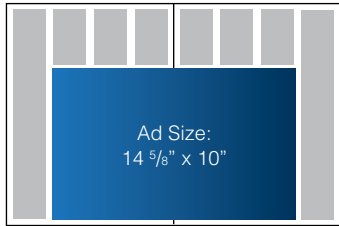
3/4 Vertical



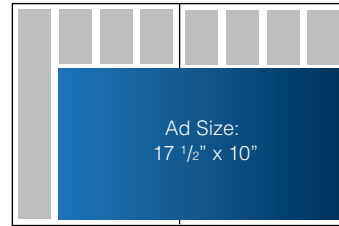
Island Page



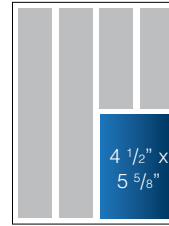
Island Spread



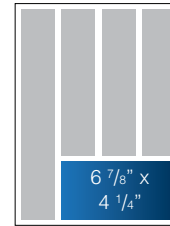
Island Page + 3/4 Page Horiz.



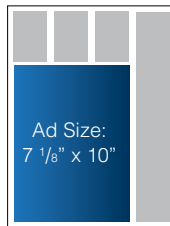
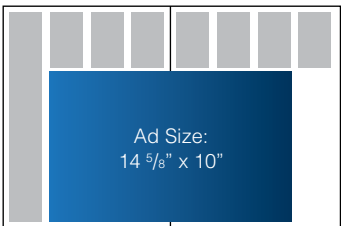
1/4 Page Vertical



1/4 Page Horizontal



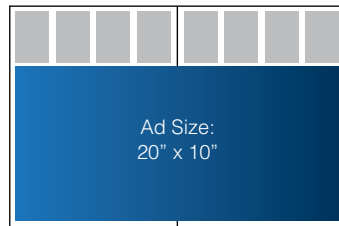
Island Spread + Island Page



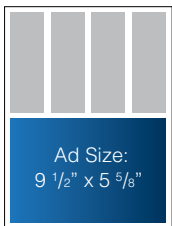
3/4 Horizontal



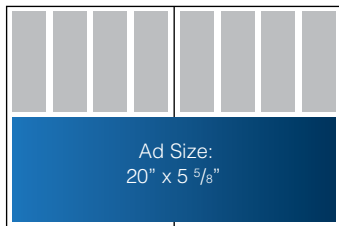
3/4 Horizontal Spread



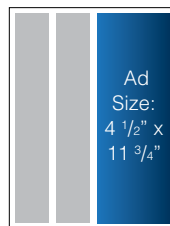
1/2 Page Horizontal



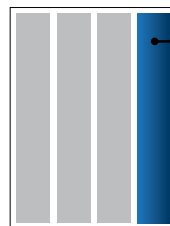
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 ¹/₂" x 13"
Live matter: Allow ¹/₄" safety from all trim edges
Type of Binding: Saddle Stitch

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ABOUT FRONTLINE

For further information,
contact the account manager.

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, online in a digital edition, and in the app store (where available) 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.

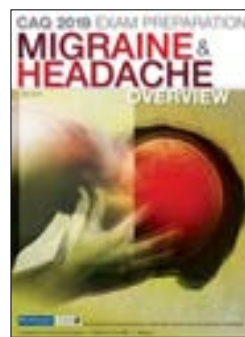
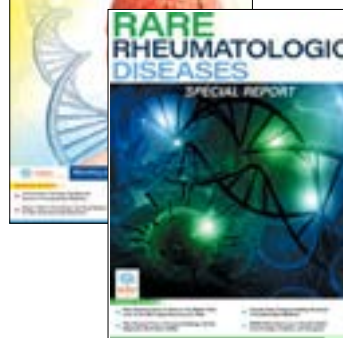
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Cardiology News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Cardiology News*
- Special issue supplements are posted online in the education center of www.mdedge.com/cardiology
- Print versions receive Bonus Distribution at various medical meetings and events.

Pricing: Please consult with Publisher/Account Manager 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 your account manager 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 30 multimedia 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 1.2M 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.

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

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



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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" and ranks 1st in combined web and print engagements. 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 multi-channel advertising programs and multi-faceted sponsorship opportunities.

Our MDedge® integrated web portal is fueled by content from 30 FMC legacy print and digital brands in 20 markets. A single, comprehensive resource, MDedge saves HCP's 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, patient/HCP Journeys, board reviews, podcasts, videos, resource centers, practice management, medical education, disease state crossword puzzles, and more. Improved user experience, content categorization, and SEO optimization has increased visits and engagement by 40%.

We provide access to 1.2 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 more than one third of the measured physician universe an average of 6x/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
- 1,125 active KOLs - authors, editorial/advisory boards, accreditors, etc.
- 40+ 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 your [account manager](#) directly or call 973-206-3434.

Access all rate cards and our integrated media kit at www.frontlinerate.com for an extensive look at our multichannel/platform opportunities.

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

MDedge®
A Unified Multichannel Platform Built on Brand Equity

- | | |
|-------------------------------------|---|
| <i>Cardiology News®</i> | <i>Hematology-Oncology Board Review</i> |
| <i>CHEST® Physician</i> | <i>IDPractitioner®</i> |
| <i>Clinical Endocrinology News®</i> | <i>Internal Medicine News®</i> |
| <i>Clinical Neurology News®</i> | <i>Journal of Clinical Outcomes Management®</i> |
| <i>Clinical Psychiatry News®</i> | <i>The Journal of Family Practice®</i> |
| <i>Clinician Reviews®</i> | <i>Journal of Hospital Medicine®</i> |
| <i>Cosmetic Dermatology®</i> | <i>Neurology Reviews®</i> |
| <i>Current Psychiatry®</i> | <i>OBG Management®</i> |
| <i>Cutis®</i> | <i>Ob.Gyn. News®</i> |
| <i>Dermatology News®</i> | <i>Pediatric News®</i> |
| <i>Family Practice News®</i> | <i>Physicians' Travel & Meeting Guide®</i> |
| <i>Federal Practitioner®</i> | <i>Rheumatology News®</i> |
| <i>GI & Hepatology News®</i> | <i>The Sarcoma Journal®</i> |
| <i>Hematology News®</i> | |
| <i>The Hospitalist®</i> | |

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