



**HEMATOLOGY-  
ONCOLOGY**  
BOARD REVIEW

# 2020 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](http://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.

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## CONTACTS

## PRINT ADVERTISING

- Reprints, Editorial
- Unique Opportunities

## INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA 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.

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## 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 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](http://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 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.

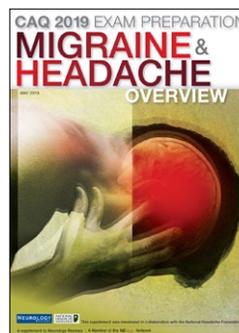
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Hematology-Oncology Board Review* audience as well.

- Special issue supplements are mailed out to the full circulation of *Hematology-Oncology Board Review*
- Special issue supplements are posted online in the education center of [mdedge.com/hematology-oncology](http://mdedge.com/hematology-oncology)
- 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.

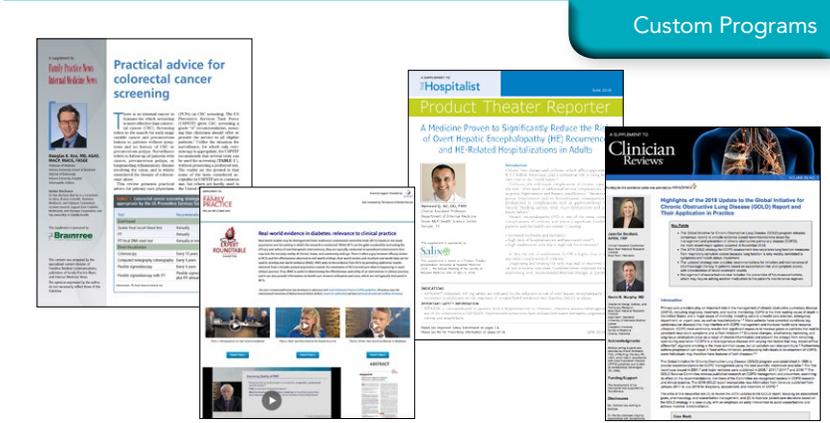
Our wide-array of digital and print advertising tactics, Custom Programs, and Medical Conferences, built around our 30 multimedia brands in 20+ markets provide unique and tried and true opportunities to achieve reach, generate engagement, and reinforce your messaging with multiple exposures, developed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



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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 publisher](#) directly or call 973-206-3434.

Access all rate cards and our integrated media kit at [www.frontlinerate.com](http://www.frontlinerate.com) for an extensive look at our multichannel/platform opportunities.

Email us at [sales@mdedge.com](mailto:sales@mdedge.com) and visit [www.frontlinemedcom.com](http://www.frontlinemedcom.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>
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<i>Clinician Reviews®</i>	<i>Journal of Hospital Medicine®</i>
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