PUBLISHER’S STATEMENT

Founded in 1984, Federal Practitioner® is a monthly peer-reviewed clinical journal serving more than 35,700 physicians, clinical pharmacists, physician assistants, advanced practice nurses, and medical center administrators working within the Department of Veterans Affairs, the Department of Defense, and the Public Health Service. Journal articles including case reports, clinical review articles, original research, editorials, columns, and in-depth profiles of new programs and procedures within the federal health care system, have been recognized for their quality by the National Library of Medicine and are now included in PubMed Central®. Federal Practitioner® aims to meet the unique needs of those practicing within the federal health care community by keeping the readership apprised of practice guidelines pertinent to treating the nation’s armed forces and veterans and by recognizing the distinct health care perspective these readers possess. In addition, the Federal Practitioner® website (www.mdedge.com/fedprac, part of the MDedge™ web portal) is a robust resource that features monthly digital editions and audiocasts, the digital edition of the Directory of VA and DoD Health Care Facilities, webcasts, a blog community, special issues and supplements, and web-exclusive content, all with a federal health care perspective. Fed Prac also has an established app that features all regular issues, special issues, supplements, and the directory.

2019 ADVERTISING RATE CARD

CONTACTS

PRINT ADVERTISING
• Rates, Incentives & Discounts
• Annual Directory Rates
• Circulation
• Insert Information & Closing Dates
• Cover Tips, Outserts & Reprints
• Editorial
• General Information
• Printing Specifications

AVAHO

SPECIAL ISSUES

INTEGRATED MEDIA OPPORTUNITIES
• DIGITAL ADVERTISING & SPECIFICATIONS
• CUSTOM MULTI-MEDIA PROGRAMS
• CONFERENCES

ABOUT FRONTLINE

For further information, contact the publisher.
PRINT ADVERTISING

RATES & DISCOUNTS

Effective Date: January 1, 2019

- **AGENCY COMMISSION:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices. Not applicable to special issues.

- **RATES SUBJECT TO CHANGE WITH 90 DAYS NOTICE:** Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Earned Rates

- **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.

Incentive Programs

- **CORPORATE FREQUENCY DISCOUNT PROGRAM:** Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x. JFP, FPN, IMN, and CCJM extend to 396x.)

- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2019. Full year 2018 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2019. All manufacturer promotional spend will be credited towards the corporate level, including electronic and print advertising, reprints, and programs (non-CME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are:

<table>
<thead>
<tr>
<th>2018 Net Spending</th>
<th>$150K</th>
<th>$250K</th>
<th>$500K</th>
<th>$750K</th>
<th>$1.0M</th>
<th>$1.5M</th>
<th>$2.0M</th>
<th>$3.0M+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned 2019 Discount</td>
<td>0.50%</td>
<td>1.0%</td>
<td>1.5%</td>
<td>2.0%</td>
<td>2.5%</td>
<td>3.0%</td>
<td>4.0%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>


**RATES & DISCOUNTS (CONTINUED)**

- **FRONTLINE MEDICAL COMMUNICATIONS COMBINATION BUYS AND MARKETDUOS:** 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™ and PowerBuy²™ discounts (see separate rates) supersede this program; additional discounts are not applied to these publications. PowerBuy™ (Family Practice News® + Internal Medicine News®) and PowerBuy²™ (The Journal of Family Practice® + Cleveland Clinic Journal of Medicine®) count as 1 publication. Except for PowerBuy™ and PowerBuy²™, combination discounts are applicable to full-run only.

  Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. 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 www.frontlinerates.com. Full-run only.

- **THE FEDERAL PRACTITIONER® CONTINUITY PROGRAM:** Buy any 5 insertions, and receive the 6th insertion (regular issue only; of equal or lesser size) FREE*. Advertise the same product in 10 issues of Federal Practitioner® and receive the 11th and 12th insertions (of equal or lesser size) FREE*. Continuity program applies to 12-month period of January 2019 through December 2019 (or 12 month fiscal year where applicable.)

  * Clients must supply materials for free insertions. Free pages count toward earned frequency. Free pages do not count toward the corporate discount.

- **THE FEDERAL PRACTITIONER® REFERENCE GUIDE DISCOUNT PROGRAM:** Advertise in Data Trends and the annual directory and receive 5% off each insertion. Both insertion orders must be submitted at the same time to qualify, on or before June 7.

- **THE FEDERAL PRACTITIONER® DIRECTORY PROGRAM:** Advertise in 4 issues of Federal Practitioner® (paid insertions) and the same ad unit will receive 20% off the earned Directory rate (B&W and color). Advertisers will be short rated if discount is not earned. Advertise in 6 issues of Federal Practitioner® (paid insertions) and the same ad unit will receive 30% off the earned Directory rate (B&W and color).

- **PRESCRIBING INFORMATION (PI) 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.

- **PREPAYMENT PLAN:** An optional prepayment program is available. Contact: Lea Drag, National Account Manager, (973) 206-8958, for additional details.

**Classified Ads**

For rates and information contact:

Drew Endy, Classified Advertising, Account Manager at TEL: (267) 481-0133, FAX: (973) 206-9378, E-mail: dendy@mdedge.com

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 Federal Practitioner® online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

**Covers, Positions**

<table>
<thead>
<tr>
<th>Covers</th>
<th>2nd cover*</th>
<th>4th cover*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25% premium above earned B&amp;W rate, plus color charges</td>
<td>50% premium above earned B&amp;W rate, plus color charges</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Positions</th>
<th>Opp Table of Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15% premium above earned B&amp;W rate, plus color charges</td>
</tr>
</tbody>
</table>

Rates and discounts are not applicable to special issues.
## RATES & DISCOUNTS (CONTINUED)

### Run-of-Book Rates

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
<th>48X</th>
<th>72X</th>
<th>96X</th>
<th>144X</th>
<th>192X</th>
<th>240X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$7,545</td>
<td>$7,200</td>
<td>$6,845</td>
<td>$6,330</td>
<td>$6,270</td>
<td>$6,220</td>
<td>$6,145</td>
<td>$5,865</td>
<td>$5,840</td>
<td>$5,725</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>7,280</td>
<td>6,700</td>
<td>6,310</td>
<td>5,910</td>
<td>5,865</td>
<td>5,780</td>
<td>5,735</td>
<td>5,540</td>
<td>5,520</td>
<td>5,380</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>6,780</td>
<td>6,185</td>
<td>5,795</td>
<td>5,415</td>
<td>5,380</td>
<td>5,300</td>
<td>5,250</td>
<td>5,045</td>
<td>5,020</td>
<td>4,925</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>6,310</td>
<td>5,725</td>
<td>5,380</td>
<td>5,010</td>
<td>4,960</td>
<td>4,855</td>
<td>4,820</td>
<td>4,695</td>
<td>4,665</td>
<td>4,580</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>5,930</td>
<td>5,560</td>
<td>5,240</td>
<td>4,805</td>
<td>4,660</td>
<td>4,525</td>
<td>4,435</td>
<td>4,260</td>
<td>4,210</td>
<td>4,120</td>
</tr>
<tr>
<td>BRC</td>
<td>7,545</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### BLACK-AND-WHITE (ROB) + 4-COLOR RATES

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
<th>240x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$10,026</td>
<td>$9,920</td>
<td>$9,565</td>
<td>$9,050</td>
<td>$8,990</td>
<td>$8,940</td>
<td>$8,865</td>
<td>$8,585</td>
<td>$8,560</td>
<td>$8,445</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>10,000</td>
<td>9,420</td>
<td>9,030</td>
<td>8,630</td>
<td>8,585</td>
<td>8,500</td>
<td>8,455</td>
<td>8,260</td>
<td>8,240</td>
<td>8,100</td>
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<tr>
<td>1/2 Page</td>
<td>9,500</td>
<td>8,905</td>
<td>8,515</td>
<td>8,135</td>
<td>8,100</td>
<td>8,020</td>
<td>7,970</td>
<td>7,765</td>
<td>7,740</td>
<td>7,645</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>9,030</td>
<td>8,445</td>
<td>8,100</td>
<td>7,730</td>
<td>7,680</td>
<td>7,575</td>
<td>7,540</td>
<td>7,415</td>
<td>7,385</td>
<td>7,300</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>8,650</td>
<td>8,280</td>
<td>7,960</td>
<td>7,525</td>
<td>7,380</td>
<td>7,245</td>
<td>7,155</td>
<td>6,980</td>
<td>6,930</td>
<td>6,840</td>
</tr>
</tbody>
</table>

### Color Rates

| Metallic | $2,335 |
| Six color | $5,955 |
| 3 & 4 color | $2,720 |
| 4C + metallic | $5,055 |
| Five color (4C + PMS) | $4,335 |

Insert Rates: Client printed and supplied-Fed Prac can supply for additional charge. [See insert information page 7](#).
FEDERAL HEALTH CARE DATA TRENDS AND ANNUAL DIRECTORY RATES
Available in Print, on mdedge.com/FedPrac, and on the App

Reference Guide Discount:

- 5% discount for each ad placed in Directory and Data Trends when placing ads in both

Display Rates:

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (B&amp;W)</td>
<td>$8,545</td>
</tr>
<tr>
<td>1/2 page (B&amp;W)</td>
<td>$7,450</td>
</tr>
<tr>
<td>BRC</td>
<td>$8,545</td>
</tr>
</tbody>
</table>

Color Rates:

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$1,240</td>
</tr>
<tr>
<td>Matched color</td>
<td>$1,615</td>
</tr>
<tr>
<td>Four color</td>
<td>$2,720</td>
</tr>
<tr>
<td>Five color</td>
<td>$4,335</td>
</tr>
</tbody>
</table>

Insert Rates:

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Insert</td>
<td>$13,640</td>
</tr>
<tr>
<td>4 Page Insert</td>
<td>$29,555</td>
</tr>
<tr>
<td>6 Page Insert</td>
<td>$40,735</td>
</tr>
<tr>
<td>8 Page Insert</td>
<td>$57,455</td>
</tr>
<tr>
<td>10 Page Insert</td>
<td>$68,950</td>
</tr>
<tr>
<td>12 Page Insert</td>
<td>$86,695</td>
</tr>
<tr>
<td>16 Page Insert</td>
<td>$109,600</td>
</tr>
<tr>
<td>24 Page Insert</td>
<td>$170,420</td>
</tr>
<tr>
<td>Cover tip</td>
<td>$31,750</td>
</tr>
</tbody>
</table>

Contact Lea Drag for details and pricing.

Please see special issue descriptions under custom programs section, page 13.
CIRCULATION

Description of Circulation Parameters
Controlled circulation: Physicians, residents, pharmacists, physician assistants, nurse practitioners, and medical center administrators employed by the VA, DoD, and PHS.

Demographic Selection Criteria
- AGE: All ages.
- PRESCRIBING: Not applicable
- CIRCULATION DISTRIBUTION: 100% controlled
- ASSOCIATION MEMBERS: Association of VA Hematologists and Oncologists members (AVAHO)
- Paid Circulation: 70
- For Subscription rates, contact: (800) 480-4851

Circulation Verification:
- AUDIT: BPA
- MAILING LIST AVAILABILITY: Publisher

Coverage
Have any specialties been combined? No.
Date and source of breakdown: June 2018 BPA Circulation Statement.

2018 Circulation Analysis
VA Physicians 17,614 DoD Administrators 22
VA Residents 106 DoD Others 70
VA Pharmacists 5,180 PHS Physicians 559
VA Physician Assistants 1,025 PHS Residents 0
VA Nurse Practitioners 2,946 PHS Pharmacists 806
VA Administrators 127 PHS Physician Assistants 104
VA Others 1,189 PHS Nurse Practitioners 28
DoD Physicians 5,209 PHS Administrators 9
DoD Residents 1 PHS Others 24
DoD Pharmacists 84 Medical Professionals &
DoD Physician Assistants 56 Others Allied to the Field 309
DoD Nurse Practitioners 76 Unclassified 250
TOTAL 35,794

Circulation includes 780 AVAHO members.
Click HERE for the most current BPA statement
INSERT INFORMATION

Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher’s approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (e.g., paper stock weight over maximum micrometer reading) are subject to publisher’s approval and may incur a premium charge.

Standard Sizes and Specifications

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb.; maximum micrometer readings: 0.004”. FedPrac can supply for an additional charge, contact Lea Drag.

Trimming

Insert delivered size should be 8 ⅛” x 11”. Trimming of oversize inserts will be charged at cost.

Keep live matter ¾” from trimmed edges; allow ¾” head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7 ¾” x 10 ⅞”.

Insert Quantity: 39,000.

Shipping

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity.

**SHIP TO:** Publishers Press

**ATTN:** Tammy Cristobal

_Federal Practitioner_®

13487 South Preston Highway
Lebanon Junction, KY 40150
Tel: 800-627-5801

ISSUANCE & CLOSING

First Issue: January 1984.

Frequency: Monthly, plus annual directory and data trends.

Issue Date: Month of issuance.

Mailing Date and Class: The 15th of the month. Periodicals class.

Closing Dates:

<table>
<thead>
<tr>
<th>Issue</th>
<th>SPACE Reservation</th>
<th>SPACE Due</th>
<th>MATERIAL Due</th>
<th>INSERTS Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/17/18</td>
<td>12/26/18</td>
<td>1/3/19</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>1/17/19</td>
<td>1/25/19</td>
<td>1/31/19</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>2/14/19</td>
<td>2/22/19</td>
<td>2/27/19</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>3/20/19</td>
<td>3/27/19</td>
<td>4/2/19</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>4/19/19</td>
<td>4/26/19</td>
<td>5/1/19</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>5/17/19</td>
<td>5/24/19</td>
<td>5/31/19</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>6/19/19</td>
<td>6/26/19</td>
<td>7/1/19</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>7/19/19</td>
<td>7/26/19</td>
<td>8/1/19</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>8/15/19</td>
<td>8/22/19</td>
<td>8/28/19</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>9/17/19</td>
<td>9/24/19</td>
<td>9/30/19</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>10/18/19</td>
<td>10/25/19</td>
<td>10/31/19</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>11/14/19</td>
<td>11/21/19</td>
<td>12/27/19</td>
<td></td>
</tr>
<tr>
<td>December Directory</td>
<td>11/20/19</td>
<td>11/27/19</td>
<td>12/5/19</td>
<td></td>
</tr>
</tbody>
</table>
COVER TIPS/OUTSERTS

This is a great cost-effective way to get your message to an engaged audience of more than 35,750 physicians, pharmacists, physician assistants, advanced practice nurses, and medical center administrators with the brand they trust most. Count on prime exposure when you use a cover tip for:

- A new product launch
- A coming soon ad
- An upcoming event

Cover Tip Rates

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Description</th>
<th>Cost*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 7 1/2” (W) x 5 1/4” (H) 80# stock; no UV coating</td>
<td>2 page-4 page</td>
<td>$16,989 NET</td>
</tr>
<tr>
<td></td>
<td>6 page-8 page</td>
<td>$21,269 NET</td>
</tr>
</tbody>
</table>

- Client to supply printed cover tips to production department.
- Cover tips must supply a sample or accurate mock-up three weeks prior to materials’ due date.
- Any cover tip that includes a folded PI will incur an additional charge and must run as a 4 pager with PI glued on inside and wafer sealed.
- Cancellations of less than 60 days written notice will incur a fee equal to 25% of the cost.
- Federal Practitioner® may prepare/produce cover tips for an additional cost.
- Includes space and polybag only; materials supplied by client.
- These prices not applicable on special issues.
- Cost is net; non-commissionable.

OUTSERTS

Print outserts are a great opportunity to capture high visibility through a brand that’s highly read and trusted by more than 35,750 physicians, pharmacists, physician assistants, advanced practice nurses, and medical center administrators.

- Placed on top of the current issue and polybagged for outstanding exposure.
- Samples must be submitted for review. Availability contingent upon approval.

Please contact Lea Drag for detailed pricing.

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.

For USA & CANADA ONLY CONTACT:
Wright’s Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77386
Toll Free: 877-652-5295, ext. 102
Fax: 281-419-5712
Email: frontline@wrightsmedia.com
Website: www.wrightsmedia.com

ALL OTHER CONTACT:
Ray Thibodeau, Executive Vice President
Content Ed Net
196 West Ashland St. Suite 102
Doylestown, PA 18901
Phone: 267-895-1758
Cell: 215-933-8484
Skype: raythibodeau1
Email: Ray.Thibodeau@contentednet.com
Website: www.contentednet.com

Requests for reprints of special issues and supplements - please contact JoAnn Wahl.
EDITORIAL

General Editorial Direction

Federal Practitioner® is a monthly, peer-reviewed, clinical publication featuring articles tailored to the more than 35,750 physicians, pharmacists, physician assistants, advanced practice nurses, and medical center administrators who serve in the Department of Veterans Affairs, the Department of Defense, and the Public Health Service. The editorial content includes clinical review articles, original research, case reports, clinical and pharmaceutical news, updates on disease management, practice guidelines, evidence-based medicine protocols, pertinent ethical viewpoints, and in-depth profiles of new programs and procedures within the federal health care system—which represents over 2,300 health care facilities, including hospitals, clinics, and nursing homes.

Average Issue Information (2018)

- AVERAGE ARTICLE LENGTH: 6 pages.
- EDITORIAL COLUMNS AND DEPARTMENTS:
  - Editorial
  - Mental Health Care Practice
  - Practitioner Forum
  - Program Profile
  - Original Research
  - Reader Feedback
  - What’s Your Diagnosis?
  - Case in Point

Origin of Editorial

- STAFF WRITTEN (DEPARTMENTS ONLY): 10%
- SOLICITED: 20%
- AUTHOR SUBMITTED: 70%
- PEER REVIEW: All clinical features are reviewed by at least 3 federal health care professionals

New Product Releases: No.

Editorial Research:

Research is conducted through surveys of physicians, pharmacists, physician assistants, and nurse practitioners from the VA, DoD, and PHS. Surveys are also distributed to health care professionals attending the AMSUS Convention. The surveys deal with current and future editorial subjects.

Ad Format and Placement Policy

- Format:
  - Between articles? Yes
  - Well ed? No
  - Stacked? No
  - Within articles? No
  - Are ads rotated? Yes

Ad/Edit Information: 50/50
GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Advisor and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other, Standard Terms and Conditions, of our Rate Card (click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication’s editorial format will carry the word “advertisement” in at least 10-point type at the top or bottom. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

Bonus Distribution Issues for Medical Conferences:

March Issue
APhA Federal Pharmacy Forum
Seattle, WA
Mar 22-25, 2019

September Issue
Association of VA Hematology/Oncology (AVAHO)
Minneapolis, MN
September 20-22, 2019

Joint Forces Pharmacy Seminar (JFPS)
Dallas, TX
October 27-30, 2019

November Issue
Association of Military Surgeons of the US (AMSUS)
National Harbor, MD
December 2-6, 2019

For further information, contact the publisher.
PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>BLEED SIZES</th>
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<tbody>
<tr>
<td>Width</td>
<td>Depth</td>
</tr>
<tr>
<td>Spread</td>
<td>15 ½''</td>
</tr>
<tr>
<td>Full page</td>
<td>7''</td>
</tr>
<tr>
<td>½ page</td>
<td>4 ¾''</td>
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<tr>
<td>½ page (horizontal)</td>
<td>7''</td>
</tr>
<tr>
<td>½ page (vertical)</td>
<td>3 ½''</td>
</tr>
<tr>
<td>¼ page (vertical)</td>
<td>2 ½''</td>
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- Hold all live matter in ¼" from all sides.
- Trim size of journals: 7 7/8'' x 10 3/4''.

Paper Stock
- INSIDE PAGES: 45# coated.
- COVERS: 70# coated.

Type of Binding: Perfect-bound.

Half-Tone Screen Recommendations
- COVERS: 150 line.
- INSIDE: 133 line.
- 4-COLOR: 133 line.
- DENSITY OF TONE: 4-color cover 320%, 4-color inside 300%, 2-color inside 180%.

Reproduction Requirements

Materials Accepted
PDF x 1a and PDF. Digital contract color proof required.
Send reproduction materials to:
Federal Practitioner®, Frontline Medical Communications Inc., 7 Century Drive, Suite 302, Parsippany, NJ 07054-4609, Attn: Mike Wendt, (973) 206-8010, mwendt@mdedge.com.

Materials Policy
Materials, including inserts, discs, and electronic files, will be held 1 year from date of last insertion and then destroyed.
AVAHO

ASSOCIATION OF VA HEMATOLOGISTS & ONCOLOGISTS

AVAHO microsite is able to host most digital programs including Specialty Focus Channels, Clinical Edge, MD-IQ. For details, see the Integrated Media Kit.

Audience:

Full AVAHO membership + oncologists + hematologists

Fed Prac has an exclusive relationship with AVAHO and is the educational arm of the Association.

Receipt of the Fed Prac monthly and Special issues is a perk of AVAHO membership

In collaboration with AVAHO, Fed Prac oversees multiple print and digital special issues:

- February: Best Practices
- May: Oncology/Hematology
- August: Oncology/Hematology
- September: AVAHO Abstract Monograph

Special Issues Premium Positions:

Current advertisers have the right of 1st refusal on positions.

All ads are included in the special edition as a value ad unless other arrangements are made in advance.

Ads supplied should be approved for digital use. Be sure to indicate on insertion order.

Also includes digital edition to non-VA hematologists and oncologists

Ask about opportunities for exclusives: Immuno-Oncology and Survivorship

AVAHO Updates Microsite*

- Fed Prac manages the AVAHO site and creates new content on a regular, on-going basis
- Fed Prac prepares weekly eNewsletters sent on behalf of the president of the Association

*The AVAHO microsite and eNewsletters are considered custom programs and are sponsorships of the site and content.

The AVAHO site is a sponsorship opportunity; therefore, viewability requirements DO NOT apply.
SPECIAL ISSUES

Federal Practitioner® special issues focus on specific diseases and topic areas to provide uniquely relevant content geared specifically toward federal health care providers. Available in print, in the Federal Practitioner® app and online in a digital edition, these issues provide informative and objective information that health care providers can refer to again and again. These special issues offer many media placement opportunities with premium positions offered by right of first refusal or first come first serve. Distribution may expand beyond the Federal Practitioner® audience as well.

<table>
<thead>
<tr>
<th>2019 Federal Practitioner Special Issue Calendar</th>
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<tbody>
<tr>
<td>Issue’s Specialty Theme</td>
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<tr>
<td>-------------------------</td>
</tr>
<tr>
<td>Prostate Cancer Exclusive</td>
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<tr>
<td>Public Pathogens (HIV/HCV)</td>
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<tr>
<td>Data Trends</td>
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<tr>
<td>AVAHO Abstract Monograph</td>
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<tr>
<td>Mental Health</td>
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<tr>
<td>Diabetes/CVD</td>
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</table>

Contact JoAnn Wahl for details and pricing.
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 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 Frontlinerates.com.

Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.

Digital ad specifications are available here.
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 evidence-based 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 account manager directly or call 973-206-3434.


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

Email us at sales@mdedge.com.