



**IDPractitioner** +  
THE LATEST NEWS AND CLINICAL VIEWS

# 2020 ADVERTISING RATE CARD

## PUBLISHER'S STATEMENT

*IDPractitioner*™ is the independent, digital resource that provides indispensable information relevant to infectious disease practitioners. As leaders with over 50 years of experience in medical news and commentary for specialty physicians, FMC provides thorough coverage of important clinical research with insightful commentaries that put advances into perspective. The site ([www.mdedge.com/infectiousdisease](http://www.mdedge.com/infectiousdisease), part of the MDedge® web portal) is updated throughout the day with specialty-specific news and commentaries, physician-written columns, MD-IQ™ quizzes, ClinicalEdge® summaries, as well as business and regulatory issues that impact infectious disease specialists' daily practice of medicine. Multimedia coverage includes videos, podcasts, and special reports. With *IDPractitioner*™, FMC provides useful, relevant, and interactive learning opportunities of high interest to practicing infectious disease clinicians. MDedge Crossword provides a fun, interactive way of testing knowledge of infectious diseases and related medicine.

## ADVERTISING

### REY VALDIVIA

National Account Manager, Digital Sales Specialist  
973-206-8094  
[rvaldivia@mdedge.com](mailto:rvaldivia@mdedge.com)

### ALISON PATON

Director, e-Business Development  
973-206-9063  
[apaton@mdedge.com](mailto:apaton@mdedge.com)

## CONTRACTS / INSERTION ORDERS

### TARA CULLENY

Senior Director of Sales Operations  
973-206-9248  
[tcullen@mdedge.com](mailto:tcullen@mdedge.com)

## EVENTS

### DAVID J. SMALL, MBA

Vice President, Proprietary Conferences  
973-206-9067  
FAX: 973-206-9542  
[dsmall@medscapelive.com](mailto:dsmall@medscapelive.com)

Frontline Medical Communications  
7 CENTURY DRIVE, SUITE 302  
PARSIPPANY, NJ 07054  
973-206-3434  
[www.frontlinerrates.com](http://www.frontlinerrates.com)



CONTACTS

INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

For further information, contact the account manager.

## GENERAL INFORMATION

*ID Practitioner* is owned by Frontline Medical Communications.

**Established:** 2015

**Organization Affiliation:** Independent

### Editorial

*ID Practitioner* provides medical specialty news coverage tailored to the needs and interests of infectious disease specialists. Our medical journalists strive to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage a lively forum of perspectives and opinions from our online communities. We seek to inform, engage, educate, and entertain in an environment of transparency and full disclosure. To accomplish these goals, we rely on our editorial advisory board, our staff, and our most important partners, our readers.

### 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.
- 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.

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### ABOUT FRONTLINE



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

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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 [Frontlinerrates.com](http://Frontlinerrates.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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## ABOUT FRONTLINE



### 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](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.frontlinemed.com.com](http://www.frontlinemed.com.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 &amp; Meeting Guide®</i>  |
| <i>Federal Practitioner®</i>        | <i>Rheumatology News®</i>                       |
| <i>GI &amp; Hepatology News®</i>    | <i>The Sarcoma Journal®</i>                     |
| <i>Hematology News®</i>             |   |
| <i>The Hospitalist®</i>             |   |

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