



Clinical Psychiatry News

2020 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Clinical Psychiatry News® is the leading independent news source for the practicing psychiatrist. Readers rely on *Clinical Psychiatry News* for daily, specialty-specific news and insightful commentary in a clear, concise, accessible format. The print edition of *Clinical Psychiatry News* is published monthly and circulates to over 44,000 psychiatrists and child psychiatrists. All articles are researched, written, and produced by professional medical journalists. Online at mdedge.com/psychiatry, part of the MDedge® Network, our award-winning news coverage is updated daily and includes physician commentaries that add perspective on how the news matters to the way psychiatrists practice. Columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Psychiatrists can join the conversation through online commentary on articles, and via social media sharing through Facebook and Twitter. *Clinical Psychiatry News* is the best way for psychiatrists to stay current, save time, and gain perspective.



ADVERTISING

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CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
- 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.

GENERAL INFORMATION

Clinical Psychiatry News is published by Frontline Medical Communications.

Issuance: Monthly

Established: 1973

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Clinical Psychiatry News* reaches over 44,000 psychiatrists, child psychiatrists, geriatric psychiatrists, and addiction psychiatrists.

Editorial

Clinical Psychiatry News online (part of mdedge.com/psychiatry), via e-newsletters, and the print publication provide practicing psychiatrists with timely and relevant specialty-specific 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 psychiatry. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect psychiatrists' pocketbooks and how they manage their practice. All articles are researched, written, and produced by professional medical journalists.

Editorial/Advertising Ratio

55% editorial/45% advertising

Contract and Copy Regulations

- a. All contracts and contents of advertisements are subject to 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.

Advertisers' Index

Back-of-book

Advertising Service

- a. Convention Bonus Distribution:

March issue:

- Current Psychiatry/AACP: Psychiatry Update Chicago, IL; March 26-28, 2020

April issue:

- American Psychiatric Association Philadelphia, PA; April 25-29, 2020

May issue:

- Current Psychiatry/AACP: Focus on Neuropsychiatry Arlington, VA; June 5-6, 2020

October issue:

- Psychopharmacology Update Cincinnati, OH; October 24, 2020

November issue:

- Current Psychiatry/AACP: Psychiatry Update Encore Las Vegas, NV; December 6-8, 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 canceled 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.

CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
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- Advertising Rates
- Incentives & Combination Buys
- Cover Tips, Outserts, & Reprints
- Printing Information
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
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- CONFERENCES

ABOUT FRONTLINE

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CIRCULATION

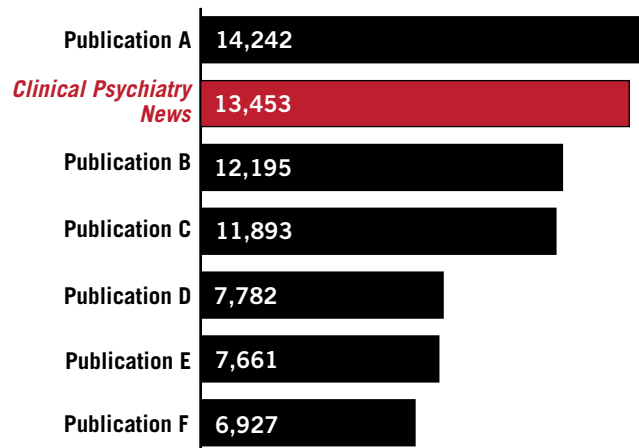
Specialty	Total Qualified	Office Based	Residents	Hospital Staff	Osteopaths	Other Professional Activity
Psychiatry	36,080	21,764	4,435	5,558	2,571	1,259
Addiction Psychiatry	126	96	7	23	-	-
Child Psychiatry	7,767	6,169	337	1,103	132	26
Geriatric Psychiatry	240	165	7	66	2	-
Total Distribution	44,213	28,194	4,786	6,750	2,705	1,285

Source: July 2019 BPA

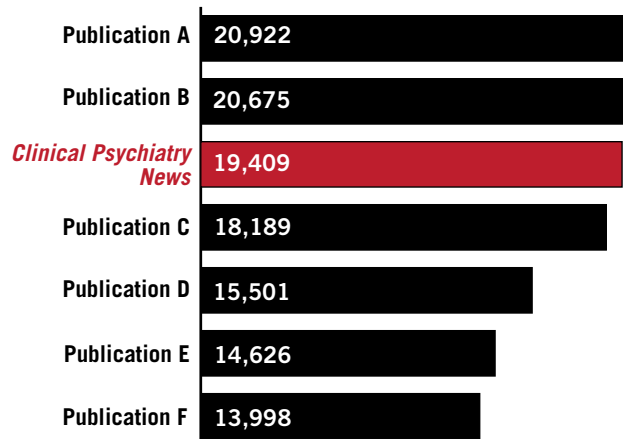
*NOTE: 493 semi-retired psychiatrists included in total qualified number, but not in breakout. For more detailed BPA circulation information, [CLICK HERE](#).

READERSHIP SCORES

Projected Average Page Exposures



Projected Average Issue Readers



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

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- Incentives & Combination Buys
- Cover Tips, Outserts, & Reprints
- Printing Information
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 18, 2019	January 3, 2020
February	January 22, 2020	January 29, 2020
March	February 19	February 26
April	March 23	March 30
May	April 16	April 23
June	May 13	May 20
July	June 19	June 26
August	July 22	July 29
September	August 21	August 28
October	September 22	September 29
November	October 19	October 26
December	November 18	November 30

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

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- Advertising Rates
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- Cover Tips, Outserts, & Reprints
- Printing Information
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

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ABOUT FRONTLINE

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ADVERTISING RATES

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$9,390	\$9,155	\$8,685	\$8,165	\$7,935	\$7,780	\$7,620	\$7,365	\$7,250	\$7,085
3/4 Page	8,760	8,480	7,105	7,060	6,975	6,840	6,705	6,530	6,405	6,245
Island Page	6,330	6,035	5,220	5,105	4,995	4,800	4,715	4,635	4,545	4,465
1/2 Page	6,055	5,820	4,990	4,910	4,795	4,615	4,500	4,405	4,275	4,240
1/4 Page	3,125	2,975	2,520	2,505	2,470	2,420	2,350	2,295	2,240	2,195

Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$11,840	\$11,605	\$11,135	\$10,615	\$10,385	\$10,230	\$10,070	\$9,815	\$9,700	\$9,535
3/4 Page	11,210	10,930	9,555	9,510	9,425	9,290	9,155	8,980	8,855	8,695
Island Page	8,780	8,485	7,670	7,555	7,445	7,250	7,165	7,085	6,995	6,915
1/2 Page	8,505	8,270	7,440	7,360	7,245	7,065	6,950	6,855	6,725	6,690
1/4 Page	5,575	5,425	4,970	4,955	4,920	4,870	4,800	4,745	4,690	4,645

Color Rates (In addition to black & white rates)

Metallic ink	\$175
Four Color rates	\$2,450
Five Color rates (4C + PMS)	\$3,960

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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- Printing Information
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

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Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$13,020	\$12,435	\$10,750	\$10,515	\$10,295	\$9,890	\$9,720	\$9,550	\$9,360	\$9,195
2-Page King	19,330	18,875	17,885	16,810	16,345	16,040	15,700	15,175	14,925	14,595
4-Page A-size	26,055	24,890	21,495	21,045	20,585	19,770	19,445	19,105	18,725	18,385
4-Page King	38,660	37,730	35,770	33,625	32,685	32,070	31,405	30,360	29,855	29,185
6-Page A-size	39,080	37,325	32,240	31,555	30,885	29,665	29,160	28,655	28,085	27,585
6-Page King	57,990	56,600	53,670	50,435	49,035	48,105	47,105	45,535	44,780	43,775
8-Page A-size	52,115	49,765	42,980	42,075	41,170	39,550	38,870	38,215	37,450	36,775
8-Page King	77,325	75,465	71,550	67,250	65,390	64,145	62,810	60,705	59,705	58,360

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.

CONTACTS

PRINT ADVERTISING

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

INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
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- CONFERENCES

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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.

CORPORATE FREQUENCY DISCOUNT PROGRAM

Earned frequencies are determined by

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%

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.

Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news

content and receive a 7.5% discount off the earned rate (B&W and color) in each of these MarketDUOs published by FMC: *DermDUO* | *Cutis*®+ *Dermatology News*®; *ObGynDUO* | *OBG Management*®+*Ob. Gyn. News*®; *PsychDUO* | *Current Psychiatry*®+ *Clinical Psychiatry News*®. In the Family MedicineDUO, receive a 15% discount off the earned rate (B&W and color) in *The Journal of Family Practice*®+ *Family Practice News*®. Full-run only.

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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PRINT ADVERTISING

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

INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

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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	\$33,650	\$32,435	\$29,075	\$28,605	\$28,150	\$27,345	\$26,995	\$26,665	\$26,295	\$25,965
King 6 pg	49,215	47,390	42,355	41,645	40,965	39,760	39,235	38,740	38,180	37,690
King 8 pg	64,775	62,345	55,630	54,685	53,775	52,170	51,470	50,810	50,070	49,410

NEW PRODUCT OR LAUNCH INCENTIVE PROGRAM:

Established products that have not run in *Clinical Psychiatry News*® during 2019 OR new launch products, indications, and formulations can qualify for the new business or launch program. Advertise in 3 consecutive months and earn a 50% discount on the ad unit insertion in the 4th month (same size or smaller). Prelaunch ad units do not apply.

CONTINUITY DISCOUNT PROGRAM

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

a. Run an ad for the same product in five(5) issues of *Clinical Psychiatry News* during 2020 and receive 50% off your 6th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all six insertions. Premium position charges do not qualify for 50% discount.

b. Run an ad for the same product in every issue (12) of *Clinical Psychiatry 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 in four (4) issues of *Clinical Psychiatry 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.

CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
- 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

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PSYCHIATRY MARKET DUO

Current Psychiatry + Clinical Psychiatry News

7.5% off Current Psychiatry & Clinical Psychiatry News Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. **Full-run only.** Insertions count towards earned frequency.

Color Rates (In addition to black & white rates)

Metallic ink	\$1,870
Four Color rates	\$4,355
Five Color rates (4C + PMS)	\$7,150

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$14,255	\$13,835	\$13,230	\$12,495	\$12,125	\$11,800	\$11,525	\$11,090	\$10,910	\$10,700
King 3/4 page + A-size page	13,670	13,210	11,765	11,475	11,240	10,930	10,680	10,320	10,130	9,925
Island page + A-size page	11,425	10,945	10,020	9,665	9,405	9,040	8,840	8,565	8,410	8,280
King 1/2 page + 1/2 A-size page	9,235	8,925	8,050	7,820	7,605	7,325	7,120	6,905	6,740	6,660

Insert Rates (King + A-Size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$28,585	\$27,350	\$25,825	\$25,115	\$24,440	\$23,840	\$22,990	\$22,600	\$22,120
4 page insert	NA	56,790	54,330	51,320	49,855	48,520	47,340	45,665	44,850	43,880
6 page insert	NA	85,015	81,345	76,785	74,630	72,610	70,860	68,335	67,125	65,680
8 page insert	NA	NA	108,290	102,275	99,380	96,685	94,355	90,975	89,385	87,465

Insert Rates (A-size (island)+A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page island insert	NA	\$22,630	\$20,750	\$20,005	\$19,520	\$18,750	\$18,310	\$17,790	\$17,455	\$17,125
4 page island insert	NA	44,915	41,125	39,685	38,660	37,145	36,280	35,250	34,555	33,890
6 page island insert	NA	67,185	61,520	59,320	57,840	55,550	54,260	52,720	51,680	50,705
8 page island insert	NA	NA	81,865	78,990	76,980	73,935	72,210	70,170	68,800	67,495

Evaluate the above combination discounts by Media Group in Kantar's MARS Medical system by selecting **Combination Duplicated**.

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- Incentives & Combination Buys
- Cover Tips, Outserts, & Reprints
- Printing Information
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

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PRIMARY CARE PSYCHIATRY DISCOUNT

Clinical Psychiatry News + Internal Medicine News + Family Practice News

7.5% Off Clinical Psychiatry 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 Psychiatry News*. **Full-run only**. Insertions count towards earned frequency.

Color Rates (In addition to black & white rates)

Metallic ink	\$450
Four Color rates	\$6,335
Five Color rates (4C + PMS)	\$10,765

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$33,885	\$32,410	\$31,075	\$29,730	\$29,200	\$28,475	\$27,855	\$27,225	\$26,850	\$26,580	\$26,195	\$25,815
3/4 Page	30,620	29,240	27,095	26,350	25,990	25,470	24,980	24,455	23,760	23,325	23,135	22,620
Island Page	22,735	21,625	20,260	19,580	19,275	18,695	18,300	17,970	17,705	17,540	17,285	17,045
1/2 Page	22,290	21,290	19,905	19,265	18,925	18,460	17,955	17,495	17,225	17,130	16,850	16,690
1/4 Page	11,020	10,500	9,695	9,405	9,265	9,065	8,800	8,590	8,400	8,305	8,275	8,105

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$46,825	\$44,560	\$41,735	\$40,335	\$39,725	\$38,520	\$37,700	\$37,035	\$36,575	\$36,130	\$35,600	\$35,125
2-Page King	69,790	66,780	64,005	61,220	60,160	58,665	57,390	56,085	55,430	54,735	53,955	53,165
4-Page A-size	93,650	89,140	83,470	80,685	79,440	77,020	75,410	74,070	73,155	72,255	71,205	70,245
4-Page King	139,585	133,555	128,015	122,450	120,325	117,340	114,775	112,175	110,870	109,470	107,900	106,335
6-Page A-size	140,480	133,695	125,200	121,020	119,170	115,545	113,115	111,105	109,730	108,395	106,810	105,365
6-Page King	209,375	200,335	192,035	183,665	180,480	176,000	172,160	168,260	166,300	164,205	161,850	159,495
8-Page A-size	187,305	178,255	166,925	161,355	158,880	154,055	150,810	148,140	146,305	144,510	142,400	140,485
8-Page King	279,175	267,110	256,040	244,900	240,660	234,685	229,555	224,335	221,725	218,940	215,795	212,660

CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
- 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.

NEUROPSYCHIATRY MARKET DISCOUNT

Current Psychiatry + Clinical Psychiatry News + Neurology Reviews

7.5% Off each journal Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Current Psychiatry*®, *Clinical Psychiatry News*® and *Neurology Reviews*®. **Full-run only.** Insertions count towards earned frequency.

Color Rates (In addition to black & white rates)

Metallic ink	\$3,540
Four color rate	\$6,260
Five color rate (4C + PMS)	\$10,420
Four color + metallic	\$9,800

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$19,895	\$19,210	\$18,580	\$17,695	\$17,235	\$16,770	\$16,300	\$15,755	\$15,470	\$15,155
King 3/4 page + A-size page	18,710	17,990	16,530	16,110	15,800	15,365	14,930	14,495	14,195	13,890
Island page + A-size page	15,235	14,575	13,635	13,170	12,860	12,400	12,055	11,720	11,490	11,310
King 1/2 page + 1/2 A-size page	12,880	12,385	11,500	11,165	10,900	10,535	10,190	9,920	9,670	9,555

Insert Rates (King + A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$40,460	\$39,155	\$37,345	\$36,455	\$35,510	\$34,505	\$33,445	\$32,845	\$32,160
4 page insert	NA	NA	76,845	73,225	71,400	69,545	67,535	65,460	64,220	62,870
6 page insert	NA	NA	114,550	109,070	106,380	103,580	100,595	97,460	95,610	93,595
8 page insert	NA	NA	NA	144,950	141,345	137,610	133,620	129,440	127,000	124,320

Insert Rates (A-size (island) + A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page island insert	NA	\$31,020	\$29,095	\$28,145	\$27,540	\$26,590	\$25,870	\$25,230	\$24,745	\$24,265
4 page island insert	NA	NA	56,705	54,835	53,580	51,715	50,275	49,015	48,010	47,080
6 page island insert	NA	NA	84,330	81,495	79,650	76,835	74,690	72,795	71,295	69,925
8 page island insert	NA	NA	NA	108,180	105,690	101,940	99,080	96,565	94,580	92,765

CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
- 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.

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. 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 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
 CLINICAL PSYCHIATRY 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"

CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
- 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.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 *Clinical Psychiatry 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 Psychiatry News's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

CONTACT:

Tim LaPella
Senior Sales Director
Tel: 610-506-3474
tlapella@mdedge.com



Click here for classified rate card.

CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
- 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.

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

CONTACTS

PRINT ADVERTISING

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

INTEGRATED MEDIA OPPORTUNITIES

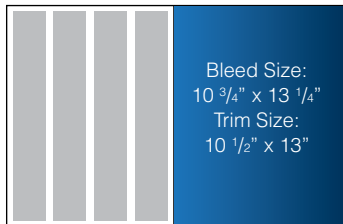
- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

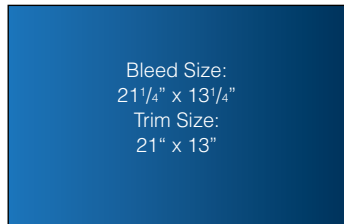
For further information, contact the publisher.

SPECIFICATIONS

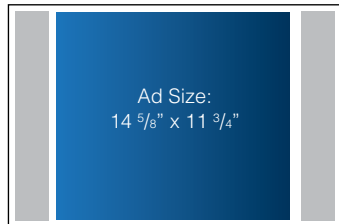
King-size Page



King-size Spread



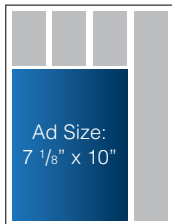
3/4 Vertical Spread



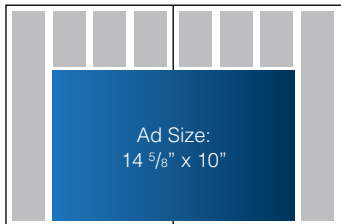
3/4 Vertical



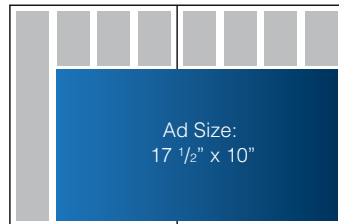
Island Page



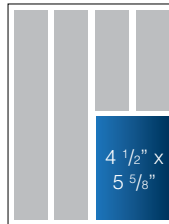
Island Spread



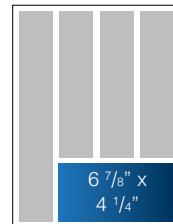
Island Page + 3/4 Page Horiz.



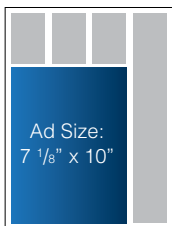
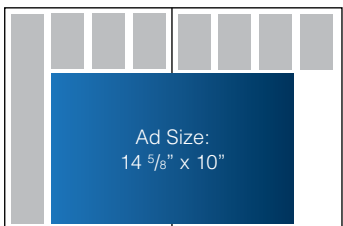
1/4 Page Vertical



1/4 Page Horizontal



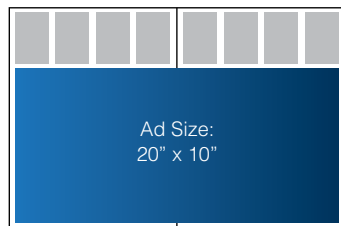
Island Spread + Island Page



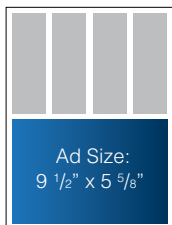
3/4 Horizontal



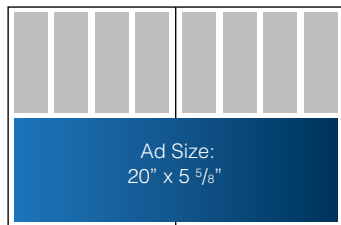
3/4 Horizontal Spread



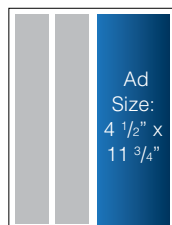
1/2 Page Horizontal



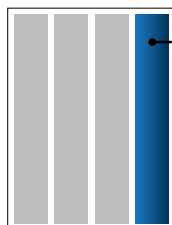
1/2 Horizontal Spread



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

CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
- 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.

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.

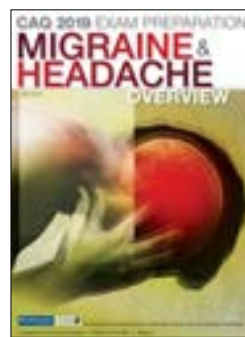
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Clinical Psychiatry News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Clinical Psychiatry News*
- Special issue supplements are posted online in the education center of mdedge.com/psychiatry
- 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.



CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
- 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

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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](#).



CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
- 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



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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.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> | |

CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
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- Advertising Rates
- Incentives & Combination Buys
- Cover Tips, Outserts, & Reprints
- Printing Information
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- DIGITAL ADVERTISING & SPECIFICATIONS
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