PUBLISHER’S STATEMENT

The Journal of Family Practice® is a peer-reviewed and indexed journal that provides its more than 97,000 family physician readers with timely, practical, and evidence-based information that they can immediately put into practice. Research and applied evidence articles, plus patient-oriented departments like Practice Alert, PURLS, and Clinical Inquiries can be found in print and at mdedge.com/familymedicine, a part of the MDedge™ web portal. The Web site, which logs an average of more than 300,000 unique browsers every month, also offers audiocasts and videos by physician specialists, Residents’ Rapid Review—a 5-question quiz designed specifically for those preparing to take the family medicine (re) certification exam, and interactive features like Photo Rounds Friday—a weekly diagnostic puzzler.

ADVERTISING

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E-MAIL: wraupers@mdedge.com

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E-MAIL: mwendt@mdedge.com

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TIM LAPELLA
Senior Sales Director
TEL: 484-921-5001  FAX: 484-921-5005
E-MAIL: tlapella@mdedge.com
PRINT ADVERTISING

RATES & DISCOUNTS

Effective Date: January 1, 2019

- **AGENCY COMMISSION AND TERMS:** Fifteen percent of gross billings on space, color, cover, and preferred position charges to recognized agencies, contingent on payment within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.

- Rates subject to change with 90 days’ notice: Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Earned Rates

- **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. 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. Comarketed products may select the earned frequency discount of either company.

Incentive Programs

- **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. (All FMC publications have the same frequency levels through the 240x. JFP, FPIN, IMN, and CCJM extend to 396x.)

- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2019. Full year 2018 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2019. 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:

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<th>2018 Net Spending</th>
<th>$150K</th>
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<th>$500K</th>
<th>$750K</th>
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<td>1.0%</td>
<td>1.5%</td>
<td>2.0%</td>
<td>2.5%</td>
<td>3.0%</td>
<td>4.0%</td>
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</table>

- **COMBINATION BUYS AND MARKETDUOS:** 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.

For further information, contact the publisher.
RATES & DISCOUNTS (CONTINUED)

- **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. 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%. Consult your publisher or see separate rates.

  Additional journal specific discounts/incentives (Continuity or New Business/Launch, etc.) are available.

  Choose either the new business/launch program OR the continuity discount when using a combination buy. See Full Advertising Rate Cards for details available at www.frontlinerates.com. Full-run only unless otherwise noted.

  Choose ONE from the continuity® New Business Launch programs if using the above combination buys:

  - **CONTINUITY PROGRAM**: Buy 5 ads, get the 6th at half price.
    Continuity program applies to 12-month period of January 2019 through December 2019 (or 12 month fiscal year where applicable). Advertisers will be short rated if discount is not earned.

  - **NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM**: Established products that have not run in JFP during 2018 or new product launches, new indications, or new formulations can qualify for this program. Advertise in 4 consecutive months and earn 50% off the 5th ad (same size or smaller). Advertisers will be short rated if discount is not earned.

- **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.

- **PREPAYMENT PLAN**: An optional prepayment program is available. Contact your Publisher for additional details.

**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 The Journal of Family Practice® online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

See classified rate card or contact Tim LaPella, Senior Sales Director, at 484-921-5001 or tlapella@mdedge.com.

**Split Run**

- List-matching is available. Please use the following formula: % of circulation (minimum is 50%) x full-run space cost + color charges (if run-of-book) + $1,600 mechanical charge (commissionable).

- Full-page ads only for list match

- List matches are not available on covers or in positions

- List match advertisers will not qualify for combination, continuity, or new business/launch programs.

- List match insertions do count toward earned frequency and corporate discounts do apply.

- Any regional or demographic selection that generates additional versions of the journal will be considered a list match.
Gross charges include mechanical charges but do not include charges from list service for record tags, which are mandatory for all list match projects.

PowerBuy2 Discount can be applied if ads also appear in Cleveland Clinic Journal of Medicine.

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.

## Covers, Positions
- Sold annually on a contract basis. Space premiums are charged on the black-and-white earned rate.
- Premium position advertisers cannot be guaranteed more than 2 pages of separation from a competitor.
- Cancellations of less than 60 days’ written notice will incur a fee equal to the cost of the premium for 1 month.

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<td>Fourth cover*</td>
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<table>
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<th>Positions</th>
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<tr>
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<td>Table of Contents page 2*</td>
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*Premium applies to black-and-white rate of one page only
## RATES & DISCOUNTS (CONTINUED)

**Run-of-Book Rates / The Journal of Family Practice**

### BLACK-AND-WHITE RATES

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### BLACK-AND-WHITE + 4 COLOR RATES

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**Color Rates**

- Matched color metallic: $2,445
- Four color rates: $2,960
- Five color rates (4C + PMS): $4,460
- Six color rates: $5,960

**Bleed:** No Charge

**Insert Rates**

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</table>
The PowerBuy2 and Super PowerBuy Combination Rates

- PowerBuy2™ brings together the top clinical, peer-reviewed, indexed primary care journals, *The Journal of Family Practice*® and *Cleveland Clinic Journal of Medicine*®. JFP and CCJM together form a market-leading combination of powerful reach, exposure and efficiency.

- Gain even greater impact and corner the market with the SUPER PowerBuy™, connecting the best-read medical news publications in primary care (*Family Practice News®* and *Internal Medicine News* - the market leader known as PowerBuy™) with PowerBuy2™. With the SUPER PowerBuy™ (FPN + IMN + JFP + CCJM), you get total reach of 166,013* primary care readers and earn an additional 10% discount off JFP + CCJM for a total of 25% off.

*©Kantar, Med/Surg June 2018, Tables 101, 104, 105, 201, 204, 205

- If unit sizes differ or preferred position premiums apply, discount each unit as follows after premium is applied: *The Journal of Family Practice*® + *Cleveland Clinic Journal of Medicine*®: 15% per publication rate card; when used as part of Super PowerBuy: 25% per publication rate card.

- *The Journal of Family Practice*® and *Cleveland Clinic Journal of Medicine*® combined CIRCULATION: 226,187

- For PowerBuy2 sales and information contact: Geoff Watkins, Associate Publisher; Phone: 973-206-9065; Cell: 973-768-8645; E-mail: gwatkins@mdedge.com
PowerBuy2™ brings together the #1 clinical, peer-reviewed, indexed primary care journals, The Journal of Family Practice® and Cleveland Clinic Journal of Medicine®. JFP and CCJM together form a market-leading combination of powerful reach, exposure and efficiency. 15% off each journal—Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. Full-run only. Insertions count towards earned frequency.

### Color Rates

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### Run-of-Book Rates/PowerBuy2

#### BLACK-AND-WHITE RATES

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#### BLACK-AND-WHITE + 4 COLOR RATES

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### Insert Rates

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</table>
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™. When choosing the PowerBuy™ (Family Practice News®+Internal Medicine News®) and adding PowerBuy2™ (The Journal of Family Practice®+Cleveland Clinic Journal of Medicine) advertisers earn an additional 10% discount off JFP and CCJM for a total of 25%.

Evaluate SUPER PowerBuy in Kantar’s MARS Medical System by selecting Combination, Duplicated.

NOTE: These additionally discounted rates are valid ONLY when combining with PowerBuy to make it the SUPER PowerBuy. These rates CANNOT be used alone.

### Color Rates

<table>
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<tr>
<th></th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matched color metallic</td>
<td>$3,670</td>
</tr>
<tr>
<td>Four color</td>
<td>$4,440</td>
</tr>
<tr>
<td>Five color (4C + PMS)</td>
<td>$6,690</td>
</tr>
</tbody>
</table>

### BLACK-AND-WHITE RATES

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
<th>240x</th>
<th>288x</th>
<th>396x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$14,030</td>
<td>$13,050</td>
<td>$12,540</td>
<td>$12,020</td>
<td>$11,540</td>
<td>$11,090</td>
<td>$10,670</td>
<td>$10,310</td>
<td>$10,090</td>
<td>$9,910</td>
<td>$9,810</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$8,560</td>
<td>$7,980</td>
<td>$7,550</td>
<td>$7,220</td>
<td>$6,940</td>
<td>$6,640</td>
<td>$6,410</td>
<td>$6,170</td>
<td>$6,090</td>
<td>$6,050</td>
<td>$6,010</td>
<td>$5,970</td>
</tr>
</tbody>
</table>

### BLACK-AND-WHITE + 4-COLOR RATES

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
<th>240x</th>
<th>288x</th>
<th>396x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$18,470</td>
<td>$17,490</td>
<td>$16,980</td>
<td>$16,460</td>
<td>$15,980</td>
<td>$15,530</td>
<td>$15,110</td>
<td>$14,750</td>
<td>$14,440</td>
<td>$14,350</td>
<td>$14,250</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$13,000</td>
<td>$12,420</td>
<td>$11,990</td>
<td>$11,660</td>
<td>$11,380</td>
<td>$11,080</td>
<td>$10,850</td>
<td>$10,610</td>
<td>$10,530</td>
<td>$10,490</td>
<td>$10,450</td>
<td>$10,410</td>
</tr>
</tbody>
</table>

### Insert Rates / PowerBuy2 when part of a Super PowerBuy

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
<th>240x</th>
<th>288x</th>
<th>396x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Insert</td>
<td>N/A</td>
<td>$27,140</td>
<td>$26,090</td>
<td>$25,010</td>
<td>$24,020</td>
<td>$23,150</td>
<td>$22,310</td>
<td>$21,600</td>
<td>$21,140</td>
<td>$20,920</td>
<td>$20,710</td>
<td>$20,510</td>
</tr>
<tr>
<td>4 Page Insert</td>
<td>N/A</td>
<td>N/A</td>
<td>$51,320</td>
<td>$49,210</td>
<td>$47,200</td>
<td>$45,460</td>
<td>$43,870</td>
<td>$42,350</td>
<td>$41,450</td>
<td>$41,030</td>
<td>$40,620</td>
<td>$40,220</td>
</tr>
<tr>
<td>6 Page Insert</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$76,580</td>
<td>$73,430</td>
<td>$70,400</td>
<td>$67,730</td>
<td>$65,360</td>
<td>$63,140</td>
<td>$61,770</td>
<td>$61,150</td>
<td>$60,530</td>
</tr>
<tr>
<td>8 Page Insert</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$97,640</td>
<td>$93,640</td>
<td>$90,010</td>
<td>$86,830</td>
<td>$83,890</td>
<td>$82,090</td>
<td>$81,260</td>
<td>$80,450</td>
</tr>
<tr>
<td>10 Page Insert</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$121,670</td>
<td>$116,610</td>
<td>$112,280</td>
<td>$108,190</td>
<td>$104,640</td>
<td>$102,340</td>
<td>$101,310</td>
</tr>
</tbody>
</table>

FMC combinations not currently programmed can be added upon request.

For Powerbuy Rates: [CLICK HERE](#)
CIRCULATION

Description of Circulation Parameters

- Office-based MDs and DOs in Family Medicine, Family Practice and General Practice.
- Hospital-based MDs and DOs in Family Medicine, Family Practice and General Practice, plus residents in the last 2 years of residency. First-year residents by request.
- Other professional activity: Teaching (inquire for counts).
- Osteopathic physicians in Cardiology and Internal Medicine.
- Demographic: Available to all or a portion of specialties listed.

Demographic Selection Criteria

- CIRCULATION DISTRIBUTION: Controlled: 99.3%, Paid: 0.7%.
- FOR SUBSCRIPTION RATES CONTACT: 800-480-4851

Coverage

<table>
<thead>
<tr>
<th>2018 CIRCULATION ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Office-based</strong></td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>Family Practice</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Family Medicine</td>
</tr>
<tr>
<td>General Practice</td>
</tr>
<tr>
<td>Cardiology</td>
</tr>
<tr>
<td>Internal Medicine</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

1. Hospital category is a combination of full time hospital-based staff and residents
2. Other category is a combination of medical teaching and other types of practice, + semi-retired
3. Osteopaths category is a combination of office-based and hospital-based practices

- Have any specialties been combined in the grid above? No.
- Date and source of breakdown: July 2018 BPA Circulation Statement.

CLICK HERE for the most current BPA statement.
INSERT INFORMATION

Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher’s approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (e.g., paper stock weight over maximum micrometer reading) are subject to publisher’s approval and may incur a premium charge.

### PAPER STOCK

<table>
<thead>
<tr>
<th></th>
<th>Maximum</th>
<th>Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page (one leaf) inserts</td>
<td>80# coated</td>
<td>70# coated</td>
</tr>
<tr>
<td>4-6-8 page</td>
<td>80# coated</td>
<td>70# coated</td>
</tr>
</tbody>
</table>

**BRCs**

Accepted if they accompany a full-page ad and must meet postal regulations. Charge: $9,166

Standard Sizes and Specifications

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb.

Trimming

Insert delivered size should be 8 ⅛” x 11”. Trimming of oversize inserts will be charged at cost. Keep live matter ⅛” from trimmed inserts; allow ⅛” head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7 ⅞” x 10 ¾”.

Insert Quantity:

108,000 full run. For demographic runs fewer than 95,000 add 5%.

Shipping

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity.

**SHIP TO: PUBLISHERS PRESS**

ATTN: Tammy Cristobal

*The Journal of Family Practice*®/ISSUE DATE

13487 South Preston Highway

Lebanon Junction, KY 40150

TEL: 800-627-5801

All printed inserts should be full size, supplied untrimmed, folded except single leaf, and ready for binding. Varnished inserts are accepted at the Account Manager’s discretion.

ISSUANCE & CLOSING DATES

First Issue: July 1972.

Frequency: 10 ×.

Issue Date: Month of issuance.

Mailing Date and Class: 10th of each month. Periodicals class.

Closing Dates (subject to change):

<table>
<thead>
<tr>
<th>Issue</th>
<th>SPACE Reservation</th>
<th>MATERIAL Due</th>
<th>INSERTS Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>12/28/18</td>
<td>1/8/19</td>
<td>1/14/19</td>
</tr>
<tr>
<td>March</td>
<td>2/13/19</td>
<td>2/20/19</td>
<td>2/26/19</td>
</tr>
<tr>
<td>April</td>
<td>3/14/19</td>
<td>3/21/19</td>
<td>3/26/19</td>
</tr>
<tr>
<td>May</td>
<td>4/11/19</td>
<td>4/18/19</td>
<td>4/23/19</td>
</tr>
<tr>
<td>June</td>
<td>5/17/19</td>
<td>5/24/19</td>
<td>5/30/19</td>
</tr>
<tr>
<td>July/August</td>
<td>6/25/19</td>
<td>7/2/19</td>
<td>7/9/19</td>
</tr>
<tr>
<td>September</td>
<td>8/16/19</td>
<td>8/23/19</td>
<td>8/30/19</td>
</tr>
<tr>
<td>October</td>
<td>9/12/19</td>
<td>9/24/19</td>
<td>9/30/19</td>
</tr>
<tr>
<td>November</td>
<td>10/11/19</td>
<td>10/18/19</td>
<td>10/25/19</td>
</tr>
<tr>
<td>December</td>
<td>11/12/19</td>
<td>11/19/19</td>
<td>11/25/19</td>
</tr>
</tbody>
</table>
COVER TIPS/OUTSERTS

Reach family physicians with this unique and highly visible advertising opportunity. Count on prime exposure when you use a cover tip for:

- A new product launch
- A coming-soon ad
- An upcoming event

### Cover Tip Specs

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 7.5” (w) x 5.25” (h) Standard</td>
<td>Single Leaf</td>
</tr>
<tr>
<td>Non-Standard</td>
<td>Multiple Pages</td>
</tr>
</tbody>
</table>

*Cost is net; non-commissionable. Powerbuy2 and Super PowerBuy advertisers earn additional discounts. Quotes available upon request.

- **INSIDE OUT DUO DISCOUNT**: Run a cover tip in the same month with an ROB advertisement and earn 15% off the inside ad. This discount is applicable to the PowerBuy2 and Super PowerBuy discount but supersedes the Continuity or New Business/Launch programs.

### OUTSERTS

A great opportunity to capture high visibility through *The Journal of Family Practice*® that’s highly read and trusted. Your preprinted Outserts are placed with 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.

- Samples must be submitted for review. Availability contingent upon approval.

### 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 77380
Office: 281-419-5725
Toll Free: 877-652-5295
Cell: 832-458-9467
Email: frontline@wrightsmedia.com
Website: www.wrightsmedia.com

For **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
Email: ray.thibodeau@contentednet.com
Website: www.contentednet.com

For further information, contact the publisher.
EDITORIAL

General Editorial Direction

The Journal of Family Practice®, a peer-reviewed and indexed journal, publishes evidence-based clinical information supplemented by expert commentary on timely topics relevant to family physicians. Each issue includes review articles as well as Clinical Inquiries, Priority Updates from the Research Literature (PURLS®), Photo Rounds, Case Reports, and other regularly appearing departments, such as Practice Alert and Behavioral Health Consult, that keep physicians up to date on the latest recommendations for diagnosis and treatment of common problems.

Special Focus Issues: None

Average Issue Information (2018)

- Applied Evidence articles
- Original Research articles

Origin of Editorial

- Solicited: 90%
- Unsolicited: 10%
- Articles or abstracts from meetings or other publications: None.
- Peer review: All articles are reviewed by experts in the field under discussion.

WEBSITE: Articles, including supplements, are available on the journal’s website (www.mdedge.com/familymedicine) at the beginning of the month in which the issue has mailed.

GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other Standard Terms and Conditions of our Rate Card (click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication’s editorial format will carry the word “Advertisement” in at least 10-point type at the top. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

New Product Releases: No

Ad Format and Placement Policy

- Advertising is interspersed between and within articles.
- Ads are rotated.

Ad/Edit Ratio Information: 45/55

Advertiser Services

2019 BONUS DISTRIBUTION:
September issue
American Academy of Family Physicians,
Philadelphia, PA; Sept 24-28, 2019

2019 CONVENTION VALUE ADDED PROGRAM
Free Booth Number Ad Striping for your ad in any conference issue.
PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

<table>
<thead>
<tr>
<th></th>
<th>Width/Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ad Sizes</td>
</tr>
<tr>
<td>2-page spread</td>
<td>15&quot; x 10&quot;</td>
</tr>
<tr>
<td>1 page</td>
<td>7&quot; x 10&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4 3/8&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 page (h)</td>
<td>7&quot; x 4 1/2&quot;</td>
</tr>
<tr>
<td>1/2 page (v)</td>
<td>3 3/8&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/3 page (v)</td>
<td>2 5/8&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/4 page (v)</td>
<td>1 1/8&quot; x 10&quot;</td>
</tr>
</tbody>
</table>

- Hold all live matter in 3/8” from trim on all sides.
- Trim size of journals: 7 7/8” x 10 ¾”.

Paper Stock
- INSIDE PAGES: 40# No. 5 coated.
- COVERS: 80# No. 3 coated.

Type of Binding: Perfect-bound.

Half-Tone Screen Recommendations
- COVERS: 150 line.
- INSIDE: 133 line.
- 4-COLOR: 133 line.
- DENSITY OF TONE: 4-color cover 320%, 4-color inside 300%, 2-color inside 180%.

Reproduction Requirements
- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines.

Materials Accepted:
PDF x1a and PDF. Digital contract color proof required. Send reproduction materials to:
The Journal of Family Practice®
Frontline Medical Communications Inc.
7 Century Drive, Suite 302
Parsippany, NJ 07054-4609
Attn: Mike Wendt

Materials Policy:
Materials, including inserts, discs, and electronic files, will be held one year from date of last insertion and then destroyed.
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 Journal of Family Practice audience as well.

- Supplements polybag and mail with regular issues of The Journal of Family Practice
- Supplements are posted online in the education center of mdedge.com/familymedicine
- 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.
INTEGRATED MEDIA OPPORTUNITIES

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 Frontlinerates.com.

Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.

Digital ad specifications are available here.

For further information, contact the publisher.
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 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

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 account manager directly or call 973-206-3434.


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.