

MDedge® | Dermatology News

2020 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

For nearly 50 years *Dermatology News*® has been the leading independent newspaper for medical, surgical, and aesthetic dermatology. Readers rely on *Dermatology News* for specialty-specific news and insightful physician commentary presented in a clear, concise, accessible format that can be used daily in practice. *Dermatology News* is published monthly and circulates to more than 16,000 dermatologists, dermatologic surgeons, procedural dermatologists, dermatology nurse practitioners, and physician assistants. All articles are researched, written, and produced by experienced medical journalists.

Daily news updates and commentary from *Dermatology News* can be found online at www.mdedge.com/dermatology, part of the MDedge® web portal. This site provides even more specialty-specific news and views organized by clinical "specialty focus" topics 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. Podcasts include *Dermatology Weekly*, which combines the latest news from *Dermatology News*, plus peer-to-peer interviews from *Cutis*®. Dermatologists can join the conversation by commenting online at the site, and by sharing articles via social media, including Facebook and Twitter. *Dermatology News* is the best way for dermatology specialists to stay current, save time, and gain perspective.

ADVERTISING

SALLY TRONCO CIOCI

Group Publisher
973-290-8215
scioci@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
tcullen@mdedge.com

EVENTS

DAVID J. SMALL, MBA

Vice President, Proprietary Conferences
973-206-9067
FAX: 973-206-9542
dsmall@medscapelite.com



PRINT PRODUCTION

REBECCA SLEBODNIK

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

CLASSIFIED / RECRUITMENT

TIM LAPELLA

Senior Sales Director
484-921-5001
CELL: 610-506-3474
tlapella@mdedge.com

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



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For further information, contact the publisher.

GENERAL INFORMATION



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

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

Issuance: Monthly

Established: 1970

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Dermatology News* reaches dermatologists, procedural dermatologists, dermatologic surgeons, as well as physician assistants and nurse practitioners specializing in dermatology.

Editorial: MDedge Dermatology website, e-newsletters, the *Dermatology News* print publication, and the *Dermatology Weekly* podcast provide practicing dermatologists timely and relevant news from on-site coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include "Make the Diagnosis" quizzes and commentaries from leaders in the field who add perspective about how the news matters to clinical practice. Columnists offer insights on issues in dermatology. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect dermatologist's pocketbooks and how they manage their practices. 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 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

- 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:

January Issue:

- Caribbean Dermatology Symposium Paradise Island, Bahamas; January 21-25, 2020

February Issue:

- SDEF's Hawaii Dermatology Seminar Lahaina, Maui, HI; February 16-21, 2020

March Issue:

- American Academy of Dermatology Denver, CO; March 20-24, 2020

April Issue:

- American Society for Laser Medicine & Surgery (ASLMS) Phoenix, AZ; April 29-May 3, 2020

June Issue:

- SDEF's Women's and Pediatrics Dermatology Seminar Newport Beach, CA; June 19-20, 2020

August Issue:

- American Academy of Dermatology

Summer Meeting
Seattle, WA; August 13-16, 2020

October Issue:

- Coastal Dermatology Symposium Santa Rosa, CA; October 15-17, 2020
- SDEF's Las Vegas Dermatology Seminar & Psoriasis and Atopic Dermatology Forums Las Vegas, NV; November 5-7, 2020

Bonus distribution for multi-sponsored supplements will be distributed at various meetings depending upon publication date. These can include: American Academy of Dermatology, Summer AAD, Coastal Dermatology Seminar, American Academy of Pediatrics, Caribbean Dermatology Seminar, Hawaii Dermatology Seminar, Women and Pediatric Dermatology Seminar, Las Vegas Dermatology Seminar & NAPNAP.

- b. Sales force bulk subscription discount available.

Agency Commission, Credit and Discount Terms

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

Cancellations

- a. Notification in writing of space cancellations must be received by space closing deadline.
- b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- c. Cover positions are non-cancelable within 60 days of the issue's closing date.

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CIRCULATION

Specialty	Total Qualified	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths
Dermatology	12,480	9,548	1,353	522	236	689
Dermatologic Surgery	141	135	-	6	-	-
Procedural Dermatology	493	394	64	18	12	5
IM-Dermatology	77	38	33	2	3	-
Pediatric Dermatology	28	20	-	7	1	-
Dermatology Nurse Practitioner	694	-	-	-	-	-
Dermatology Physician Assistant	2,254	-	-	-	-	-
Total Distribution	16,167	10,135	1,450	555	252	694

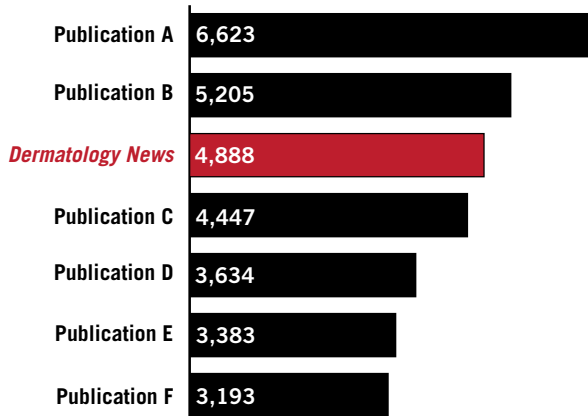
Source: July 2019 BPA

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

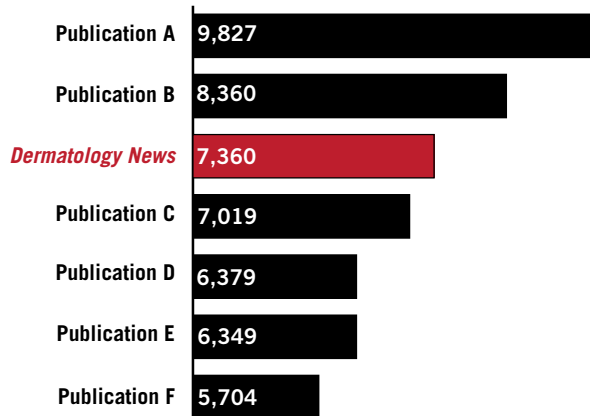
*NOTE: 133 semi-retired dermatologists included in total, but not in breakout.

READERSHIP SCORES

Projected Average Page Exposures



Projected Average Issue Readers



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

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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 6, 2019	December 13, 2019
February	January 9, 2020	January 16, 2020
March	February 6	February 13
April	March 11	March 18
May	April 9	April 16
June	May 8	May 15
July	June 9	June 16
August	July 10	July 17
September	August 11	August 18
October	September 10	September 17
November	October 9	October 16
December	November 6	November 13

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

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ADVERTISING RATES

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$4,085	\$3,945	\$3,885	\$3,795	\$3,705	\$3,610	\$3,555	\$3,455	\$3,405	\$3,330
3/4 Page	3,785	3,595	3,460	3,425	3,415	3,395	3,275	3,250	3,010	2,975
Island Page	3,160	2,985	2,925	2,870	2,805	2,730	2,695	2,645	2,590	2,545
1/2 Page	3,040	2,865	2,745	2,680	2,645	2,570	2,480	2,435	2,375	2,350
1/4 Page	1,540	1,435	1,390	1,355	1,330	1,290	1,250	1,240	1,205	1,190

Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,185	\$6,045	\$5,985	\$5,895	\$5,805	\$5,710	\$5,655	\$5,555	\$5,505	\$5,430
3/4 Page	5,885	5,695	5,560	5,525	5,515	5,495	5,375	5,350	5,110	5,075
Island Page	5,260	5,085	5,025	4,970	4,905	4,830	4,795	4,745	4,690	4,645
1/2 Page	5,140	4,965	4,845	4,780	4,745	4,670	4,580	4,535	4,475	4,450
1/4 Page	3,640	3,535	3,490	3,455	3,430	3,390	3,350	3,340	3,305	3,290

Color Rates (In addition to black & white rates)

Metallic ink	\$170
Four Color Rates	\$2,100
Five Color Rates (4C + PMS)	\$3,450

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	\$6,400	\$6,045	\$5,900	\$5,795	\$5,670	\$5,515	\$5,450	\$5,340	\$5,230	\$5,140
2-Page King	8,255	7,975	7,845	7,665	7,480	7,290	7,175	6,980	6,870	6,740
4-Page A-size	12,795	12,090	11,795	11,590	11,330	11,035	10,890	10,680	10,470	10,280
4-Page King	16,510	15,950	15,685	15,335	14,965	14,590	14,355	13,965	13,745	13,465
6-Page A-size	19,175	18,135	17,700	17,385	17,000	16,545	16,330	16,020	15,700	15,420
6-Page King	24,770	23,920	23,540	23,010	22,440	21,885	21,535	20,930	20,620	20,205
8-Page A-size	25,570	24,165	23,605	23,185	22,670	22,060	21,780	21,355	20,930	20,565
8-Page King	33,010	31,890	31,385	30,680	29,930	29,180	28,715	27,910	27,490	26,925

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 are accepted. Run of book splits are accepted for ad units 2 pages and under.
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.

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.

CORPORATE FREQUENCY DISCOUNT PROGRAM

Earned frequencies are determined by the number of pages in all FMC publi-

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%

cations 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 Market-DUOs 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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ADVERTISING INCENTIVE PROGRAMS

NEW PRODUCT LAUNCH PROGRAM

Place your new product launch unit in four (4) consecutive issues of *Dermatology 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 *Dermatology 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 *Dermatology 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 *Dermatology 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.

SKIN COMBINATION DISCOUNTS

Advertise the same product in the same issue dates of *Dermatology News* and *Cutis*, and receive 7.5% off your black-and-white and color rates in both publications.

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DERMATOLOGY NEWS + PEDIATRIC NEWS COMBINATION DISCOUNT

7.5% off Dermatology News and 10% off Pediatric News

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

Color Rates (In addition to black & white rates)

Metallic ink	\$330
Four Color Rates	\$4,715
Five Color Rates (4C + PMS)	\$7,135

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$10,135	\$9,830	\$9,730	\$9,510	\$9,330	\$9,115	\$9,010	\$8,825	\$8,740	\$8,580
3/4 Page	9,455	9,135	8,895	8,710	8,570	8,390	8,210	8,090	7,780	7,580
Island Page	7,610	7,315	7,175	6,950	6,805	6,640	6,500	6,420	6,340	6,200
1/2 Page	7,395	7,095	6,905	6,620	6,530	6,380	6,205	6,095	5,985	5,920
1/4 Page	3,730	3,570	3,495	3,330	3,285	3,225	3,080	3,055	2,985	2,965

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$15,570	\$14,970	\$14,670	\$14,215	\$13,920	\$13,570	\$13,310	\$13,115	\$12,965	\$12,675
2-Page King	20,715	20,105	19,910	19,450	19,085	18,645	18,425	18,060	17,860	17,565
4-Page A-size	31,135	29,940	29,335	28,435	27,840	27,145	26,595	26,240	25,935	25,345
4-Page King	41,435	40,210	39,820	38,910	38,170	37,300	36,865	36,110	35,725	35,115
6-Page A-size	46,690	44,910	44,005	42,650	41,765	40,715	39,895	39,355	38,900	38,025
6-Page King	62,160	60,310	59,730	58,375	57,250	55,950	55,280	54,165	53,600	52,675
8-Page A-size	62,255	59,870	58,680	56,880	55,690	54,295	53,195	52,475	51,870	50,700
8-Page King	82,865	80,410	79,650	77,830	76,345	74,605	73,710	72,225	71,455	70,220

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DERMATOLOGY NEWS + OB.GYN. NEWS COMBINATION DISCOUNT

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 *Ob.Gyn. News* and *Dermatology News*. **Full-run only.** Insertions count towards earned frequency.

Color Rates (In addition to black & white rates)

Metallic ink	\$330
Four Color Rates	\$5,480
Five Color Rates (4C + PMS)	\$8,295

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$12,890	\$12,220	\$11,990	\$11,715	\$11,565	\$11,355	\$11,015	\$10,600	\$10,165	\$9,900
3/4 Page	11,795	11,095	10,775	10,625	10,585	10,475	10,180	9,835	8,975	8,830
Island Page	9,715	8,990	8,765	8,620	8,505	8,325	8,060	7,770	7,440	7,265
1/2 Page	9,465	8,860	8,565	8,340	8,260	8,130	7,820	7,550	7,095	7,005
1/4 Page	4,765	4,430	4,315	4,170	4,130	4,080	3,910	3,805	3,565	3,530

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$19,910	\$18,425	\$17,940	\$17,650	\$17,420	\$17,050	\$16,510	\$15,905	\$15,225	\$14,875
2-Page King	26,395	25,040	24,555	23,985	23,665	23,250	22,565	21,710	20,815	20,280
4-Page A-size	39,825	36,850	35,875	35,310	34,820	34,115	33,025	31,810	30,470	29,740
4-Page King	52,800	50,075	49,100	47,985	47,355	46,520	45,125	43,420	41,625	40,550
6-Page A-size	59,715	55,270	53,805	52,955	52,235	51,155	49,530	47,715	45,695	44,615
6-Page King	79,200	75,105	73,660	71,975	71,015	69,775	67,700	65,115	62,445	60,835
8-Page A-size	79,620	73,680	71,750	70,615	69,650	68,205	66,045	63,615	60,935	59,485
8-Page King	105,590	100,130	98,215	95,970	94,700	93,035	90,255	86,820	83,255	81,095

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For further information, contact the publisher.

DERMATOLOGY NEWS + CUTIS MARKET DUO

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

Color Rates (In addition to black & white rates)

Metallic ink	\$1,620
Four Color Rates	\$3,515
Five Color Rates (4C + PMS)	\$5,615

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$6,890	\$6,670	\$6,580	\$6,390	\$6,230	\$6,050	\$5,860	\$5,580	\$5,465	\$5,350
King 3/4 page + A-size page	6,615	6,345	6,190	6,050	5,960	5,850	5,600	5,390	5,100	5,025
Island page + A-size page	6,035	5,780	5,695	5,535	5,395	5,235	5,065	4,830	4,715	4,625
King 1/2 page + 1/2 A-size page	5,040	4,815	4,640	4,460	4,335	4,180	3,975	3,780	3,715	3,160

Insert Rates (King+A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page Insert	NA	\$13,430	\$13,220	\$12,840	\$12,515	\$12,155	\$11,775	\$11,210	\$10,995	\$10,780
4 page Insert	NA	26,855	26,455	25,700	25,055	24,330	23,555	22,425	22,005	21,560
6 page Insert	NA	NA	39,690	38,565	37,565	36,505	35,340	33,625	33,000	32,340
8 page Insert	NA	NA	52,920	51,415	50,095	48,680	47,115	44,840	44,000	43,105

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

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page Insert	NA	\$11,645	\$11,420	\$11,110	\$10,840	\$10,515	\$10,180	\$9,695	\$9,475	\$9,300
4 page Insert	NA	23,285	22,855	22,235	21,690	21,040	20,350	19,390	18,975	18,615
6 page Insert	NA	NA	34,290	33,360	32,530	31,565	30,525	29,080	28,450	27,910
8 page Insert	NA	NA	45,725	44,485	43,380	42,090	40,700	38,775	37,930	37,220

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

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COVER TIPS

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

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

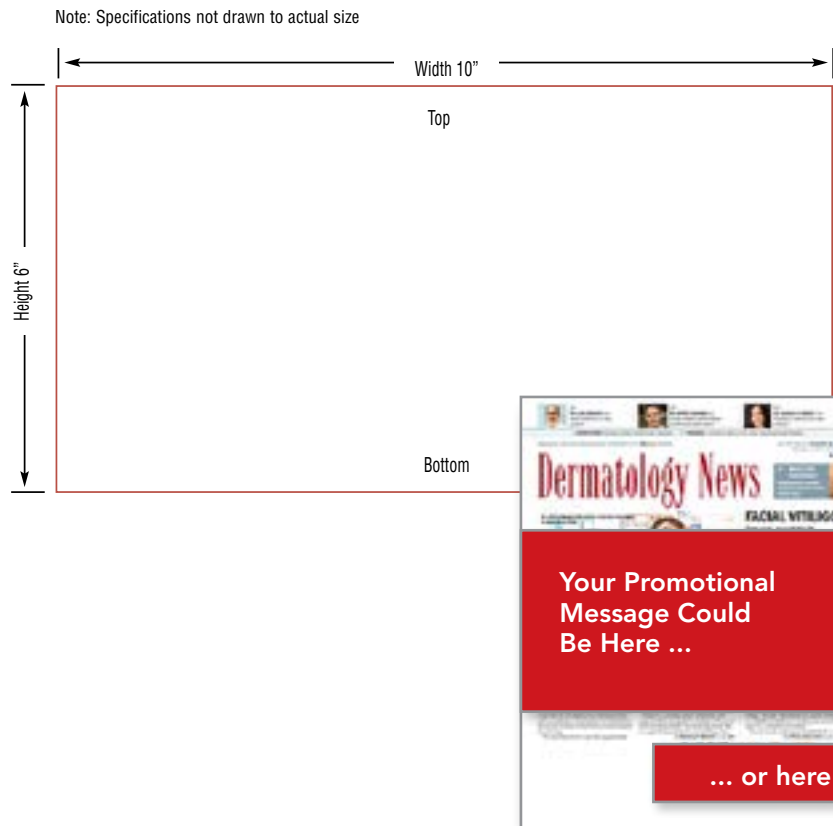
Live Area: 9 1/2" x 5 1/2" (1/4" on all four sides)

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.



Deliver electronic files and color proof to:

Production Department
DERMATOLOGY NEWS
2275 Research Boulevard
Suite 400
Rockville, MD 20850
240-221-4500

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

FRONT COVER BANNER AD

- Advertisement runs on the lower right-hand corner of the cover
- Cost is the same as a four-color King page at your earned frequency rate
- Corporate discount applies; commissionable
- Size: 5 5/8" x 1 3/4"

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REPRINTS/EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other health care providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

REPRINTS—USA & CANADA ONLY 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.wrightsmidia.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 *Dermatology News* that's highly read and trusted. Your preprinted Outserts are placed with a current issue and polybagged for outstanding exposure. Please note: multiple items may appear within a polybag. Disease state exclusivity within the polybag is guaranteed. 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 Sally Cioci at scioci@mdedge.com 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 *Dermatology News's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities. See classified rate card [here](#).

CONTACT:

Tim La Pella
Senior Sales Director, Classified
Tel: 484-921-5001
Cell: 610-506-3474
tlapella@mdedge.com

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ABOUT FRONTLINE

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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:

Dermatology 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:

Dermatology 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:

Dermatology 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

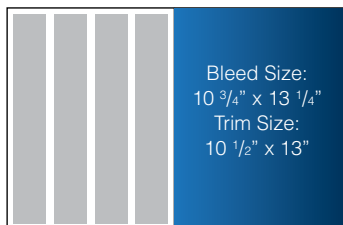
- DIGITAL ADVERTISING & SPECIFICATIONS
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- CONFERENCES

ABOUT FRONTLINE

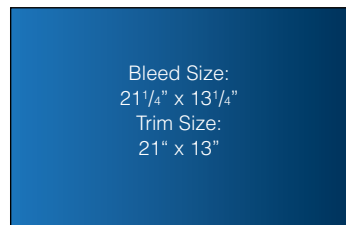
For further information, contact the publisher.

SPECIFICATIONS

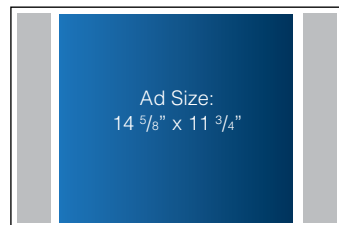
King-size Page



King-size Spread



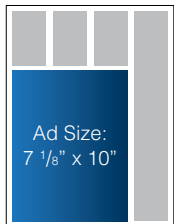
3/4 Vertical Spread



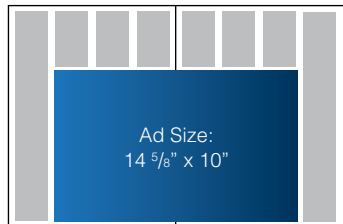
3/4 Vertical



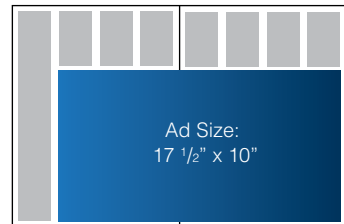
Island Page



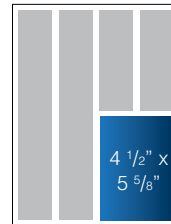
Island Spread



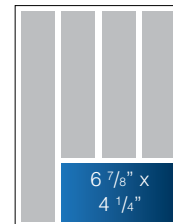
Island Page + 3/4 Page Horiz.



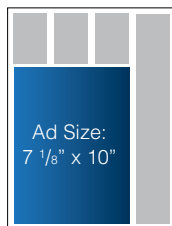
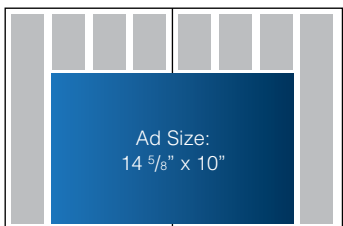
1/4 Page Vertical



1/4 Page Horizontal



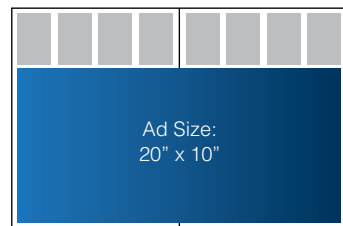
Island Spread + Island Page



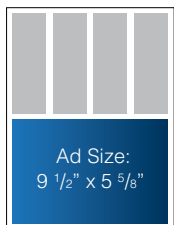
3/4 Horizontal



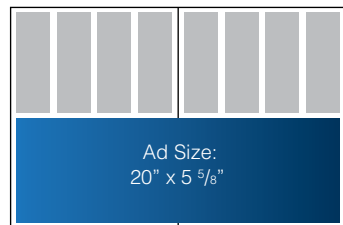
3/4 Horizontal Spread



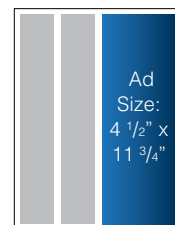
1/2 Page Horizontal



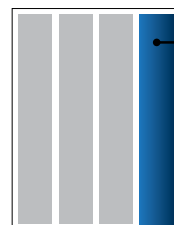
1/2 Horizontal Spread



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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For further information, contact the publisher.

MULTI-SPONSORED SUPPLEMENTS

Issue	Space Close	Materials Due	Bonus Distribution	Topic
June	3/13	4/18	See page 2	Pediatric Dermatology
July	4/3	5/20	See page 2	Acne and Rosacea
October	7/2	8/26	See page 2	Psoriasis and Psoriatic Arthritis

- Supplement will polybag and mail with that month's issue.
- Supplement will be posted online in the medical education library of the newspaper's website.

AD SPECIFICATIONS

1 Page

Trim size: 8 3/8" x 10 1/2"
Bleed size: 8 5/8" x 10 3/4"

Spread:

Trim size: 16 3/4" x 10 1/2"
Bleed size: 17" x 10 3/4"

Live matter: Allow 1/4" safety all sides

RUN-OF-BOOK PRODUCTION REQUIREMENTS

- PDF/X-1a required
- All images must be CMYK (RGB, SRGB, or ICC lab color will not be accepted) All files must be at 100%
- Digital file will not be altered or manipulated
- 133 -line screen recommended

UPLOADING INSTRUCTIONS

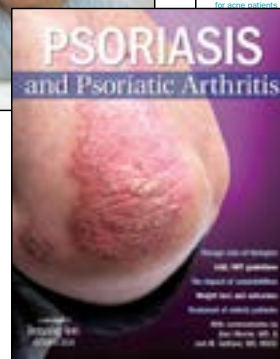
Our FTP site is available through your web browser using the web address below and does not require use of FTP software, a user name or password.

files.digilink-inc.com/_rdJFDgkqGtAbVR

An e-mail will be automatically generated notifying our Production team of the file upload.

When uploading multiple files, please place all files in a folder and compress with ZIP.

When the same ad is running in multiple publications, please only upload once, indicating each publication in the Publication field.



SHIPPING INSTRUCTIONS

Please forward a high resolution color proof (Iris, Sherpa, Kodak Approval) of the file overnight to:

Enter Name of Supplement
Dermatology News
2275 Research Boulevard
Suite 400
Rockville, MD 20850
240-221-4500

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CANCELLATION POLICY: Space may be canceled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancelable and will be invoiced in full.

Please consult with Publisher on costs for each supplement or to request the multi-sponsored rate card. Cover tips also available; please consult with Publisher regarding availability and costs.

Please note: All 2019 advertisers have FROR on any premium placements. For any insertion orders issued for above, please state ad is approved for both print and digital placements.

Inserts: Please consult with [Sally Cioci, Publisher](#), for quantity and specs.

For further information, contact the publisher.

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](#).



Medical Conferences



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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>	

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