

2020 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

CHEST® Physician is the official newspaper of CHEST. Readers rely on CHEST Physician for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. Over 19,000 specialists in pulmonary disease, critical care medicine, sleep medicine, pediatric pulmonary medicine, cardiovascular medicine, and cardiothoracic surgery rely on CHEST Physician every month to cover the world of medicine with breaking news, on-site medical meeting coverage, and expert perspectives both in print and online. Launched in partnership with CHEST, CHEST Physician's independent reporting keeps specialists up-to-date with the latest clinical and practice economics news, and provides news from CHEST to keep members informed on educational opportunities, policy initiatives, and the professional contributions of CHEST's leadership and fellows. All articles are researched, written, and produced by professional medical journalists.

CHEST Physician's website, www.mdedge.com/chestphysician (part of the MDedge® webportal), is the online multimedia destination of CHEST Physician. This site provides news and views that matter to cardiopulmonary and critical care specialists in a timely and interactive format. With award-winning daily news coverage, physicians can get immediate information online. Share content via Facebook, Twitter, and LinkedIn. CHEST Physician is the best way for physicians to stay current, save time, and gain perspective.

ADVERTISING

MONIQUE MICHOWSKI
Director of Business Development
732-278-4549
mmichowski@mdedge.com

AMANDA SMITH
Digital Account Manager
973-206-2321
asmith@mdedge.com

CONTRACTS / INSERTION ORDERS

TARA CULLENY
Senior Director of Sales Operations
973-206-9248
tculleney@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

FRONTLINE
MEDICAL COMMUNICATIONS



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- CONFERENCES

ABOUT FRONTLINE

For further information, contact the publisher.

GENERAL INFORMATION

CHEST® Physician is published by Frontline Medical Communications.

Issuance: Monthly

Established: 2006

Organization Affiliation: American College of Chest Physicians

Circulation: 19,071

Coverage & Market: All US members of the American College of Chest Physicians (including pulmonologists, critical care physicians, cardiothoracic surgeons, cardiovascular surgeons and cardiologists) and all other US non-member pulmonary disease and pulmonary critical care medicine specialists in patient care.

Circulation Verification: Independent; BPA Worldwide

Editorial: CHEST Physician, the official newspaper of CHEST, provides news dealing with the important issues facing cardiopulmonary and critical care specialists. Editorial content includes meeting coverage, expert commentary and clinical trial results, plus reporting on the business and politics affecting specialists in diseases of the chest.

Editorial/Advertising Ratio
55% editorial/45% advertising

Space Cancellations
Notification in writing of space cancellations

must be received by space close deadline. Cover positions are noncancelable within 60 days of the issue's closing date. If space is cancelled after the deadline or ad materials are received after due date, the advertiser will be charged for the insertion.

Contracts and Insertion Orders

Send all contracts and insertion orders to:

CHEST Physician
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
tcullen@mdedge.com

Contract and Copy Regulations

- All contracts and contents of advertisements are subject to the approval of the Publisher. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
- Publisher reserves the right to put the word "Advertisement" on advertising which, in the Publisher's opinion, resembles editorial material.
- Publisher guarantees uniform rates and discount to all advertisers using same amount and kind of space. No exceptions to published rates.
- Only insertions of a parent company and its subsidiaries are combined to determine 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

- the 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, the Publisher reserves the right to repeat a former ad.

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 for contracted and published ad space.
- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

Policy on Placement of Advertising

Interspersed

Bonus Distribution

February Issue:

- Society of Critical Care Medicine
Orlando, FL; February 16-19, 2020

May Issue:

- American Thoracic Society
Philadelphia, PA; May 15-20, 2020

October Issue:

- American College of Chest Physicians (CHEST)
Chicago, IL; October 17-21, 2020

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

For further information, contact the publisher.

CIRCULATION

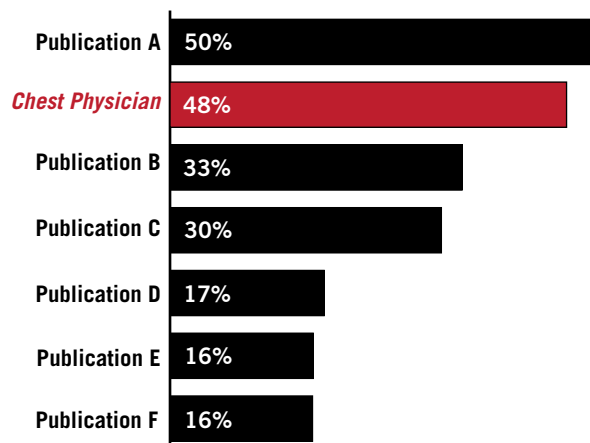
Specialty	Total Qualified	Office Based	Residents	Hospital Based	Members of CHEST
Pulmonary Critical Care Medicine	4,462	3,031	859	572	
Pulmonary Diseases	2,386	1,965	26	395	
American College of Chest Physicians	12,223				12,223
Total	19,071	4,996	885	967	12,223

Source: July 2019 BPA

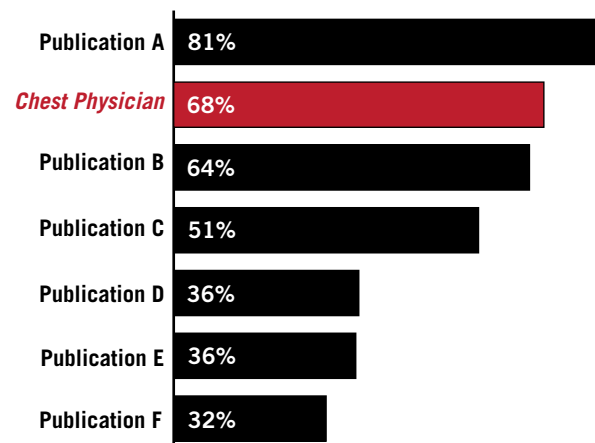
For more detailed BPA circulation information, [CLICK HERE](#).

READERSHIP SCORES

Projected Average Page Exposures



Projected Average Issue Readers



Source: Kantar Media, June 2019 Medical/Surgical Media Measurement Study, Pulmonary Diseases Office & Hospital Copyright © 2019 KANTAR.

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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 16, 2019	December 23, 2019
February	January 16, 2020	January 24, 2020
March	February 13	February 21
April	March 15	March 22
May	April 15	April 22
June	May 14	May 21
July	June 16	June 23
August	July 17	July 24
September	August 19	August 26
October	September 17	September 24
November	October 21	October 28
December	November 12	November 19

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	\$4,815	\$4,760	\$4,650	\$4,495	\$4,460	\$4,230	\$4,210	\$4,165	\$4,165	\$4,165
3/4 Page	4,330	4,255	4,180	4,090	4,040	3,925	3,840	3,755	3,755	3,755
Island Page	3,240	3,140	3,060	3,010	2,970	2,810	2,760	2,700	2,700	2,700
1/2 Page	2,895	2,810	2,760	2,700	2,645	2,540	2,470	2,425	2,425	2,425
1/4 Page	1,880	1,835	1,815	1,730	1,715	1,665	1,655	1,600	1,600	1,600

Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,865	\$6,810	\$6,700	\$6,545	\$6,510	\$6,280	\$6,260	\$6,215	\$6,215	\$6,215
3/4 Page	6,380	6,305	6,230	6,140	6,090	5,975	5,890	5,805	5,805	5,805
Island Page	5,290	5,190	5,110	5,060	5,020	4,860	4,810	4,750	4,750	4,750
1/2 Page	4,945	4,860	4,810	4,750	4,695	4,590	4,520	4,475	4,475	4,475
1/4 Page	3,930	3,885	3,865	3,780	3,765	3,715	3,705	3,650	3,650	3,650

Color Rates (In addition to black & white rates)

Metallic ink	\$175
Four Color rates	\$2,050
Five Color rates (4C + PMS)	\$3,240

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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Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$6,665	\$6,470	\$6,290	\$6,210	\$6,120	\$5,805	\$5,675	\$5,560	\$5,560	\$5,560
2-Page King	9,920	9,800	9,580	9,255	9,195	8,705	8,665	8,585	8,585	8,585
4-Page A-size	13,330	12,940	12,585	12,425	12,255	11,600	11,360	11,115	11,115	11,115
4-Page King	19,850	19,610	19,145	18,520	18,370	17,410	17,335	17,165	17,165	17,165
6-Page A-size	20,010	19,430	18,885	18,620	18,370	17,400	17,035	16,675	16,675	16,675
6-Page King	29,765	29,405	28,715	27,775	27,565	26,115	25,995	25,750	25,750	25,750
8-Page A-size	26,670	25,900	25,175	24,835	24,500	23,190	22,715	22,235	22,235	22,235
8-Page King	39,690	39,205	38,290	37,040	36,745	34,815	34,680	34,335	34,335	34,335

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 page.
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 **Combina-**

tion 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 frontlinrates.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

NEW PRODUCT LAUNCH PROGRAM

Place your new product launch unit in four (4) consecutive issues of *CHEST Physician* 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 combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount.

CONTINUITY DISCOUNT PROGRAM

Please select one program. (Programs cannot be combined.)

- a. Run an ad for the same product in six (6) issues of *CHEST Physician* during 2020 and receive 50% off your 7th insertion. 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 *CHEST Physician* 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 of *CHEST Physician* during 2020 and deduct 8.3% off each insertion throughout the year.

DOUBLE IMPACT DISCOUNT PROGRAM

Run two (2) insertions for the same product in the same issue of *CHEST Physician* 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.



Contact your publisher for details and pricing.

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COVER TIPS

- 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 publisher for rate of non-standard cover tips.
- Sample of non standard cover tips must be supplied to the production manager for approval.
- Full run only.

PRICING

- Please consult your [sales representative](#).

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](#).

COVER TIP SPECIFICATIONS

Final Trim: 10" x 6"

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

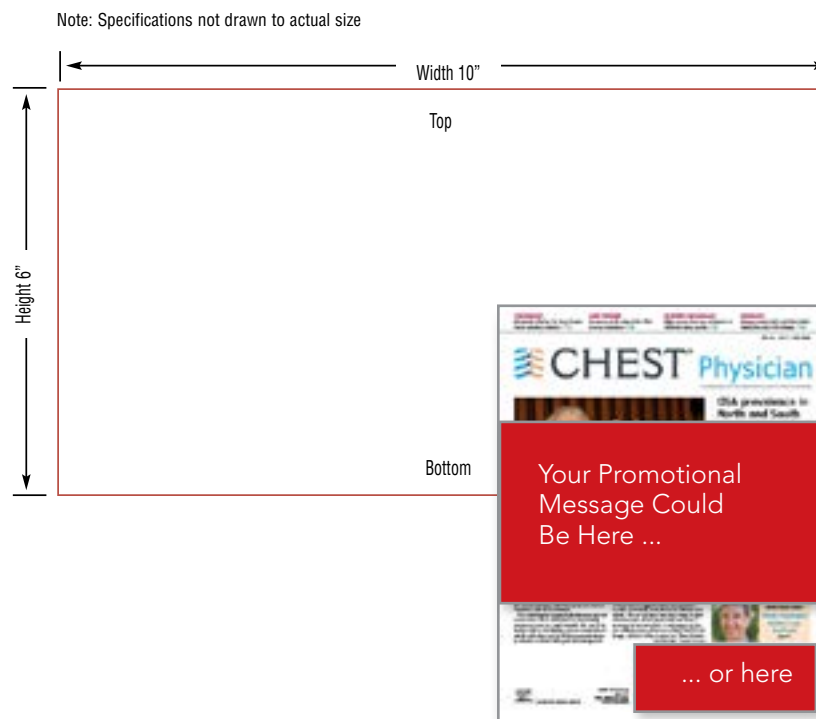
Live Area: 9 1/2" x 5 1/2" (1/4" on all four sides)

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.



SHIPPING INSTRUCTIONS

Deliver electronic files and color proof to:
Production Department
CHEST Physician
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

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.wrightsmmedia.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 *CHEST Physician* 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 the *CHEST Physician* online Career Center and recruitment e-newsletters with compelling content for our loyal readers seeking new job opportunities.

CONTACT:

Drew Endy

Classified Advertising Account Manager
Tel: 215-657-2319
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:

CHEST Physician
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 [sales representative](#) for details.

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Send contracts and insertion orders to:

CHEST Physician
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:

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

CONTACTS

PRINT ADVERTISING

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

INTEGRATED MEDIA OPPORTUNITIES

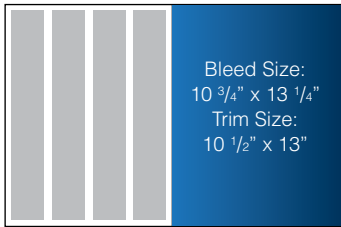
- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

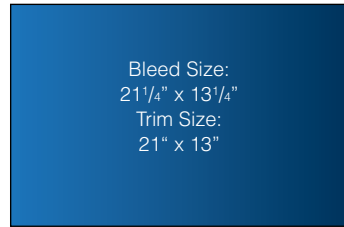
For further information, contact the publisher.

SPECIFICATIONS

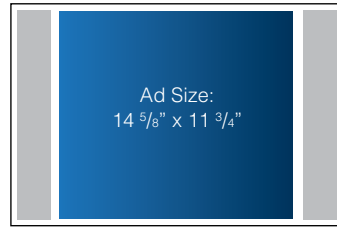
King-size Page



King-size Spread



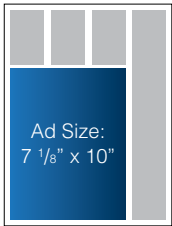
3/4 Vertical Spread



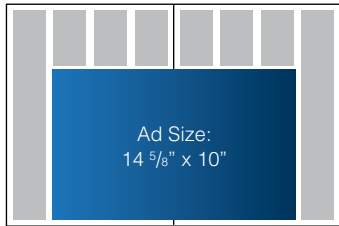
3/4 Vertical



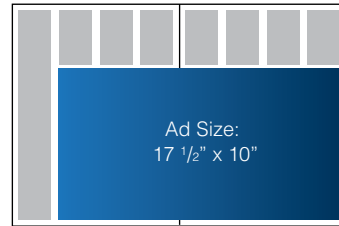
Island Page



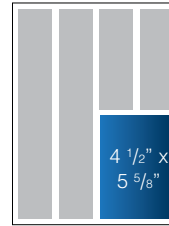
Island Spread



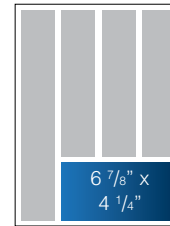
Island Page + 3/4 Page Horiz.



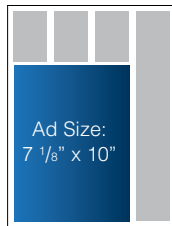
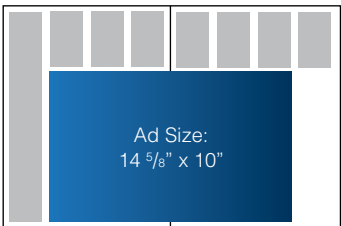
1/4 Page Vertical



1/4 Page Horizontal



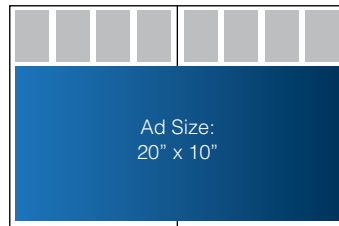
Island Spread + Island Page



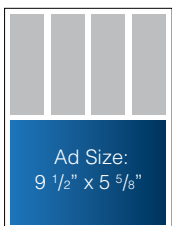
3/4 Horizontal



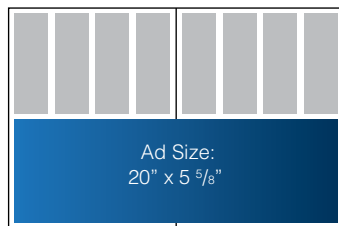
3/4 Horizontal Spread



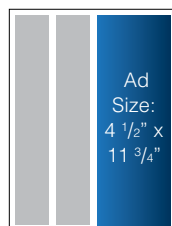
1/2 Page Horizontal



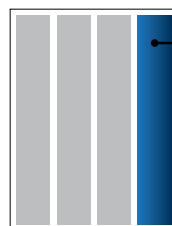
1/2 Horizontal Spread



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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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.

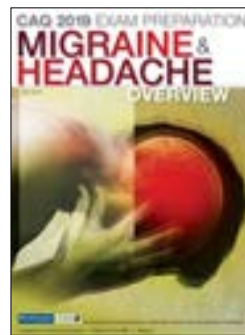
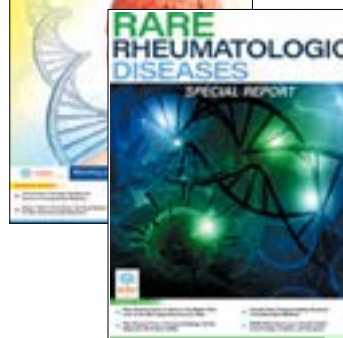
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *CHEST Physician* audience as well.

- Special issue supplements polybag and mail with regular issues of *CHEST Physician*
- Special issue supplements are posted online in the education center of mdedge.com/chestphysician
- 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 **sales representatives** 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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