PUBLISHER’S STATEMENT
GI & HEPATOLOGY NEWS is the official newspaper of the AGA Institute. Over 18,500 gastroenterologists and hepatologists rely on GI & Hepatology News every month to cover the world of medicine with breaking news, on-site medical meeting coverage, and expert perspectives both in print and online. The official newspaper of the AGA Institute was launched in partnership with Frontline Medical Communications in January 2007. Our independent reporting focuses on impacting the way gastroenterologists practice medicine and news from the AGA Institute keeps active members up-to-date on educational opportunities and policy initiatives. All articles are researched, written, and produced by professional medical journalists.

www.mdedge.com/gihepnews, part of the MDedge™ web portal, is the online destination of GI & HEPATOLOGY NEWS. This site provides news and views that matter to physicians in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters.

GI & HEPATOLOGY NEWS is the best way for physicians to stay current, save time, and gain perspective.
GENERAL INFORMATION

GI & HEPATOLOGY NEWS is published by Frontline Medical Communications.

Issuance: Monthly

Established: 2007

Organization Affiliation: AGA Institute; BPA Worldwide

Circulation: 18,513

Coverage & Market: All US members of the AGA and all other US non-member gastroenterologists.

Editorial

The official newspaper of the AGA Institute provides cutting-edge news from clinical meetings, FDA coverage and clinical trial results, expert commentary and reporting on the business and politics of gastroenterology.

Editorial/Advertising Ratio

55% editorial/45% advertising

Space Cancellations

Notification in writing of space cancellations must be received by space close deadline. Cover positions are noncancelable within 60 days of the issue's closing date. If space is cancelled after the deadline or ad materials are received after due date, the advertiser will be charged for the insertion.

Contracts and Insertion Orders

Send all contracts and insertion orders to:
GI & HEPATOLOGY NEWS
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Fax: 973-206-9378
joanfriedman@mdedge.com

Contract and Copy Regulations

a. All contracts and contents of advertisements are subject to the approval of the Publisher. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.

b. Publisher reserves the right to put the word “Advertisement” on advertising which, in the Publisher's opinion, resembles editorial material.

c. Publisher guarantees uniform rates and discount to all advertisers using same amount and kind of space. No exceptions to published rates.

d. Only insertions of a parent company and its subsidiaries are combined to determine earned rate.

e. 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.

f. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, Publisher reserves the right to repeat a former ad.

Agency Commission, Credit and Discount Terms

a. Agency commission: 15% on all ads.

b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, Publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due for contracted and published ad space.

c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

Policy on Placement of Advertising

Interspersed Bonus Distribution

February Issue:
• Crohn’s & Colitis Congress
  Las Vegas, NV; February 7-9, 2019

March Issue:
• Digestive Diseases: New Advances
  Philadelphia, PA; March 15-16, 2019

May Issue:
• Digestive Disease Week
  San Diego, CA; May 18-21, 2019

October Issue:
• American College of Gastroenterology
  San Antonio, TX; October 25-30, 2019

For further information, contact the account manager.

Click here for Standard Terms and Conditions for Advertising
CIRCULATION

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Total Qualified</th>
<th>Office Based</th>
<th>Residents</th>
<th>Hospital Staff</th>
<th>Osteopaths</th>
<th>AGA Members</th>
</tr>
</thead>
<tbody>
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<td>Gastroenterology</td>
<td>8,441</td>
<td>6,756</td>
<td>666</td>
<td>634</td>
<td>385</td>
<td>-</td>
</tr>
<tr>
<td>Members of the AGA</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>10,072</td>
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<tr>
<td>TOTAL</td>
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<td>666</td>
<td>634</td>
<td>385</td>
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</table>

Source: July 2018 BPA
For more detailed BPA circulation information, CLICK HERE.

READERSHIP SCORES

<table>
<thead>
<tr>
<th>High Readers</th>
<th>Total Readers</th>
<th>Specialty</th>
<th>Total Qualified</th>
<th>Office Based</th>
<th>Residents</th>
<th>Hospital Staff</th>
<th>Osteopaths</th>
<th>AGA Members</th>
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</thead>
<tbody>
<tr>
<td>Publication A</td>
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<td>GI &amp; Hep News</td>
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<td>GI &amp; Hep News</td>
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<td>9,262</td>
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<tr>
<td>Publication E</td>
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<td>Publication E</td>
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</table>

Ad Page Exposures
| GI & Hep News | Publication A | 3,506 | GI & Hep News | Publication A | 8,621 | GI & Hep News | Publication A | 6,060 |
| Publication A | 3,160         |       | Publication B | 8,580         |       | Publication B | 4,647         |
| Publication B | 3,102         |       | Publication C | 7,871         |       | Publication C | 4,540         |
| Publication C | 2,858         |       | Publication D | 7,811         |       | Publication D | 4,527         |
| Publication D | 2,638         |       | Publication E | 6,783         |       | Publication E | 4,085         |
| Publication E | 2,463         |       | Publication F | 6,410         |       | Publication F | 3,830         |

Average Issue Readers

| GI & Hep News | Publication A | 8,621 | GI & Hep News | Publication A | 6,060 | GI & Hep News | Publication A | 5,671 |
| Publication A | 3,160         |       | Publication B | 8,206         |       | Publication B | 4,647         |
| Publication B | 3,102         |       | Publication C | 7,871         |       | Publication C | 4,540         |
| Publication C | 2,858         |       | Publication D | 7,811         |       | Publication D | 4,527         |
| Publication D | 2,638         |       | Publication E | 6,783         |       | Publication E | 4,085         |
| Publication E | 2,463         |       | Publication F | 6,410         |       | Publication F | 3,830         |

Average Page Exposures

Source: © Kantar Media Medical/Surgical Readership Study: Gastroenterology, Office & Hospital, June 2018, Table 121 & Table 221

For further information, contact the account manager.
## ISSUE AND CLOSING DATES

<table>
<thead>
<tr>
<th>Issue Dates</th>
<th>Space Close</th>
<th>Materials Due</th>
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<tbody>
<tr>
<td>January</td>
<td>December 4, 2018</td>
<td>December 11, 2018</td>
</tr>
<tr>
<td>February</td>
<td>January 10, 2019</td>
<td>January 17, 2019</td>
</tr>
<tr>
<td>March</td>
<td>February 7</td>
<td>February 14</td>
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<tr>
<td>April</td>
<td>March 11</td>
<td>March 18</td>
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<td>May</td>
<td>April 10</td>
<td>April 17</td>
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<tr>
<td>June</td>
<td>May 17</td>
<td>May 28</td>
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<td>July</td>
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<td>August</td>
<td>July 11</td>
<td>July 18</td>
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<tr>
<td>September</td>
<td>August 9</td>
<td>August 16</td>
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<tr>
<td>October</td>
<td>September 10</td>
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<td>November</td>
<td>October 10</td>
<td>October 17</td>
</tr>
<tr>
<td>December</td>
<td>November 6</td>
<td>November 13</td>
</tr>
</tbody>
</table>

Stated Date of Mailing and Class: 15th of publication month. Standard class.
# ADVERTISING RATES

## Black & White 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>King</td>
<td>$5,870</td>
<td>$5,760</td>
<td>$5,645</td>
<td>$5,515</td>
<td>$5,460</td>
<td>$5,385</td>
<td>$5,295</td>
<td>$5,115</td>
<td>$5,045</td>
<td>$4,990</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$4,785</td>
<td>$4,680</td>
<td>$4,600</td>
<td>$4,495</td>
<td>$4,440</td>
<td>$4,400</td>
<td>$4,300</td>
<td>$4,150</td>
<td>$4,110</td>
<td>$4,055</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,845</td>
<td>$2,810</td>
<td>$2,755</td>
<td>$2,695</td>
<td>$2,645</td>
<td>$2,620</td>
<td>$2,570</td>
<td>$2,485</td>
<td>$2,460</td>
<td>$2,430</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,220</td>
<td>$2,190</td>
<td>$2,135</td>
<td>$2,095</td>
<td>$2,075</td>
<td>$2,060</td>
<td>$2,005</td>
<td>$1,940</td>
<td>$1,920</td>
<td>$1,895</td>
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</table>

## Black & White (ROB) + 4-Color Rates

<table>
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<tr>
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<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
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</thead>
<tbody>
<tr>
<td>King</td>
<td>$8,165</td>
<td>$8,055</td>
<td>$7,940</td>
<td>$7,810</td>
<td>$7,755</td>
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<tr>
<td>3/4 Page</td>
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<td>$6,895</td>
<td>$6,790</td>
<td>$6,735</td>
<td>$6,695</td>
<td>$6,595</td>
<td>$6,445</td>
<td>$6,405</td>
<td>$6,350</td>
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<td>Island Page</td>
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<td>$5,675</td>
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<td>$5,455</td>
<td>$5,360</td>
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<tr>
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<td>$5,105</td>
<td>$5,050</td>
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<td>$4,940</td>
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<td>$4,865</td>
<td>$4,780</td>
<td>$4,755</td>
<td>$4,725</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$4,515</td>
<td>$4,485</td>
<td>$4,430</td>
<td>$4,390</td>
<td>$4,370</td>
<td>$4,355</td>
<td>$4,300</td>
<td>$4,235</td>
<td>$4,215</td>
<td>$4,190</td>
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</table>

## Color Rates (In addition to black & white rates)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Metallic ink</td>
<td>$165</td>
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<tr>
<td>Four Color rates</td>
<td>$2,295</td>
</tr>
<tr>
<td>Five Color rates (4C + PMS)</td>
<td>$3,490</td>
</tr>
</tbody>
</table>

## 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.
Insert 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>2-Page A-size</td>
<td>$7,255</td>
<td>$7,145</td>
<td>$6,970</td>
<td>$6,835</td>
<td>$6,760</td>
<td>$6,665</td>
<td>$6,500</td>
<td>$6,300</td>
<td>$6,250</td>
<td>$6,165</td>
</tr>
<tr>
<td>2-Page King</td>
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<td>11,885</td>
<td>11,620</td>
<td>11,365</td>
<td>11,235</td>
<td>11,105</td>
<td>10,900</td>
<td>10,535</td>
<td>10,395</td>
<td>10,290</td>
</tr>
<tr>
<td>4-Page A-size</td>
<td>14,515</td>
<td>14,280</td>
<td>13,930</td>
<td>13,670</td>
<td>13,505</td>
<td>13,345</td>
<td>13,020</td>
<td>12,625</td>
<td>12,500</td>
<td>12,315</td>
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<tr>
<td>4-Page King</td>
<td>24,185</td>
<td>23,760</td>
<td>23,245</td>
<td>22,735</td>
<td>22,475</td>
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<td>21,800</td>
<td>21,070</td>
<td>20,790</td>
<td>20,575</td>
</tr>
<tr>
<td>6-Page A-size</td>
<td>21,770</td>
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<td>20,895</td>
<td>20,510</td>
<td>20,260</td>
<td>20,020</td>
<td>19,520</td>
<td>18,930</td>
<td>18,750</td>
<td>18,470</td>
</tr>
<tr>
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<td>35,645</td>
<td>34,870</td>
<td>34,095</td>
<td>33,710</td>
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<td>31,605</td>
<td>31,190</td>
<td>30,865</td>
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<tr>
<td>8-Page A-size</td>
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<td>27,860</td>
<td>27,340</td>
<td>27,015</td>
<td>26,685</td>
<td>26,030</td>
<td>25,230</td>
<td>25,000</td>
<td>24,625</td>
</tr>
</tbody>
</table>

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.

5. A 20% premium is required on ROB splits of 6 pages or more.

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.

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.
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 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 (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.

<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>
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<td>Earned 2019 Discount</td>
<td>0.5%</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>
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</tbody>
</table>

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.)

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™ 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.

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.

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 frontline rates.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.
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

<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>
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</thead>
<tbody>
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<tr>
<td>King 6 pg</td>
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<td>27,570</td>
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<td>27,120</td>
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</tbody>
</table>

NEW PRODUCT LAUNCH PROGRAM  Place your new product launch unit in four (4) consecutive issues of GI & HEPATOLOGY 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 combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount.

CONTINUITY DISCOUNT PROGRAM  Please select one program. (Programs cannot be combined.)

a. Run an ad for the same product in six (6) issues of GI & HEPATOLOGY NEWS during 2019 and receive 50% off your 7th insertion. 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 GI & HEPATOLOGY NEWS during 2019 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 of GI & HEPATOLOGY NEWS during 2019 and deduct 8.3% off each insertion throughout the year.
# PRIMARY CARE GI & HEPATOLOGY DISCOUNT

**GI & HEPATOLOGY NEWS + INTERNAL MEDICINE NEWS + FAMILY PRACTICE NEWS**

7.5% OFF GI & HEPATOLOGY NEWS  Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of Internal Medicine News, Family Practice News, and GI & HEPATOLOGY NEWS. Full-run only. Insertions count towards earned frequency.

## Black & White Rates

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
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<th>144x</th>
<th>192x</th>
<th>240x</th>
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<tr>
<td>King</td>
<td>$29,895</td>
<td>$28,575</td>
<td>$27,590</td>
<td>$26,630</td>
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<td>$24,545</td>
<td>$24,225</td>
<td>$24,055</td>
<td>$23,685</td>
<td>$23,315</td>
<td></td>
</tr>
<tr>
<td>Island Page</td>
<td>$19,650</td>
<td>$18,785</td>
<td>$18,105</td>
<td>$17,500</td>
<td>$16,835</td>
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<td>$16,120</td>
<td>$15,910</td>
<td>$15,785</td>
<td>$15,535</td>
<td>$15,305</td>
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<tr>
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<td>$18,835</td>
<td>$18,040</td>
<td>$17,395</td>
<td>$16,790</td>
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<td>$16,200</td>
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<td>$15,160</td>
<td>$14,805</td>
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<tr>
<td>1/4 Page</td>
<td>$9,950</td>
<td>$9,550</td>
<td>$9,125</td>
<td>$8,825</td>
<td>$8,695</td>
<td>$8,530</td>
<td>$8,285</td>
<td>$8,070</td>
<td>$7,920</td>
<td>$7,845</td>
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<td>$7,655</td>
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## Insert Rates

<table>
<thead>
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<th>12x</th>
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<th>240x</th>
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</thead>
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<td>$138,735</td>
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<td>$219,430</td>
<td>$216,500</td>
<td>$211,350</td>
<td>$206,775</td>
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<td>$200,110</td>
<td>$198,225</td>
<td>$195,170</td>
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</table>

## Color Rates (in addition to black & white rates)

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Metallic ink</td>
<td>$440</td>
</tr>
<tr>
<td>Four Color rates</td>
<td>$6,155</td>
</tr>
<tr>
<td>Five Color rates (4C + PMS)</td>
<td>$10,260</td>
</tr>
</tbody>
</table>

For further information, contact the account manager.
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. Please consult with publisher for rate.
• 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
GI & HEPATOLOGY 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”
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.

OUTSERTS

Outserts are a great opportunity to capture high visibility through GI & HEPATOLOGY 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 account manager for pricing and details.

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 GI & HEPATOLOGY NEWS’S online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

Click here for classified rate card.
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

**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: 8” x 11”) 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 5/8” x 13 1/4”, must come with bleed (head, face and foot only); these will trim with publication
   - “A-size”: approximately 8” x 11”, 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:**
GI & Hepatology News
ISSUE DATE
Publishers Press / LSC
13487 South Preston Highway
Lebanon Junction, KY 40150
Attn: Tammy Baugh

**POLYBAGGING GUIDELINES**
Polybagging is available for promotional outserts with all publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Contact your **account manager** for details.

**SHIPPING INSTRUCTIONS**
Send contracts and insertion orders to:
GI & Hepatology News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Joan Friedman
Phone: 973-290-8211
Fax: 973-206-9378
joanfriedman@mdedge.com

Send digital files and proofs to:
GI & Hepatology News
2275 Research Blvd
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@mdedge.com

Frontline Medical Communications publications are printed offset in a tabloid news format. Black-and-white, four, and five-color advertisements are accepted.
SPECIFICATIONS

- **King-size Page**
  - Bleed Size: 10 3/4” x 13 3/4”
  - Trim Size: 10 1/2” x 13”

- **King-size Spread**
  - Bleed Size: 21 1/4” x 13 1/4”
  - Trim Size: 21” x 13”

- **3/4 Vertical Spread**
  - Ad Size: 14 3/4” x 11 1/4”

- **3/4 Vertical**
  - Ad Size: 7 1/8” x 11 1/4”

- **Island Page**
  - Ad Size: 7 3/4” x 10”

- **Island Spread**
  - Ad Size: 14 3/4” x 10”

- **Island Page + 3/4 Page Horiz.**
  - Ad Size: 17 3/4” x 10”

- **1/4 Page Vertical**
  - Ad Size: 4 1/4” x 11 1/4”

- **1/4 Page Horizontal**
  - Ad Size: 6 1/4” x 11 1/4”

- **Island Spread + Island Page**
  - Ad Size: 14 3/4” x 10”

- **3/4 Horizontal**
  - Ad Size: 9 3/4” x 10”

- **3/4 Horizontal Spread**
  - Ad Size: 20” x 10”

- **1/2 Page Horizontal**
  - Ad Size: 9 3/4” x 10”

- **1/2 Horizontal Spread**
  - Ad Size: 20” x 5 3/4”

- **1/2 Page Vertical**
  - Ad Size: 4 1/4” x 11 1/4”

- **1/4 Page Column**
  - Ad Size: 2 3/4” x 11 1/4”

- **Journal Trim Size**: 10 3/4” 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 account manager.

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 Multi-Media Programs**
- **Conferences**

ABOUT FRONTLINE
UNIQUE OPPORTUNITIES
Multi-sponsored Supplements / Special Issues:

Multisponsored print and digital supplements and/or 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 GI & Hepatology News audience as well.

- Supplements polybag and mail with regular issues of GI & Hepatology News
- Supplements are posted online in the education center of mdedge.com/gihepnews
- Print supplements receive Bonus Distribution at various medical meetings and events.

PRICING
Please consult with Publisher/Account Manager on advertising rates for each supplement or to request the multi-sponsored rate card. 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.
INTEGRATED MEDIA OPPORTUNITIES
Awareness | Education | Targeted/Expanded Reach | Frequency

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

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

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

All print advertising rates and unique print opportunities for each MDedge™ brand are accessible at 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 publisher 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.