

MDedge® | Clinical Endocrinology News®

2020 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Clinical Endocrinology News® is the leading independent news source for the endocrinologist. Readers rely on *Clinical Endocrinology News* for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. *Clinical Endocrinology News* is published monthly and circulates to over 16,500 endocrinology specialists and related subspecialists in print. All articles are researched, written, and produced by professional medical journalists.

Clinical Endocrinology News can be found online at www.mdedge.com/endocrinology, part of the MDedge® web portal. This site is updated daily with specialty-specific news that includes Views on the News — expert clinician commentary on how the news affects medical practice. The site also features commentaries on key clinical and regulatory issues, physician-written columns, MD-IQ™ quizzes, and ClinicalEdge® summaries offered in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Endocrinologists can engage online by commenting on articles, contacting editors, and sharing articles via social media such as Facebook and Twitter. *Clinical Endocrinology News* is the best way for endocrinologists to stay current, save time, and gain perspective.

ADVERTISING

TRACEY SEARS
Publisher
973-290-8212
CELL: 551-206-5369
tsears@mdedge.com

ALISON PATON
Director, e-Business Development
973-206-9063
apaton@mdedge.com

CONTRACTS / INSERTION ORDERS

TARA CULLENY
Senior Director of Sales Operations
973-206-9248
tculleny@mdedge.com

EVENTS

DAVID J. SMALL, MBA
Vice President, Proprietary Conferences
973-206-9067
FAX: 973-206-9542
dsmall@medscapelive.com



PRINT PRODUCTION

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

CLASSIFIED / RECRUITMENT

DREW ENDY
Classified Advertising Account Manager
215-657-2319
CELL: 267-481-0133
dendy@mdedge.com

Frontline Medical Communications
7 CENTURY DRIVE, SUITE 302
PARSIPPANY, NJ 07054
973-206-3434
www.frontlinrates.com



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ABOUT FRONTLINE

For further information,
contact the publisher.

GENERAL INFORMATION

Clinical Endocrinology News is published by Frontline Medical Communications.

Issuance: Monthly

Established: 2006

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Clinical Endocrinology News* reaches over 16,500 endocrinologists, diabetologists, pediatric endocrinologists, diabetes educators, and physician assistants.

Editorial

Clinical Endocrinology News provides practicing endocrinologists with timely and relevant news, on-site conference coverage, 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 professional medical journalists.

Editorial/Advertising Ratio
55% editorial/45% advertising

Contract and Copy Regulations

- All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
- FMC reserves the right to inspect

and approve all web site advertising. Proof must be submitted to FMC no later than the ad space closing date.

- Sweepstakes ads are prohibited by AMA list rental agreement.
- FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
- Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
- After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

Advertisers' Index

Back-of-book

Advertising Service

- Convention Bonus Distribution:
March Issue:
 - Minimally Invasive Surgery Symposium
Las Vegas, NV; March 16-19, 2020

- The Endocrine Society
San Francisco, CA; March 28-31, 2020

July Issue:

- Metabolic & Endocrine Disease Summit West
Austin, TX; July 15-18, 2020

October Issue:

- Metabolic & Endocrine Disease Summit East
Orlando, FL; October 14-17, 2020
- Sales force bulk subscription discount available.

Agency Commission, Credit and Discount Terms

- Agency Commission: 15% on all ads.
- Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.
- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

Cancellations

- Notification in writing of space cancellations must be received by space closing deadline.
- If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- Cover positions are non-cancellable 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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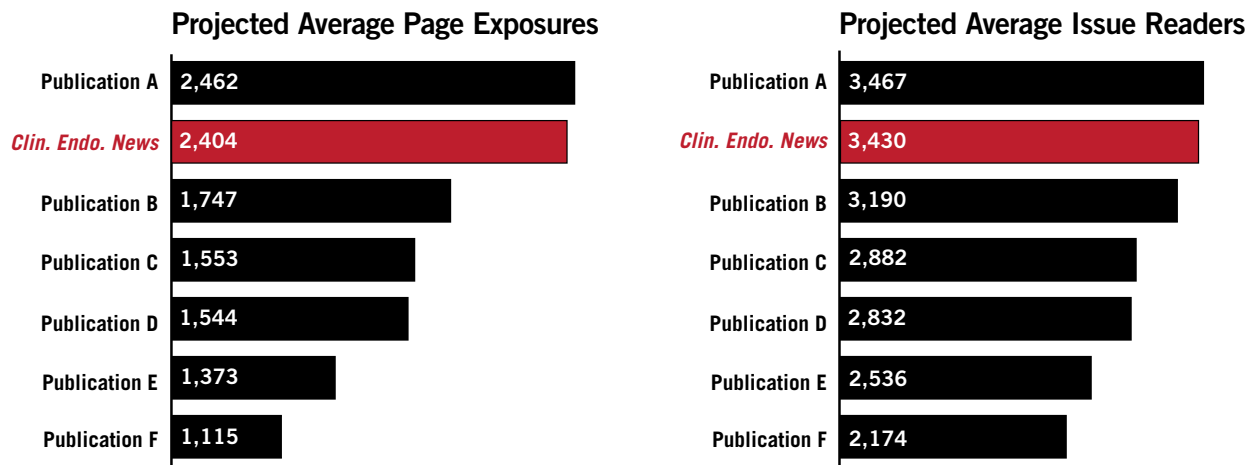
CIRCULATION

Specialty	Total Qualified	Office Based	Residents	Full-Time Hospital Staff	Osteopaths	Other Professional Activity	Semi-Retired
Diabetes	114	90	—	24	—	—	—
Endocrinology	6,602	4,839	609	680	95	365	14
Pediatrics, Endocrinology	1,439	838	219	267	12	99	4
American Association of Diabetes Educators	8,395	—	—	—	—	—	—
American Society of Endocrine Physician Assistants	196	—	—	—	—	—	—
Total Distribution	16,746	5,767	828	971	107	464	18

Source: July 2019 BPA

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

READERSHIP SCORES



Source: Kantar Media, June 2019 Medical/Surgical Media Measurement Study, Diabetes/Endocrinology, Office & Hospital, Table 119
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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 13, 2019	December 20, 2019
February	January 15, 2020	January 23, 2020
March	February 12	February 20
April	March 17	March 24
May	April 14	April 21
June	May 15	May 26
July	June 10	June 17
August	July 16	July 23
September	August 17	August 24
October	September 16	September 23
November	October 15	October 22
December	November 11	November 18

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	\$4,755	\$4,705	\$4,675	\$4,645	\$4,595	\$4,560	\$4,510	\$4,455	\$4,400	\$4,330
3/4 Page	4,360	4,305	4,280	4,245	4,190	4,160	4,120	4,060	3,990	3,940
Island Page	3,995	3,955	3,930	3,895	3,830	3,795	3,760	3,710	3,635	3,590
1/2 Page	3,640	3,600	3,570	3,525	3,475	3,450	3,405	3,345	3,270	3,225
1/4 Page	3,335	3,270	3,250	3,215	3,190	3,155	3,115	3,065	3,005	2,970

Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$7,135	\$7,085	\$7,055	\$7,025	\$6,975	\$6,940	\$6,890	\$6,835	\$6,780	\$6,710
3/4 Page	6,740	6,685	6,660	6,625	6,570	6,540	6,500	6,440	6,370	6,320
Island Page	6,375	6,335	6,310	6,275	6,210	6,175	6,140	6,090	6,015	5,970
1/2 Page	6,020	5,980	5,950	5,905	5,855	5,830	5,785	5,725	5,650	5,605
1/4 Page	5,715	5,650	5,630	5,595	5,570	5,535	5,495	5,445	5,385	5,350

Color Rates (In addition to black & white rates)

Metallic ink	\$175
Four Color rates	\$2,380
Five Color rates (4C + PMS)	\$3,695

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

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Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$8,225	\$8,150	\$8,100	\$8,020	\$7,905	\$7,820	\$7,750	\$7,630	\$7,495	\$7,385
2-Page King	9,785	9,695	9,630	9,565	9,475	9,390	9,280	9,175	9,060	8,925
4-Page A-size	16,455	16,295	16,205	16,035	15,805	15,640	15,495	15,265	14,980	14,775
4-Page King	19,570	19,380	19,270	19,125	18,940	18,770	18,565	18,355	18,125	17,835
6-Page A-size	24,685	24,440	24,300	24,055	23,705	23,455	23,245	22,895	22,475	22,160
6-Page King	29,355	29,080	28,900	28,690	28,415	28,165	27,845	27,530	27,175	26,760
8-Page A-size	32,915	32,590	32,395	32,070	31,605	31,275	31,000	30,525	29,970	29,540
8-Page King	39,145	38,770	38,535	38,250	37,875	37,545	37,130	36,710	36,240	35,675

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—Run-of-book: \$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 (non-CME). 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 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	\$23,580	\$23,420	\$23,315	\$23,175	\$22,910	\$22,765	\$22,625	\$22,420	\$22,115	\$21,930
King 6 pg	34,160	33,915	33,760	33,550	33,150	32,935	32,720	32,415	31,955	31,680
King 8 pg	44,735	44,410	44,205	43,920	43,390	43,105	42,820	42,410	41,800	41,430

NEW PRODUCT LAUNCH PROGRAM

Place your new product launch unit in four (4) consecutive issues of *Clinical Endocrinology 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 for the same product in six (6) issues of *Clinical Endocrinology News* during 2020 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.

- b. Run an ad for the same product in every issue (12) of *Clinical Endocrinology 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 ads. Free ads count towards earned frequency.
- c. Run an ad for the same product in every issue (12) of *Clinical Endocrinology 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.

DOUBLE IMPACT DISCOUNT PROGRAM

Run two (2) insertions for the same product in the same issue of *Clinical*

Endocrinology News and the second advertising unit is discounted 30% off earned black-and-white rate. When ad units differ in size, the 30% discount is applied to the smaller ad unit. Full color charges apply on both ads, no position guarantees. Program applies to full-run ads only.

NEW ADVERTISER PROGRAM

Place your ad in four (4) issues of *Clinical Endocrinology News*, and receive 50% off the space and color charges of your fourth insertion. Ads do not need to be consecutive. Only companies that have not advertised in the publication in the past 12 months are eligible for this program. Ad unit size must be identical for all four insertions. The discounted ad unit counts towards earned frequency. Premium position charges still apply to the fourth ad.

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PRIMARY CARE ENDOCRINOLOGY DISCOUNT

Clinical Endocrinology News + Internal Medicine News + Family Practice News

Color Rates (In addition to black & white rates)

Metallic ink	\$450
Four Color rates	\$6,270
Five Color rates (4C + PMS)	\$10,520

7.5% Off Clinical Endocrinology News Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Internal Medicine News*, *Family Practice News*, and *Clinical Endocrinology News*. **Full-run only**. Insertions count towards earned frequency.

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$29,600	\$28,290	\$27,365	\$26,470	\$26,110	\$25,500	\$24,975	\$24,530	\$24,215	\$24,030	\$23,645	\$23,265
3/4 Page	26,550	25,375	24,485	23,745	23,415	22,995	22,590	22,170	21,525	21,195	21,005	20,490
Island Page	20,575	19,705	19,065	18,465	18,200	17,765	17,420	17,115	16,860	16,730	16,475	16,235
1/2 Page	20,055	19,235	18,590	17,985	17,705	17,380	16,940	16,515	16,295	16,195	15,915	15,755
1/4 Page	11,215	10,775	10,370	10,065	9,930	9,745	9,505	9,300	9,110	9,020	8,990	8,820

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$42,390	\$40,600	\$39,285	\$38,030	\$37,510	\$36,605	\$35,880	\$35,260	\$34,850	\$34,455	\$33,925	\$33,450
2-Page King	60,960	58,290	56,370	54,520	53,805	52,515	51,450	50,535	50,005	49,490	48,710	47,920
4-Page A-size	84,770	81,190	78,575	76,050	75,020	73,200	71,760	70,520	69,690	68,915	67,865	66,905
4-Page King	121,925	116,580	112,755	109,035	107,610	105,035	102,900	101,070	100,020	98,970	97,400	95,835
6-Page A-size	127,165	121,775	117,860	114,080	112,525	109,800	107,640	105,780	104,540	103,380	101,795	100,350
6-Page King	182,890	174,880	169,125	163,555	161,410	157,560	154,345	151,605	150,015	148,470	146,115	143,760
8-Page A-size	169,545	162,365	157,135	152,100	150,035	146,400	143,530	141,025	139,385	137,820	135,710	133,795
8-Page King	243,860	233,165	225,500	218,075	215,210	210,080	205,800	202,140	200,020	197,955	194,810	191,675

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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, Pl's, etc. These must be client supplied. Please contact your **Publisher** for pricing.
- Sample of non-standard cover tips must be supplied to the production manager for approval.
- Full run only.

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 **Publisher**.

COVER TIP SPECIFICATIONS

Final Trim: 10" x 6"

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

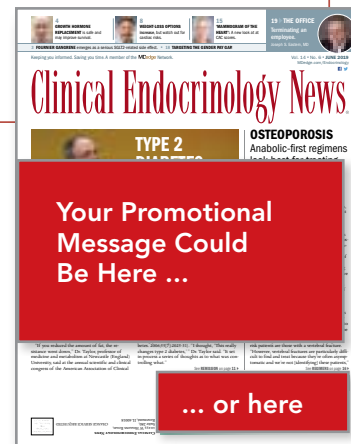
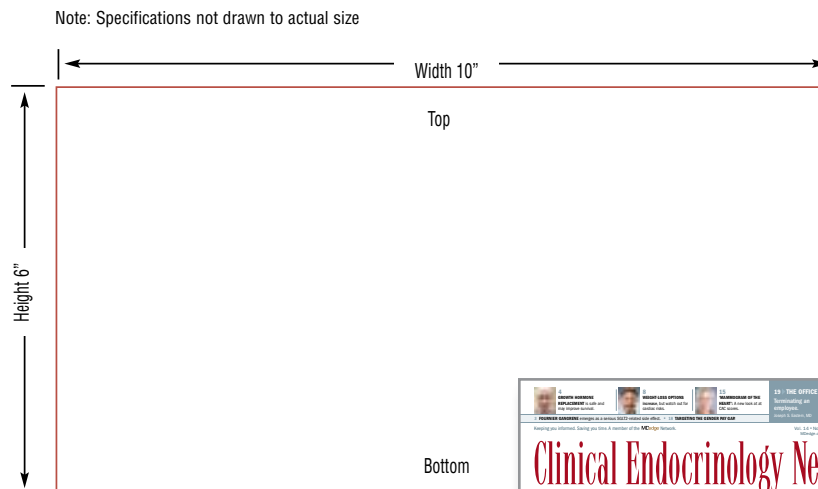
Live Area: 9 1/2" x 5 1/2" (1/4" on all four sides)

Stock: 80# Coated Text

Ink: CMYK

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

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



SHIPPING INSTRUCTIONS

Deliver electronic files and color proof to:

Production Department
Clinical Endocrinology 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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- 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 publisher.

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

CONTACT:

Brett Petillo, Sales Manager

Wright's Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77386
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 *Clinical Endocrinology 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 publisher 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 *Clinical Endocrinology News*' online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

CONTACT:

Drew Endy

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



Click here for classified rate card.

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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:

Clinical Endocrinology 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 **publisher** for details.

SHIPPING INSTRUCTIONS

Send contracts and insertion orders to:

Clinical Endocrinology 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:

Clinical Endocrinology 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

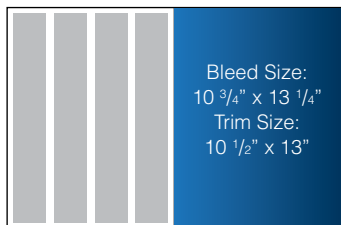
- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

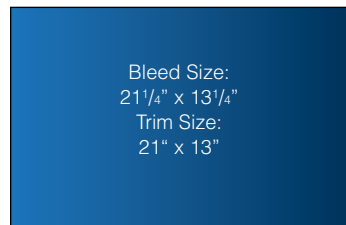
For further information, contact the publisher.

SPECIFICATIONS

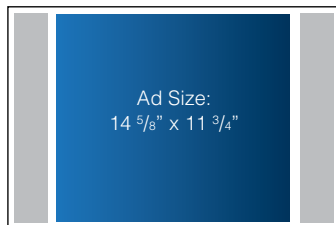
King-size Page



King-size Spread



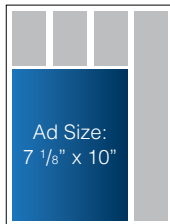
3/4 Vertical Spread



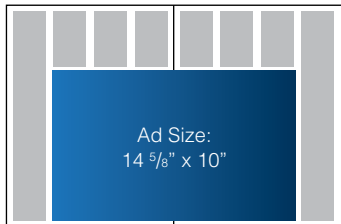
3/4 Vertical



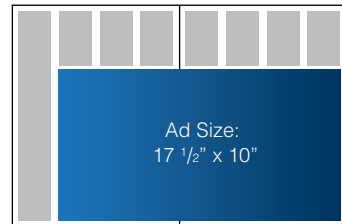
Island Page



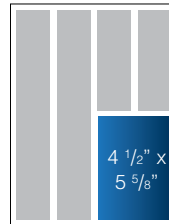
Island Spread



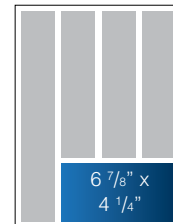
Island Page + 3/4 Page Horiz.



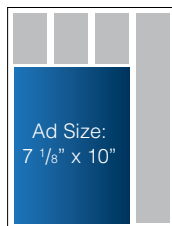
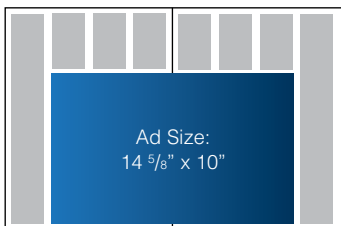
1/4 Page Vertical



1/4 Page Horizontal



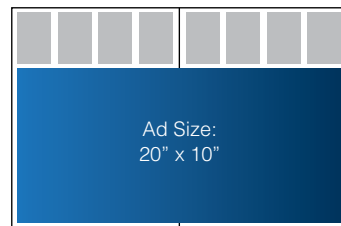
Island Spread + Island Page



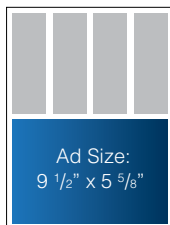
3/4 Horizontal



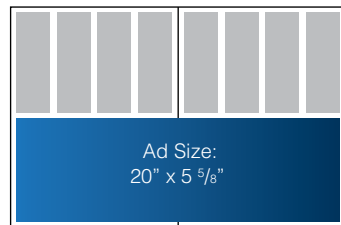
3/4 Horizontal Spread



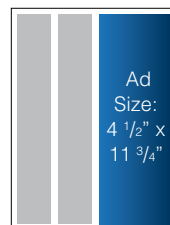
1/2 Page Horizontal



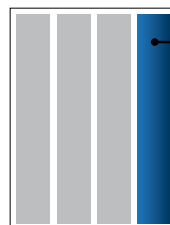
1/2 Horizontal Spread



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 publisher.

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.

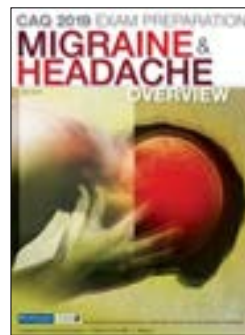
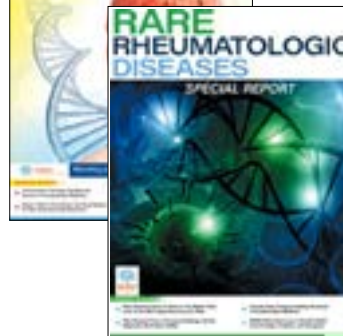
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Clinical Endocrinology News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Clinical Endocrinology News*
- Special issue supplements are posted online in the education center of mdedge.com/endocrinology
- 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 **publisher** directly or call 973-206-3434.

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

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