

MDedge™



HematologyTimes™

2019 ADVERTISING RATE CARD

HEMATOLOGY TIMES™: OUR MISSION

To be hematologists' first source of information about the clinical practice of hematology.

A recent addition to the Frontline family, Hematology Times™, part of the MDedge™ web portal, is a news website dedicated to reporting the latest discoveries in the field of hematology. Founded in 2007, Hematology Times™ covers both benign and malignant diseases and related issues of interest to the practicing hematologist. The site provides coverage of international hematology meetings and news on studies published in leading industry journals. Hematology Times™ offers a continually updated listing of coming events, Media on Demand, Continuing Medical Education programs, and an interactive forum for article discussion. Physicians can also post their views, comments, and questions on Hematology Times's™ Facebook and Twitter pages. Concise, accurate reporting and daily updates make this website valuable for busy professionals.

OUR HISTORY: The concept of Hematology Times™ first began in 1980 when our publisher, Jonathan Wood, decided to develop a publication fully dedicated to hematology. The concept changed as technology advanced, and the result was Hematology Times™, an interactive online publication providing information relating to all aspects of hematology.

Hematology Times™ has a dedicated staff of experienced professionals with hematology and oncology backgrounds that include laboratory science, biotechnology companies, continuing medical education project management, and publishing.

Our editorial board includes several leaders in the field of hematology and is headed by Ronald Hoffman, MD. Dr Hoffman was president of the American Society of Hematology in 2003, is a past editor of Experimental Hematology, is currently on the editorial board of four hematology publications, has more than 350 peer-reviewed publications, and is the senior editor of the classic textbook, Hematology: Basic Principles and Practice. Dr Hoffman is on staff at Mount Sinai Medical Center in New York, where he leads the Myeloproliferative Disorder Research Consortium. His particular areas of interest are stem cell research and myelofibrosis.

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For further information,
contact the publisher.

EDITORIAL BOARD

Ronald Hoffman, MD, Chair, is a professor of medicine in the Hematology and Medical Oncology Department at Mount Sinai Medical Center in New York, New York, where he leads the Myeloproliferative Disorder Research Consortium. Dr Hoffman was president of the American Society of Hematology in 2003 and is a past editor of *Experimental Hematology*. He sits on the editorial board of several hematology publications, has more than 350 peer-reviewed publications, and is the senior editor of the classic textbook *Hematology: Basic Principles and Practice*.

James B. Bussel, MD, is a professor emeritus of pediatric hematology/oncology at Weill Medical College of Cornell University in New York, New York. Dr Bussel specialized in immune thrombocytopenic purpura (ITP), HIV-related thrombocytopenia, ITP in pregnancy, alloimmune thrombocytopenia, and congenital amegakaryocytic thrombocytopenias. He received the Alpha Award of the American Blood Resources Association for Contributions in Immunohematology. Dr Bussel has nearly 200 peer-reviewed publications and has contributed several chapters to hematology text books.

Franco Cavalli, MD, is scientific director of the Oncology Institute of Southern Switzerland in Bellinzona. Dr Cavalli organizes the International Conference on Malignant Lymphoma in Lugano. This is the leading international forum for basic and clinical research in lymphomas. Dr Cavalli was a member of the Swiss Parliament from 1995 to 2007, he has served on the Scientific Committee of the European School of Oncology, and he founded *Annals of Oncology* and served as its editor-in-chief from 1990 to 2000. From 2006 to 2008, Dr Cavalli was president of the International Union Against Cancer (UICC).

Francine Foss, MD, is a professor of medical oncology at Yale Cancer Center in New Haven, Connecticut. Dr Foss's clinical expertise includes T-cell and B-cell lymphomas, stem cell transplantation, and graft-versus-host disease. Her research interests include stem cell allotransplantation, pharmacologic agents for lymphoma, and bone marrow transplantation. She currently oversees a national registry for T-cell lymphomas and co-chairs the annual T-Cell Lymphoma Forum.

Steven D. Gore, MD, is a professor of internal medicine and director of hematologic malignancies at the Yale School of Medicine in New Haven, Connecticut. Dr Gore's clinical interests include epigenetics, myelodysplastic syndromes, and leukemia with a focus on translational research.

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GENERAL INFORMATION

Hematology Times™ is published by Frontline Medical Communications (FMC).

Established: 2007

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Hematology Times* reaches medical oncologists, hematologists, radiation oncologists, gynecologic oncologists, pediatric hematologists, and surgical oncologists.

Editorial

Hematology Times provides practicing physicians with timely and relevant news, on-site conference coverage, and commentary about clinical developments in their field and about the impact of healthcare policy on their specialty and their practice.

Contract and Copy Regulations

a. All contracts and contents of advertisements are subject to FMC's 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.

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.
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- b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.



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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 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](#).

Digital Advertising



Custom Programs



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An HCP Trusted Source for News and Clinical Content



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 evidencebased 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.

Visit www.frontlinemedcom.com.

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.

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<i>Clinical Neurology News®</i>	<i>The Journal of Family Practice®</i>
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<i>Cutis®</i>	<i>OncologyPractice™</i>
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