



HEMATOLOGY- ONCOLOGY BOARD REVIEW

2019 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

The *Hematology-Oncology Board Review (fka The Hospital Physician® Hematology-Oncology Board Review Manual)* is a peer-reviewed, solution-driven digital publication offering clinical review articles on core topics in hematology and oncology for fellows and practicing physicians preparing for their initial board certification or maintenance of certification exams. Emphasizing fundamental skills in the evaluation and treatment of patients with cancer and hematologic diseases, each article provides a concise review of essential facts and is accompanied by an interactive engagement self-assessment module. Content development is under the editorial oversight of experienced academic physicians.

The *Hematology-Oncology Board Review's* website, mdedge.com/hematology-oncology, part of the MDedge™ web portal, features robust Case-Based Review/Clinical Review content organized by issue along with convenient to use in-depth interactive Board Review Questions for an immediate and engaging learning experience.

Highly engaging board review and board recertification learning solutions keep hematology-oncology physicians who are continually preparing for their board certification and board recertification exams (maintenance of certification exam) prepared while maintaining a full practice.

ADVERTISING

FRANK IORIO
Managing Director,
MDedge™ Hematology & Oncology
TEL: 973-206-8990
CELL: 917-913-8427
E-MAIL: fiorio@mdedge.com

DEVIN GREGORIE
National Digital Account Manager
TEL: 516-381-8613
E-MAIL: dgregorie@mdedge.com

ALISON PATON
Director, eBusiness Development
TEL: 973-206-9063
E-MAIL: apaton@mdedge.com

BRUCE WHITE
Vice President/Group Publisher
TEL: 610-996-5002
E-MAIL: brucewhite@mdedge.com

CONTRACTS/INSERTION ORDERS

SHERI WILLIAMS
Advertising/Billing Coordinator
TEL: 973-206-8022, FAX: 973-206-9378
E-FAX: 1-800-847-0451
E-MAIL: swilliams@mdedge.com

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



CONTACTS

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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.

For 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

E-MAIL: 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

E-MAIL: ray.thibodeau@contentednet.com

WEBSITE: www.contentednet.com

EDITORIAL

General Editorial Direction

The *Hematology-Oncology Board Review* (fka *The Hospital Physician® Hematology-Oncology Board Review Manual*) is a peer-reviewed study guide for fellows and office- and hospital-based physicians preparing for their board certification and maintenance of certification exams in hematology and oncology. The *Hematology-Oncology Board Review* emphasizes fundamental skills in the evaluation and treatment of patients with cancer and hematologic diseases. Articles address core topics essential to the current practice of hematology and oncology and provide a concise review of essential facts and concepts for board exam preparation and maintaining certification. Each article is accompanied by an interactive engagement self-assessment module. Content is developed under the editorial oversight of experienced academic physicians.

Origin of Editorial

- **INVITED**
- **SUBMITTED**
- **PEER REVIEW:** Clinical review articles and question modules are peer reviewed by experts in the field under discussion.
- **WEBSITE:** All articles are available on the publisher's website: mdedge.com/hematology-oncology.
- **SUBMISSIONS:** All articles must conform to the "Information for Authors," which is found on our website at mdedge.com/hematology-oncology.

Editorial Research:

Issues are post-tested periodically to measure readership response to the editorial package.

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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.

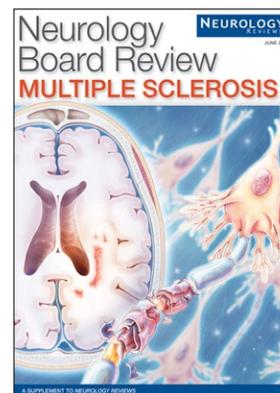
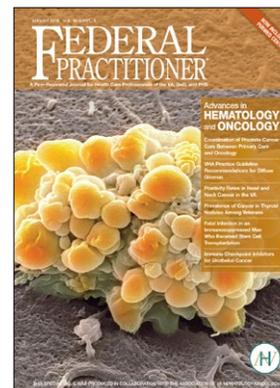
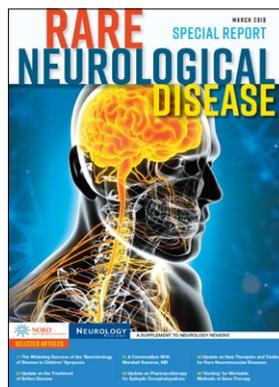
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond the *Hematology-Oncology Board Review* audience as well.

- Supplements are mailed out to the full circulation of the *Hematology-Oncology Board Review*
- Supplements are posted online in the education center of mdedge.com/hematology-oncology
- 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.



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[Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.](#)

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



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- 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

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