FRONTLINE
MEDICAL COMMUNICATIONS

Internal Medicine News®

2018 INTEGRATED MEDIA KIT

For 50 years, *Internal Medicine News* has been the leading independent newspaper for internal medicine. With specialty-focused news and insightful commentary—in a clear, concise, accessible format—*Internal Medicine News* keeps busy physicians up-to-date on clinical advances that impact their daily practice of medicine. *Internal Medicine News* is published 20 times per year and circulates to more than 113,000 general internists and related subspecialists. All articles are researched, written, and produced by professional medical journalists.

Internal Medicine News can also be found online at www.mdedge.com/internalmedicinenews. This site is updated throughout the day with specialty-specific news that includes Views on the News—expert clinician commentary on how the news affects medical practice. The site also features commentaries on key clinical and regulatory issues, physician-written columns, MD-IQ quizzes, and ClinicalEdge summaries offered in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can engage online by commenting on articles, contacting editors, and sharing articles via social media such as Facebook and Twitter. *Internal Medicine News* is the best way for physicians to stay up-to-date, save time, and gain perspective.

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10.12.17

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GENERAL INFORMATION

Internal Medicine News is published by Frontline Medical Communications (FMC).

Issuance: 20 times a year

Established: 1968

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Internal Medicine News* reaches patient-care internists, cardiologists, gastroenterologists, pulmonologists, rheumatologists, nephrologists, infectious disease specialists, endocrinologists, and diabetologists.

Editorial: *Internal Medicine News*, through its e-newsletters and print publication, provides practicing physicians with timely and relevant news, from on-site coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in internal medicine. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect internists' pocketbooks and how they manage their practice. All articles are researched, written and produced by professional medical journalists.

Editorial/Advertising Ratio

55% editorial/45% advertising

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.

Advertisers' Index

Back-of-book

Advertising Service

a. Convention Bonus Distribution:

March 1st Issue:

- 5th Annual Digestive Diseases: New Advances
  Philadelphia, PA; March 16-17, 2018

April 1st Issue:

- American College of Physicians
  New Orleans, LA; April 19-21, 2018

September 1st Issue:

- 10th Annual Perspectives in Rheumatic Diseases, Las Vegas, NV; September 14-15, 2018

b. Sales force bulk subscription discount available.

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.

c. Cover positions are non-cancelable within 60 days of the issue's closing date.

Click here for Standard Terms and Conditions for Advertising

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CIRCULATION

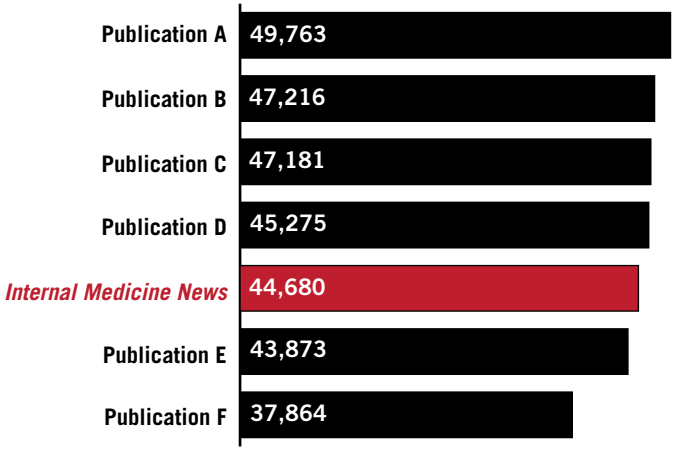
Specialty	Total Qualified	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	Semi-Retired
Internal Medicine	103,613	72,352	11,972	11,331	-	7,958	-
Cardiovascular Diseases	2,198	1,715	118	236	33	40	56
Diabetes	28	21	-	4	3	-	-
Endocrinology	463	402	18	23	15	-	5
Gastroenterology	1,179	970	74	71	20	28	16
Infectious Diseases	516	391	19	72	21	4	9
Nephrology	756	632	35	46	27	5	11
Pulmonary Diseases	434	358	3	54	6	-	13
Rheumatology	686	583	20	51	19	3	10
Internal Medicine, Geriatrics	3,385	2,687	155	437	-	106	-
Total Qualified Distribution	**113,258**	**80,111**	**12,414**	**12,325**	**144**	**8,144**	**120**

Source: July 2017 BPA

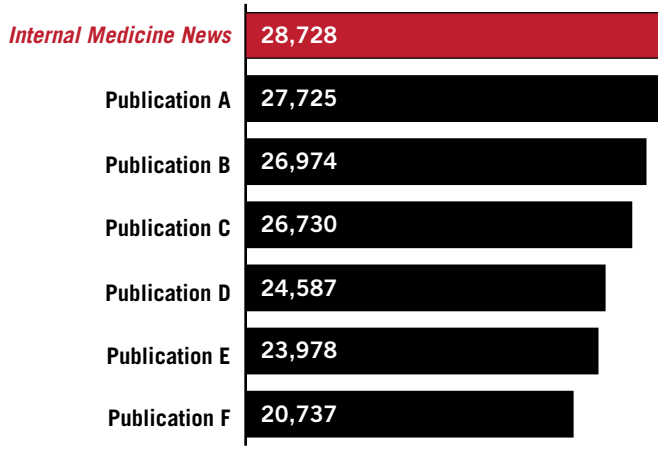
For more detailed BPA circulation information, CLICK HERE.

READERSHIP SCORES

Projected Average Issue Readers



Projected Average Page Exposures



Source: Kantar Media, Medical/Surgical June 2017 - Readership Summary, Internal Medicine Office & Hospital

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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 18, 2017	January 3, 2018
February 1	January 9, 2018	January 17, 2018
February 15	January 26	February 2
March 1	February7	February 14
March 15	February 26	March 5
April 1	March 12	March 19
April 15	March 28	April 4
May 1	April 10	April 17
May 15	April 24	May 1
June 1	May 8	May 15
June 15	May 24	June 4
July	June 25	July 2
August	July 25	August 1
September 1	August 10	August 17
September 15	August 28	September 6
October 1	September 10	September 17
October 15	September 26	October 3
November 1	October 11	October 18
November 15	October 26	November 2
December	November 26	December 3

1st of the Month Issue Date: Stated Date of Mailing and Class: 10th of publication month. Periodicals class.
15th of the Month Issue Date: Stated Date of Mailing and Class: 20th of publication month. Periodicals class.

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ADVERTISING RATES

Black & White Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	$14,845	$14,090	$13,140	$12,675	$12,525	$12,285	$11,920	$11,690	$11,465	$11,205	$10,955	$10,700	$10,060	$9,400	$8,885
3/4 Page	13,535	12,850	11,945	11,590	11,460	11,275	11,065	10,920	10,775	10,310	9,845	9,385	9,045	8,365	7,675
Island Page	10,700	10,145	9,450	9,130	8,980	8,850	8,570	8,445	8,320	8,085	7,840	7,600	7,290	6,840	6,450
1/2 Page	10,600	10,105	9,360	9,060	8,960	8,790	8,535	8,395	8,265	8,015	7,765	7,525	7,190	6,710	6,190
1/4 Page	5,430	5,160	4,780	4,625	4,565	4,470	4,355	4,270	4,190	4,055	3,910	3,770	3,635	3,380	3,100

Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	$17,695	$16,940	$15,990	$15,525	$15,375	$15,135	$14,770	$14,540	$14,315	$14,055	$13,805	$13,550	$12,910	$12,250	$11,735
3/4 Page	16,385	15,700	14,795	14,440	14,310	14,125	13,915	13,770	13,625	13,160	12,695	12,235	11,895	11,215	10,525
Island Page	13,550	12,995	12,300	11,980	11,830	11,700	11,420	11,295	11,170	10,935	10,690	10,450	10,140	9,690	9,300
1/2 Page	13,450	12,955	12,210	11,910	11,810	11,640	11,385	11,245	11,115	10,865	10,615	10,375	10,040	9,560	9,040
1/4 Page	8,280	8,010	7,630	7,475	7,415	7,320	7,205	7,120	7,040	6,905	6,760	6,620	6,485	6,230	5,950

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

Standard color	$1,110
Matched color	$1,340
Metallic ink	$180
Four Color Rates	$2,850
Five Color Rates	$4,050

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.

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Insert Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
2-Page A-size	$22,040	$20,905	$19,470	$18,805	$18,505	$18,225	$17,660	$17,305	$17,145	$16,800	$16,465	$15,660	$15,030	$14,085	$13,285
2-Page King	30,585	29,020	27,070	26,105	25,800	25,305	24,565	24,070	23,620	23,145	22,680	22,040	20,720	19,365	18,310
4-Page A-size	44,080	41,810	38,945	37,615	37,000	36,450	35,320	34,615	34,290	33,605	32,930	31,315	30,050	28,170	26,575
4-Page King	61,170	58,045	54,130	52,210	51,600	50,615	49,130	48,145	47,225	46,285	45,360	44,080	41,435	38,730	36,605
6-Page A-size	66,120	62,710	58,415	56,420	55,500	54,680	52,980	51,915	51,435	50,405	49,395	46,980	45,080	42,255	39,860
6-Page King	91,760	87,065	81,200	78,315	77,400	75,920	73,695	72,220	70,845	69,425	68,035	66,120	62,155	58,090	54,915
8-Page A-size	88,165	83,615	77,895	75,220	74,000	72,905	70,630	69,225	68,585	67,210	65,870	62,635	60,100	56,340	53,155
8-Page King	122,345	116,090	108,265	104,420	103,200	101,235	98,260	96,300	94,455	92,570	90,715	88,165	82,875	77,450	73,210

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.

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.
4. Split-run Production Charges—Run-of-book: $900 per split-run insertion.
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.

For details of programs, rates, metrics, and more, please contact your account manager.

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 2018. Full year 2017 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2018. 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:

2017 Net Spending	$150K	$250K	$500K	$750K	$1.0M	$1.5M	$2.0M	$3.0M+
Earned 2018 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

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.

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. (The maximum frequency per publication varies and not all journals have the same frequency levels so earned frequency may vary by publication.)

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.

Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news content and receive a 7.5% discount off the earned rate (B&W and color) in each of these MarketDUOs published by FMC: *The Journal of Family Practice*®*+Family Practice News*®*; Cutis*®*+Dermatology News*®*; OBG Management*®*+Ob. Gyn. News*®*; Current Psychiatry*®*+Clinical Psychiatry News*®. Full-run only.

FRONTLINE POWERBUY™

Get superior primary care reach and readership among physicians and NPs/PAs with The PowerBuy™ plus. Add *Clinician Reviews* (CR) to the already efficient primary care PowerBuy™ (*Family Practice News*®*+Internal Medicine News*®) and save 20% on your average ad cost in CR. Consult your account manager or see separate rates.

FRONTLINE POWERBUY2™

Brings together the #1 clinical, peer-reviewed, indexed primary care journals, *The Journal of Family Practice*® (JFP) and *Cleveland Clinic Journal of Medicine*® (CCJM). JFP and CCJM together form a market-leading combination of powerful reach, exposure and efficiency. Buy both and earn a 15% discount off earned page rates in each. Add *Clinician Reviews*® (CR) and earn a 15% discount off CR. Consult your account manager or see separate rates.

FRONTLINE SUPERPOWERBUY™

Gain maximum primary care reach, duplicated and unduplicated, when you use the optimal blend of clinical and medical news content offered through the SUPER PowerBuy™. Use The PowerBuy™ (*Family Practice News*®*+Internal Medicine News*®) rates and add PowerBuy2™ (*The Journal of Family Practice*®*+Cleveland Clinic Journal of Medicine*®) rates and earn an additional 10% discount off JFP and CCJM for a total of 25%. Add *Clinician Reviews*® (CR) and earn an additional 10% discount off CR for a total of 25%. Consult your account manager.

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 Media Kits available at frontlinerates.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.

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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

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King 4 pg	$52,375	$50,115	$47,275	$45,970	$45,360	$44,830	$43,685	$43,175	$42,665	$41,710	$40,710	$39,730	$38,465	$36,630	$35,035
King 6 pg	77,110	73,715	69,460	67,505	66,585	65,790	64,075	63,310	62,545	61,110	59,610	58,140	56,245	53,490	51,100
King 8 pg	101,845	97,320	91,645	89,035	87,810	86,750	84,465	83,445	82,425	80,510	78,510	76,550	74,020	70,350	67,165

NEW PRODUCT LAUNCH PROGRAM

Place your new product launch unit in six (6) consecutive issues of *Internal Medicine News,* and get the sixth (6th) unit FREE. Varying ad unit sizes will be averaged to determine free ad unit. Only NEW products or line extensions are eligible for this program. Pre-launch units are not eligible. All FMC combination discounts apply. Free pages do not count towards the corporate discount. Launch Program free unit may not be combined with the Continuity Discount Program. Full-run ads only. Advertiser must pay premium position charges on free ad unit.

CONTINUITY DISCOUNT PROGRAM

Please select one program. (Programs cannot be combined.) *Internal Medicine News* offers a continuity discount for all products advertising during calendar year 2018 based on the following levels:

a. 12 insertions: 13th insertion FREE

b. 18 insertions: 19th and 20th insertions FREE

Insertions must be for the same product. Varying ad unit sizes will be averaged to determine free ad unit. The free insertion(s) must be taken at the end of the schedule. Free pages do not count towards the corporate discount. Premium positions qualify for space only. Advertiser must pay position premium on free ads. Program available to full-run and full cost split-run advertisers. ROB production charges apply.

DOUBLE IMPACT DISCOUNT PROGRAM

Run two (2) insertions for the same product in the same issue of *Internal Medicine News*, and the second advertising unit is discounted 30% off earned black-and-white rate. When ad units differ in size, the 30% discount is applied to the smaller ad unit. Full color charges apply on both ads; no position guarantees. Program applies to full-run ads only.

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POWERBUY™

Internal Medicine News + Family Practice News

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date (1st or 15th) of *Internal Medicine News* and *Family Practice News*. **Full-run only**. Insertions count towards earned frequency.

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

Standard color	$1,870
Matched color	$2,230
Metallic ink	$280
Four Color Rates	$3,990
Five Color Rates	$6,960

Black & White Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	$23,525	$22,350	$21,510	$20,700	$20,410	$19,865	$19,425	$19,240	$19,055	$18,930	$18,810	$18,690	$18,335	$17,980	$17,635
3/4 Page	21,020	19,970	19,160	18,505	18,240	17,870	17,535	17,360	17,190	16,925	16,650	16,385	16,205	15,725	15,185
Island Page	15,760	14,980	14,405	13,870	13,685	13,310	13,015	12,895	12,775	12,695	12,600	12,520	12,280	12,060	11,815
1/2 Page	15,580	14,845	14,275	13,745	13,530	13,245	12,875	12,700	12,530	12,460	12,390	12,330	12,070	11,925	11,695
1/4 Page	7,590	7,235	6,875	6,620	6,515	6,370	6,185	6,115	6,035	5,980	5,910	5,855	5,830	5,675	5,505

Insert Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
2-Page A-size	$32,465	$30,860	$29,680	$28,575	$28,190	$27,420	$26,805	$26,670	$26,325	$26,195	$26,060	$25,790	$25,295	$24,850	$24,340
2-Page King	48,460	46,045	44,310	42,635	42,050	40,920	40,015	39,815	39,255	39,060	38,860	38,495	37,765	37,030	36,320
4-Page A-size	64,930	61,720	59,360	57,150	56,385	54,830	53,605	53,340	52,650	52,380	52,125	51,575	50,595	49,700	48,670
4-Page King	96,925	92,095	88,620	85,275	84,100	81,845	80,030	79,630	78,500	78,110	77,720	76,995	75,530	74,065	72,645
6-Page A-size	97,395	92,575	89,040	85,725	84,575	82,250	80,415	80,015	78,975	78,580	78,185	77,370	75,890	74,545	73,005
6-Page King	145,385	138,145	132,930	127,910	126,145	122,765	120,045	119,450	117,755	117,170	116,580	115,490	113,295	111,095	108,965
8-Page A-size	129,855	123,435	118,715	114,300	112,770	109,665	107,220	106,680	105,295	104,770	104,245	103,150	101,185	99,395	97,340
8-Page King	193,845	184,190	177,235	170,555	168,195	163,695	160,060	159,265	157,005	156,220	155,435	153,990	151,055	148,130	145,290

For details of programs, rates, metrics, and more, please contact your 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.

Note: Specifications not drawn to actual size

SHIPPING INSTRUCTIONS

Deliver electronic files and color proof to:

Production Department
Internal Medicine 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"

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FMC'S INTEGRATED MEDIA OPPORTUNITIES
DIGITAL ADVERTISING
CUSTOM MULTI-MEDIA PROGRAMS
CONFERENCES
ABOUT FRONTLINE

For details of programs, rates, metrics, and more, please contact your account manager.

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.

REPRINTS—USA & CANADA ONLY
CONTACT:
Wright's Media
Brett Petillo, Sales Manager
Office: 281-419-5725
Toll Free: 877-652-5295
Cell: 832-458-9467
2407 Timberloch Place, Suite B
The Woodlands, TX 77386
Email: frontline@wrightsmedia.com
website: www.wrightsmedia.com

REPRINTS—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
Email: Ray.Thibodeau@contentednet.com
website: www.contentednet.com

OUTSERTS

Outserts are a great opportunity to capture high visibility through *Internal Medicine 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 details and pricing.

FIND YOUR NEXT JOB on the
MEDJOBNETWORK.com
Physician • NP/PA Career Center

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 *Internal Medicine News's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities. See classified rate card **here**.

CONTACTS:
Heather Gonroski
Classified Sales Account Manager
Tel: 973-290-8259
hgonroski@frontlinemedcom.com

Linda Wilson
Classified Advertising Account Manager
Tel: 973-290-8243
lwilson@frontlinemedcom.com

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PRINTING INFORMATION

Frontline Medical Communications publications are printed offset in a tabloid news format. Black-and-white, two, three, 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, SRBG, or ICC lab color will not be 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@frontlinemedcom.com

b. Color Proofs
- Provide a digital proof with color bars.
- Proofs must be provided at 100% size.

c. Provider Information

Please provide the following with your media:
- Publication name and issue date
- Advertiser, product and agency name
- Contact name and phone number
- Directory of disk or CD

DISPOSITION OF MATERIAL

Files are held one year and then destroyed, unless instructed otherwise in writing. Please call Rebecca Slebodnik at 240-221-2417 for extension if needed.

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 preclearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability, quantities and other information required.

b. Mechanical Specifications

1. Maximum Paper Weight:
- Two-page (single-leaf) insert: 80 lb. text coated or matte
- Four-page (double-leaf) insert: 80 lb. text coated or matte
- Larger inserts: Consult FMC

2. Size Requirements:
- Full King-size: 10 5/8" x 13 1/4", must come with bleed (head, face and foot only)
- Minimum insert size: 8" x 11"
- Note: Multiple-leaf inserts to be furnished folded; 8" x 11" inserts to be furnished trimmed

3. Quantity:
- Consult FMC Production as quantity varies

4. Shipping of Inserts:
- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

Ship all inserts to:

Internal Medicine News
Publishers Press
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 all contracts and insertion orders to:

Internal Medicine News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Joan Friedman
Phone: 973-290-8211
Fax: 973-206-9378
joanfriedman@frontlinemedcom.com

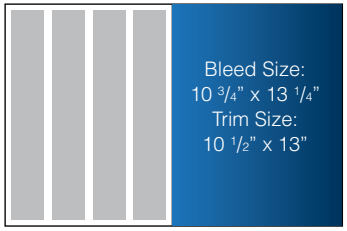
Send all digital files and proofs to:

Internal Medicine News
2275 Research Boulevard
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@frontlinemedcom.com

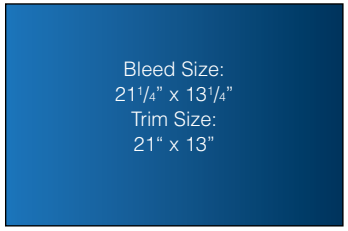
For details of programs, rates, metrics, and more, please contact your account manager.

SPECIFICATIONS

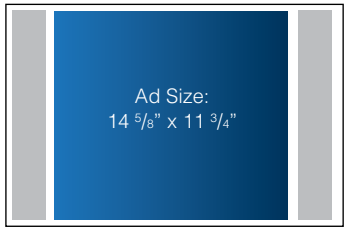
King-size Page



King-size Spread

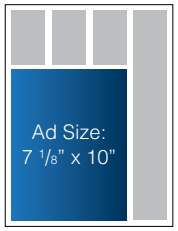


3/4 Vertical Spread

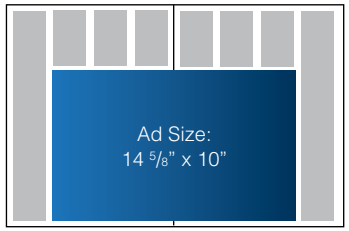


3/4 Vertical

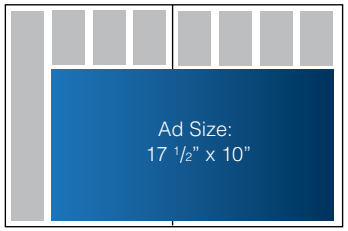
Island Page



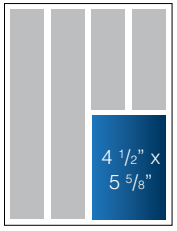
Island Spread



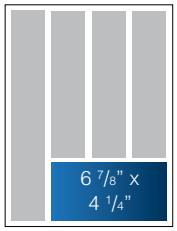
Island Page + 3/4 Page Horiz.



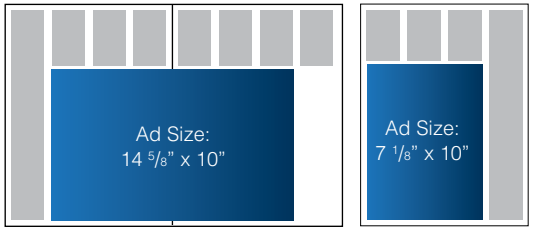
1/4 Page Vertical



1/4 Page Horizontal

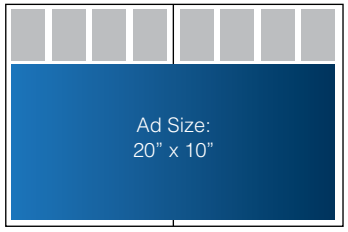


Island Spread + Island Page

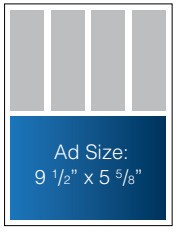


3/4 Horizontal

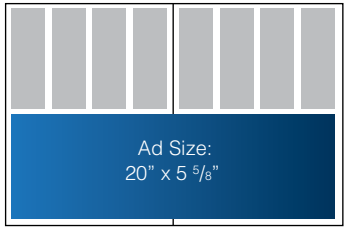
3/4 Horizontal Spread



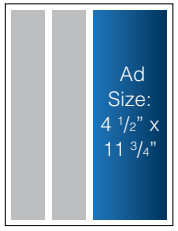
1/2 Page Horizontal



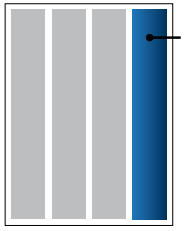
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Ad Size:
2 1/8" x 11 3/4"

Journal Trim Size: 10 1/2" x 13"
Live matter: Allow 1/4" safety from all trim edges
Type of Binding: Saddle Stitch

CONTACTS

PRINT ADVERTISING

Circulation & Readership Scores
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FMC'S INTEGRATED MEDIA OPPORTUNITIES

DIGITAL ADVERTISING

CUSTOM MULTI-MEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE

For details of programs, rates, metrics, and more, please contact your account manager.

UNIQUE OPPORTUNITIES

Multi-sponsored Supplements / Special Issues:

Multi-sponsored 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 Internal Medicine News audience as well.

- Supplements polybag and mail with regular issues of Internal Medicine News
- Supplements are posted online in the medical education library/education center of http://www.mdedge.com/internalmedicinenews
- Print supplements receive Bonus Distribution at various medical meetings and events.

PRICING

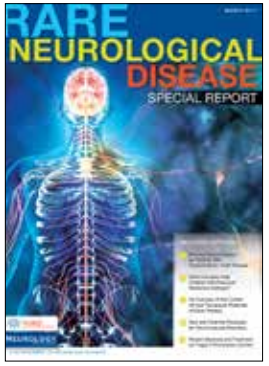
Please consult with Publisher/Account Manager on advertising rates for each supplement or to request the multi-sponsored rate card. Cover tips also available, please consult with Publisher regarding availability and costs. Ads must be approved for both print and digital placements.

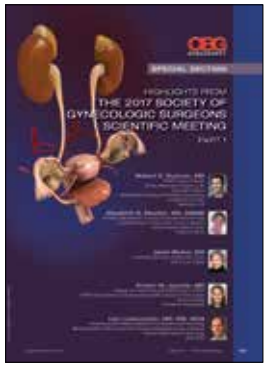
CANCELLATION POLICY

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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FMC'S INTEGRATED MEDIA OPPORTUNITIES

AWARENESS, EDUCATION, REACH, ENGAGEMENT, FREQUENCY...NO MATTER YOUR MARKETING OBJECTIVES, FRONTLINE HAS SOLUTIONS TO GET YOUR MESSAGE IN FRONT OF THE RIGHT TARGETS AT THE RIGHT TIME.

From Digital Advertising to Custom Programs and Medical Conferences, our 38 multimedia brands in 25 markets provide numerous tactics and unique solutions to achieve in-depth reach, build awareness, generate engagement, and repeat exposures; developed around your targeted goals. As a medical communications leader reaching 1.3 million 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.

Let us help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

For print/digital edition advertising rates and unique print opportunities for each Frontline brand, visit Frontlinerates.com and click on the brand's rate card.

FOR DIGITAL ADVERTISING, CUSTOM MULTIMEDIA PROGRAMS, AND CONFERENCES,

click here for the latest Frontline Integrated Media Kit.

Digital Advertising

Custom Programs

MEDS Metabolic & Endocrine Disease Summit

Current Psychiatry Update 2018 Solving Clinical Challenges, Improving Patient Care

Cardiovascular, Allergy & Respiratory SUMMIT CARPS

MISS 2018 Minimally Invasive Surgery Symposium

Innovative Techniques knee, hip, and shoulder course 2017

2017 PAGS PELVIC ANATOMY and GYNECOLOGIC SURGERY SYMPOSIUM

Medical Conferences

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FRONTLINE
MEDICAL COMMUNICATIONS

Frontline Medical Communications Inc is one of the healthcare industry's largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP-level targeting and is ranked 1st in combined web and print engagements. With MDedge™ and BPA-audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs.

- A portfolio of 38 print and digital publications, reaching 25 distinct market segments, circulation surpasses 850,000 healthcare professionals (HCPs), over 1.1M copies each month.
- MDedge™, our state-of-the-art integrated web portal of personalized medical news, features indexed and peer-reviewed clinical content, and interactive learning opportunities.
- Access to more than 1.3 million physicians, nurse practitioners, physician assistants, HCPs, and other key decision makers through our validated proprietary e-database
- eNewsletters, interactive Web sites, digital editions, and mobile apps deliver content daily
- 22 live events
- Collaboration with notable societies and key medical associations
- Producers of innovative, engaging, educational programs

From 1 to 1M+, FMC delivers your message to the right audience at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2018 discount programs: corporate-wide earned frequencies based on combined pages, new business/launch programs; continuity discounts; and corporate discounts. (Click "Rates, Incentives & Discounts" for details.)

Contact your account manager directly or call 973-206-3434.

Visit www.frontlinemedcom.com or to access all rate cards and our integrated media kit visit www.frontlinerates.com.
Email us at sales@frontlinemedcom.com.

Frontline Medical Communications (FMC)
True HCP Engagement
In Every Way, On Every Day

ACS Surgery News®
The American Journal of Orthopedics®
Cardiology News®
CHEST™ Physician
Clinical Endocrinology News®
Clinical Neurology News®
Clinical Psychiatry News®
Clinician Reviews®
Cosmetic Dermatology®
Current Psychiatry®
Cutis®
Dermatology News®
Emergency Medicine®
Family Practice News®
Federal Practitioner®
The Gastric Cancer Journal™
GI & Hepatology News®
The New Gastroenterologist®
Hematology News®
Hematology Times™
Hospital Physician® Hematology-Oncology Board Review Manual
The Hospitalist®
ID Practitioner™
Internal Medicine News®
Journal of Clinical Outcomes Management®
The Journal of Community and Supportive Oncology®
The Journal of Family Practice®
Journal of Hospital Medicine®
Neurology Reviews®
OBG Management®
Ob.Gyn.News®
OncologyPractice™
Pediatric News®
Physicians' Travel & Meeting Guide®
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