



Family Practice News

2020 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

For 49 years, FAMILY PRACTICE NEWS® has been the leading independent newspaper for the family physician. With news in perspective and insightful commentary—in a clear, concise, accessible format—FAMILY PRACTICE NEWS keeps busy physicians up-to-date on clinical advances that impact their daily practice of medicine. FAMILY PRACTICE NEWS is published 12 times per year and circulates to more than 102,000 family physicians and related subspecialists. All articles are researched, written, and produced by professional medical journalists.

FAMILY PRACTICE NEWS can be found online at www.mdedge.com/familymedicine, part of the MDedge® web portal. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Family physicians can engage online by commenting on articles, contacting editors, and sharing articles via social media such as Facebook and Twitter. FAMILY PRACTICE NEWS is the best way for family physicians to stay current, save time, and gain perspective.

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CONTACTS

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ABOUT FRONTLINE

For further information, contact the publisher.

GENERAL INFORMATION

Family Practice News is published by Frontline Medical Communications (FMC).

Issuance: 12 times a year

Established: 1971

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: Family Practice News reaches patient-care family physicians, general practitioners, and osteopaths.

Editorial

Family Practice News, through its e-newsletters, MDedge Family Medicine website, and the print publication, provide family physicians with timely and relevant news from on-site coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in family medicine. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect family physicians' 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:

- Digestive Diseases: New Advances
Arlington, VA; March 27-28, 2020

May Issue:

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

August Issue:

- Perspectives in Rheumatic Diseases
Las Vegas, NV; September 10-12, 2020

September Issue:

- American Academy of Family Physicians
Chicago, IL; October 13-17, 2020

October Issue:

- SDEF's Las Vegas Dermatology Seminar
November 5-7, 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 cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- c. Cover positions are non-cancelable within 60 days of the issue's closing date.

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

CIRCULATION

Specialty	Total Qualified	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopathic Physicians
Family Practice	99,127	68,164	5,909	5,681	245	18,800
General Practice	3,345	2,752	1	254	1	232
Total Distribution	102,472	70,916	5,910	5,935	246	19,032

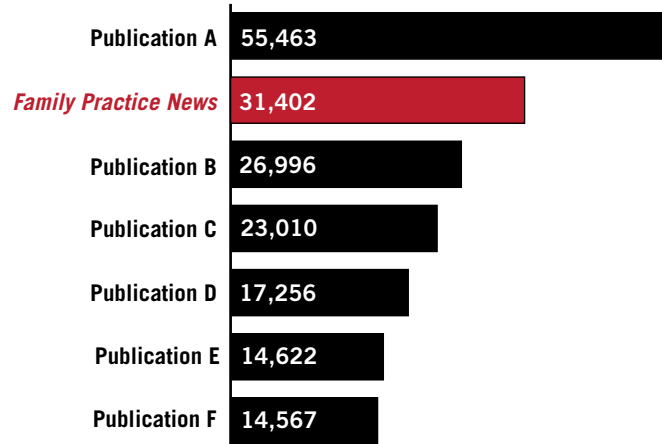
Source: July 2019 BPA

*Note: 433 semi-retired FM/FP/GPs are included in total qualified; but not included in break out; of the 433, 328 are FM/FPs and 105 GPs.

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, Family Medicine Office & Hospital

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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 20, 2019	January 7, 2020
February	January 24, 2020	January 31
March	February 21	February 28
April	March 25	April 1
May	April 22	April 29
June	May 21	June 1
July	June 23	June 30
August	July 24	July 31
September	August 25	September 1
October	September 24	October 1
November	October 23	October 30
December	November 20	December 2

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	288x	396x
King	\$17,225	\$16,525	\$15,965	\$15,390	\$15,000	\$14,555	\$14,275	\$13,975	\$13,635	\$13,470	\$13,295	\$13,095
3/4 Page	15,695	14,920	13,870	13,215	13,080	12,895	12,550	12,230	11,905	11,745	11,600	11,260
Island Page	12,070	11,565	11,135	10,650	10,455	10,190	9,990	9,775	9,535	9,420	9,290	9,160
1/2 Page	11,945	11,465	11,055	10,545	10,405	10,080	9,745	9,535	9,260	9,130	9,020	8,755
1/4 Page	6,120	5,810	5,370	5,105	5,075	4,990	4,875	4,760	4,630	4,575	4,490	4,380

Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$20,500	\$19,800	\$19,240	\$18,665	\$18,275	\$17,830	\$17,550	\$17,250	\$16,910	\$16,745	\$16,570	\$16,370
3/4 Page	18,970	18,195	17,145	16,490	16,355	16,170	15,825	15,505	15,180	15,020	14,875	14,535
Island Page	15,345	14,840	14,410	13,925	13,730	13,465	13,265	13,050	12,810	12,695	12,565	12,435
1/2 Page	15,220	14,740	14,330	13,820	13,680	13,355	13,020	12,810	12,535	12,405	12,295	12,030
1/4 Page	9,395	9,085	8,645	8,380	8,350	8,265	8,150	8,035	7,905	7,850	7,765	7,655

Color Rates (In addition to black & white rates)

Metallic ink	\$185
Four Color rates	\$3,275
Five Color rates (4C + PMS)	\$5,065

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	288x	396x
2-Page A-size	\$24,860	\$23,835	\$22,935	\$21,935	\$21,535	\$21,000	\$20,580	\$20,125	\$19,730	\$19,405	\$19,135	\$18,885
2-Page King	35,480	34,050	32,900	31,695	30,900	29,980	29,405	28,800	28,220	27,755	27,405	26,975
4-Page A-size	49,725	47,665	45,855	43,880	43,075	42,000	41,155	40,270	39,465	38,815	38,275	37,760
4-Page King	70,960	68,105	65,780	63,395	61,805	59,955	58,805	57,585	56,450	55,510	54,800	53,960
6-Page A-size	74,585	71,490	68,795	65,800	64,610	63,005	61,735	60,400	59,205	58,220	57,410	56,640
6-Page King	106,440	102,155	98,680	95,090	92,700	89,935	88,215	86,385	84,660	83,265	82,205	80,935
8-Page A-size	99,450	95,325	91,720	87,740	86,155	83,995	82,320	80,530	78,930	77,630	76,550	75,525
8-Page King	141,915	136,200	131,565	126,790	123,610	119,915	117,615	115,175	112,885	111,015	109,615	107,925

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 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.

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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 publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates

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%

are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x. JFP, FPN and IMN extend to 396x.)

FRONTLINE MEDICAL COMMUNICATIONS 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.

FRONTLINE SUPERPOWERBUY™

Gain maximum primary care reach, duplicated and unduplicated, when you surround your ad with the optimal blend of clinical and medical news content offered through the SUPER PowerBuy™. Use the discounted PowerBuy™ (*Family Practice News*®+*Internal Medicine News*®) and *The Journal of Family Practice*® (JFP), and earn 25% off the earned rate (B&W and color) in JFP. Consult your publisher or see separate rates. (Same product in the same month.)

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

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	288x	396x
King 4 pg	\$59,265	\$57,205	\$55,450	\$53,475	\$52,680	\$51,595	\$50,780	\$49,905	\$48,925	\$48,455	\$47,925	\$47,395
King 6 pg	87,230	84,140	81,510	78,540	77,345	75,725	74,500	73,185	71,715	71,010	70,215	69,420
King 8 pg	115,195	111,075	107,565	103,605	102,015	99,855	98,220	96,465	94,510	93,570	92,510	91,450

NEW PRODUCT LAUNCH PROGRAM

Place your new product launch unit in six (6) consecutive issues of *Family Practice News* and get the seventh (7th) unit FREE. Varying ad unit sizes will be averaged to determine free ad unit. Only NEW products or line extensions are eligible for this program. Pre-launch units are not eligible. All FMC combination discounts apply. Free pages do not count toward the corporate discount. Launch Program free unit may not be

combined with the Continuity Discount Program. Full-run ads only. Advertiser must pay premium position charges on free ad unit.

CONTINUITY DISCOUNT PROGRAM

Family Practice News offers a continuity discount for all products advertising during calendar year 2020 based on the following levels:

- 11 insertions: 12th insertion FREE

Insertions must be for the same product. Varying ad unit sizes will be averaged to determine free ad unit. The free insertion(s) must be taken at the end of the schedule. Free pages do not count toward the corporate discount. Premium positions qualify for space only. Advertiser must pay position premium on free ads. Program available to full-run and full cost split-run advertisers. ROB production charges apply.

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POWERBUY™

Internal Medicine News + Family Practice News

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Internal Medicine News* and *Family Practice News*.

Full-run only. Insertions count towards earned frequency.

Color Rates (In addition to black & white rates)

Metallic ink	\$290
Four Color rates	\$4,070
Five Color rates (4C + PMS)	\$7,100

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$25,200	\$23,940	\$23,040	\$22,175	\$21,860	\$21,280	\$20,805	\$20,410	\$20,145	\$20,025	\$19,640	\$19,260
3/4 Page	22,515	21,395	20,525	19,820	19,540	19,145	18,780	18,415	17,835	17,550	17,360	16,845
Island Page	16,880	16,045	15,430	14,860	14,655	14,255	13,940	13,685	13,500	13,410	13,155	12,915
1/2 Page	16,690	15,905	15,290	14,725	14,490	14,190	13,790	13,420	13,270	13,210	12,930	12,770
1/4 Page	8,130	7,750	7,365	7,090	6,980	6,825	6,625	6,465	6,330	6,275	6,245	6,075

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$34,780	\$33,060	\$31,790	\$30,610	\$30,200	\$29,370	\$28,710	\$28,200	\$27,915	\$27,625	\$27,095	\$26,620
2-Page King	51,910	49,320	47,460	45,670	45,040	43,830	42,865	42,050	41,625	41,235	40,455	39,665
4-Page A-size	69,550	66,115	63,585	61,220	60,400	58,735	57,425	56,400	55,835	55,250	54,200	53,240
4-Page King	103,825	98,655	94,930	91,345	90,090	87,675	85,725	84,090	83,255	82,475	80,905	79,340
6-Page A-size	104,330	99,170	95,380	91,830	90,600	88,105	86,140	84,600	83,750	82,880	81,295	79,850
6-Page King	155,735	147,980	142,390	137,015	135,125	131,505	128,590	126,140	124,880	123,715	121,360	119,005
8-Page A-size	139,100	132,220	127,170	122,435	120,800	117,470	114,855	112,790	111,665	110,495	108,385	106,470
8-Page King	207,650	197,305	189,855	182,695	180,175	175,350	171,455	168,185	166,500	164,955	161,810	158,675

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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)

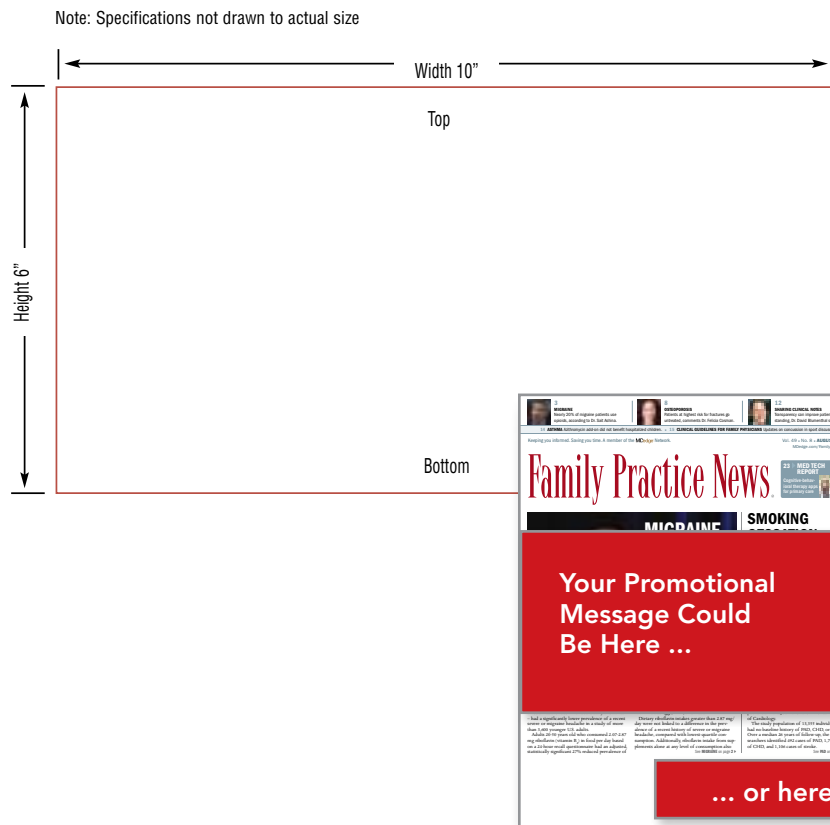
Live Area: 9 1/2" x 5 1/2" (1/4" on all four sides)

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.



SHIPPING INSTRUCTIONS

Deliver electronic files and color proof to:

Production Department
 FAMILY PRACTICE 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.wrightsmedia.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 *Family Practice 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 *Family Practice 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.

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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:

Family Practice 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:

Family Practice News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Tara Culleney
973-206-9248
tculleney@mdedge.com

Send digital files and proofs to:

Family Practice 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

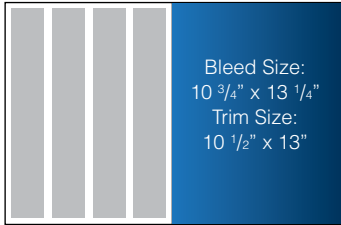
- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

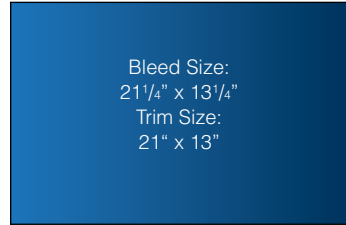
For further information, contact the publisher.

SPECIFICATIONS

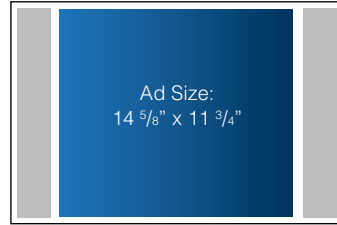
King-size Page



King-size Spread



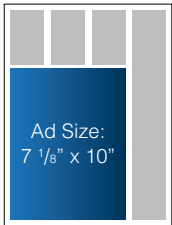
3/4 Vertical Spread



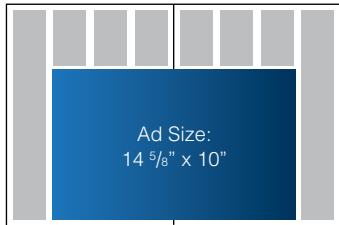
3/4 Vertical



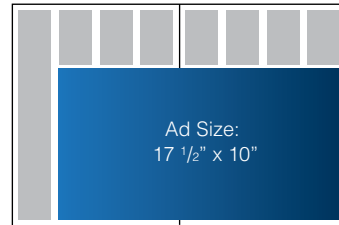
Island Page



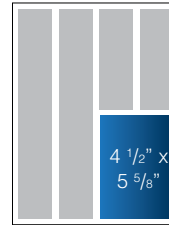
Island Spread



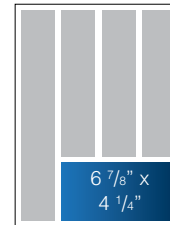
Island Page + 3/4 Page Horiz.



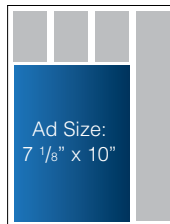
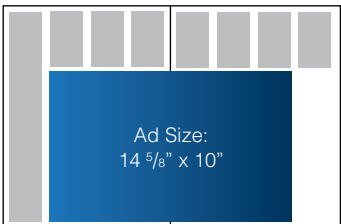
1/4 Page Vertical



1/4 Page Horizontal



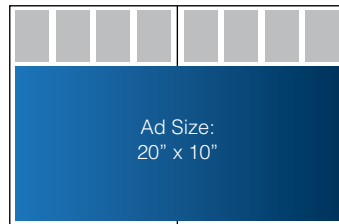
Island Spread + Island Page



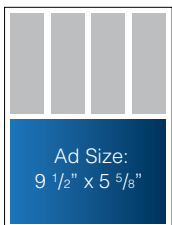
3/4 Horizontal



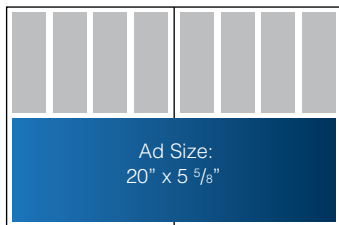
3/4 Horizontal Spread



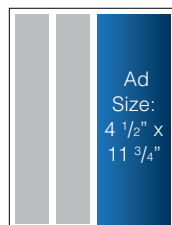
1/2 Page Horizontal



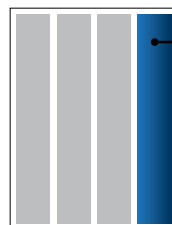
1/2 Horizontal Spread



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

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INTEGRATED MEDIA OPPORTUNITIES

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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.

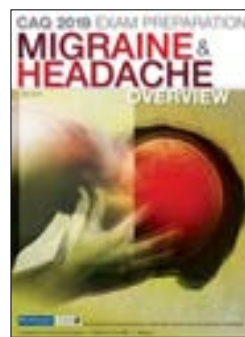
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Family Practice News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Family Practice News*
- Special issue supplements are posted online in the education center of mdedge.com/familymedicine
- Print versions receive Bonus Distribution at various medical meetings and events.

Pricing: Please consult with Publisher/Account Manager on advertising rates for each special issue. Cover tips are also available, please consult with Publisher regarding availability and costs. Ads must be approved for both print and digital placements.

Cancellation Policy: Space may be cancelled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

Closing Dates, Inserts, and Specifications: Please consult your account manager for closing dates, insert quantity and print/digital advertising specs.



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INTEGRATED MEDIA OPPORTUNITIES

Targeted Communications Tactics | Increases Awareness | Informs & Educates | Expands Reach | Frequency

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

Our wide-array of digital and print advertising tactics, Custom Programs, and Medical Conferences, built around our 30 multimedia brands in 20+ markets provide unique and tried and true opportunities to achieve reach, generate engagement, and reinforce your messaging with multiple exposures, developed around your marketing goals.

As an established medical communications leader reaching 1.2M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

All print advertising rates and unique print opportunities for each MDedge® brand are accessible at Frontlinrates.com.

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

Digital ad specifications are available [here](#).



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.frontlinerate.com for an extensive look at our multichannel/platform opportunities.

Email us at sales@mdedge.com and visit www.frontlinemed.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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