

MDedge™

Clinical Neurology News®

2019 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Clinical Neurology News® is a leading independent web site with clinical and practice economics news and commentary tailored to the clinical neurologist. Readers rely on *Clinical Neurology News*' clear, concise, accessible format for daily updates in their specialty. All articles are researched, written, and produced by professional medical journalists in a timely and interactive format. Award-winning coverage is immediately accessible online and through e-blasts and e-newsletters.

Neurologists can also join the conversation through commentary, blogs, Facebook, and Twitter. With *Clinical Neurology News*, physicians can stay current, save time, and gain perspective.

Clinical Neurology News is available on the MDedge web portal at www.mdedge.com/clinicalneurologynews.

ADVERTISING

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FRONTLINE
MEDICAL COMMUNICATIONS

CONTACTS

INTEGRATED MEDIA
OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

GENERAL INFORMATION

Clinical Neurology News is owned by Frontline Medical Communications.

Established: 2005

Organization Affiliation: Independent Editorial

Clinical Neurology News and its e-newsletters provide practicing neurologists with timely and relevant news from on-site coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in neurology. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect neurologists' pocketbooks and how they manage their practice. All articles are researched, written and produced by professional medical journalists.

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 web site 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.

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](#)

INTEGRATED MEDIA OPPORTUNITIES

Awareness | Education | Targeted/Expanded Reach | Frequency

Identify your objectives and work with our network of brands to integrate the optimal solutions to get your message in front of the right targets at the right time.

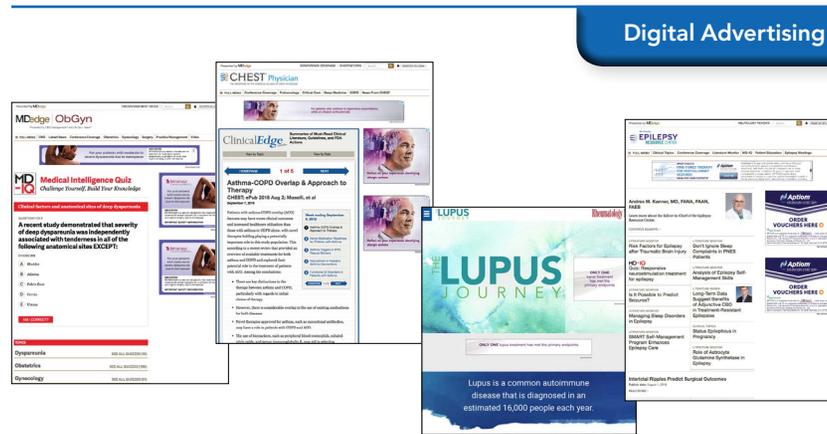
Our wide-array of digital and print advertising tactics, Custom Programs, and Medical Conferences, built around our 30+ multimedia brands in 25 markets provide unique and tried and true opportunities to achieve reach, generate engagement, and reinforce your messaging with multiple exposures, developed 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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For further information, contact the account manager.



An HCP Trusted Source for News and Clinical Content



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 ranks 1st in combined web and print engagements and leads in HCP-level targeting. With MDedge™, our 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 through superior reach, optimal sponsorship opportunities, and multi-faceted, multi-channel advertising programs.

- MDedge™, our integrated web portal, features personalized medical news, indexed and peer-reviewed clinical and evidencebased reviews, conference coverage, quizzes, KOL analyses and roundtables, Journeys, board reviews, podcasts, videos, resource centers, practice management, medical education, and more.
- Our portfolio of 30+ print and digital publications in 20+ distinct market segments, surpasses circulation to 740,000 HCPs.
- Access to 1.2 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.
- 21 live events offering clinicians CME/CE credits
- 40+ partnerships with notable societies and key medical associations
- Producers of innovative, engaging, educational programs

From 1 to 1M+, MDedge™ | FMC delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2019 discount programs: corporate level discounts and earned frequencies; new business/launch programs; and continuity discounts. For details:

Contact your **publisher** directly or call 973-206-3434.

Visit www.frontlinemedcom.com.

Access all rate cards and our integrated media kit (an extensive array of MDedge digital advertising and custom opportunities) at www.frontlineres.com.

Email us at sales@mdedge.com.

MDedge™
True HCP Engagement
In Every Way, On Every Day

<i>Cardiology News®</i>	<i>IDPractitioner®</i>
<i>CHEST® Physician</i>	<i>Internal Medicine News®</i>
<i>Clinical Endocrinology News®</i>	<i>Journal of Clinical Outcomes Management®</i>
<i>Clinical Neurology News®</i>	<i>The Journal of Family Practice®</i>
<i>Clinical Psychiatry News®</i>	<i>Journal of Hospital Medicine®</i>
<i>Clinician Reviews®</i>	<i>Neurology Reviews®</i>
<i>Cosmetic Dermatology®</i>	<i>OBG Management®</i>
<i>Current Psychiatry®</i>	<i>Ob.Gyn. News®</i>
<i>Cutis®</i>	<i>OncologyPractice™</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>Vascular Specialist®</i>
<i>Hematology Times™</i>	
<i>The Hospitalist®</i>	
<i>Hematology-Oncology Board Review</i>	

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