

2020 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

The *Journal of Family Practice*® is a peer-reviewed and indexed journal that provides its nearly 103,000 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 425,000 users 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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FRONTLINE
MEDICAL COMMUNICATIONS

CONTACTS

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PRINT ADVERTISING

RATES & DISCOUNTS

Effective Date: January 1, 2020

- 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, FPN, and IMN extend to 396x.)
- CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2020. Full year 2019 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2020. 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:

2019 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2020 Discount	0.50%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

- 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™ discounts (see separate rates) supersede this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News*® + *Internal Medicine News*®) count as 1 publication. Except for PowerBuy™, 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: DermDUO | *Cutis*® + *Dermatology News*®; ObGynDUO | *OBG Management*® + *Ob.Gyn. News*®; PsychDUO | *Current Psychiatry*® + *Clinical Psychiatry News*®. In the Family MedicineDUO, receive a 15% discount off the earned rate (B&W and color) in *The Journal of Family Practice*® + *Family Practice News*®. Full-run only.

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RATES & DISCOUNTS (CONTINUED)

- **FRONTLINE SUPERPOWERBUY™:** Gain maximum primary care reach, duplicated and unduplicated, when you surround your ad with the optimal blend of clinical and medical news content offered through the SUPER PowerBuy™. Use the discounted PowerBuy™ (*Family Practice News®+Internal Medicine News®*) and *The Journal of Family Practice®* (JFP), and earn 25% off the earned rate (B&W and color) in JFP. Consult your publisher or see separate rates. (Same product in the same month).

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.frontlinerrates.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 2020 through December 2020 (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 2019 or new product launches, new indications, or new formulations can qualify for this program. Advertise in 4 consecutive issues 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.

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For further information, contact the publisher.

- Gross charges include mechanical charges but do not include charges from list service for record tags, which are mandatory for all list match projects.
- 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.

Covers	
Second cover*	35% premium, ad must run 4-color
Fourth cover*	50% premium, ad must run 4-color
Positions	
Table of Contents page 1*	15% space premium, ad is preferred 4-color
Table of Contents page 2*	15% space premium, ad is preferred 4-color
Opposite Editorial	10% space premium, ad is preferred 4-color
Other Preferred Positions	10% space premium
*Premium applies to black-and-white rate of one page only	

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RATES & DISCOUNTS (CONTINUED)

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

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
Full Page	\$9,820	\$9,135	\$8,780	\$8,415	\$8,075	\$7,760	\$7,465	\$7,215	\$7,075	\$7,000	\$6,935	\$6,865
2/3 Page	8,355	7,805	7,365	7,105	6,800	6,535	6,290	6,060	5,965	5,910	5,855	5,805
1/2 Page	5,990	5,585	5,285	5,055	4,855	4,645	4,485	4,320	4,265	4,235	4,205	4,180
1/3 Page	5,550	5,125	4,910	4,700	4,525	4,320	4,175	4,055	3,945	3,895	3,840	3,790

BLACK-AND-WHITE + 4 COLOR RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
Full Page	\$12,840	\$12,155	\$11,800	\$11,435	\$11,095	\$10,780	\$10,485	\$10,235	\$10,095	\$10,020	\$9,955	\$9,885
2/3 Page	11,375	10,825	10,385	10,125	9,820	9,555	9,310	9,080	8,985	8,930	8,875	8,825
1/2 Page	9,010	8,605	8,305	8,075	7,875	7,665	7,505	7,340	7,285	7,255	7,225	7,200
1/3 Page	8,570	8,145	7,930	7,720	7,545	7,340	7,195	7,075	6,965	6,915	6,860	6,810

Color Rates

Matched color metallic	\$2,495
Four color rates	\$3,020
Five color rates (4C + PMS)	\$4,550
Six color rates	\$6,080

Bleed: No Charge

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 Page Insert	\$20,350	\$19,000	\$18,260	\$17,505	\$16,810	\$16,200	\$15,620	\$15,120	\$14,795	\$14,640	\$14,495	\$14,355
4 Page Insert	NA	37,420	35,925	34,445	33,040	31,820	30,705	29,645	29,015	28,725	28,435	28,150
6 Page Insert	NA	55,780	53,605	51,405	49,275	47,415	45,750	44,195	43,240	42,805	42,370	41,950
8 Page Insert	NA	74,170	71,250	68,345	65,545	63,005	60,780	58,720	57,460	56,885	56,315	55,750
10 Page Insert	NA	92,575	88,860	85,170	81,625	78,595	75,730	73,250	71,635	70,915	70,215	69,510

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FAMILY MEDICINE MARKET DUO

FAMILY PRACTICE NEWS+THE JOURNAL OF FAMILY PRACTICE

In the Family Medicine DUO, receive a 15% discount off the earned rate (B&W and color) in *The Journal of Family Practice*®+ *Family Practice News*®. Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. Insertions count towards earned frequency. Full-run only.

Color Rates

Metallic ink	\$2,280
Four color	\$5,350
Five color (4C + PMS)	\$8,175

Run-of-Book Rates / Family Medicine DUO

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King size page + A-size page	\$22,990	\$21,810	\$21,035	\$20,235	\$19,615	\$18,970	\$18,480	\$18,010	\$17,605	\$17,400	\$17,195	\$16,965
King 3/4 page + A-size page	21,690	20,445	19,255	18,385	17,980	17,555	17,015	16,530	16,135	15,935	15,755	15,405
Island page + A-size page	18,605	17,595	16,930	16,205	15,750	15,260	14,835	14,440	14,120	13,955	13,790	13,620
King 1/2 page + 1/2 A-size page	15,245	14,495	13,890	13,260	12,970	12,515	12,095	11,775	11,495	11,360	11,240	10,995

Insert Rates King + A-size / Family Medicine DUO

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 Page Insert	NA	\$45,095	\$43,485	\$41,820	\$40,555	\$39,255	\$38,270	\$37,330	\$36,565	\$36,035	\$35,615	\$35,130
4 Page Insert	NA	NA	86,450	83,165	80,620	78,010	76,085	74,145	72,645	71,600	70,750	69,795
6 Page Insert	NA	NA	129,440	124,520	120,680	116,750	113,870	110,995	108,715	107,160	105,890	104,450
8 Page Insert	NA	NA	NA	165,865	160,780	155,480	151,635	147,810	144,795	142,715	141,040	139,125

Insert Rates A-size (Island) + A-size / Family Medicine DUO

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 Page Insert	NA	\$36,410	\$35,015	\$33,525	\$32,595	\$31,620	\$30,770	\$29,960	\$29,345	\$28,940	\$28,585	\$28,255
4 Page Insert	NA	NA	69,515	66,575	64,700	62,745	61,080	59,430	58,210	57,410	56,705	56,025
6 Page Insert	NA	NA	104,040	99,625	96,800	93,855	91,360	88,905	87,080	85,870	84,815	83,800
8 Page Insert	NA	NA	NA	132,670	128,945	124,950	121,635	118,365	115,930	114,340	112,935	111,585

Evaluate the above combination discounts by Media Group in Kantar's MARS Medical system by selecting **Combination Duplicated**.

FMC combinations not currently programmed can be added upon request.

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Color Rates

Metallic ink	\$2,160
Four color	\$6,335
Five color (4C + PMS)	\$10,515

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

Run-of-Book Rates / Super Power Buy

BLACK-AND-WHITE RATES												
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King size page + A-size page	\$32,565	\$30,790	\$29,625	\$28,485	\$27,915	\$27,100	\$26,405	\$25,820	\$25,450	\$25,275	\$24,840	\$24,410
King 3/4 page + A-size page	29,880	28,245	27,110	26,130	25,595	24,965	24,380	23,825	23,140	22,800	22,560	21,995
Island page + A-size page	24,245	22,895	22,015	21,170	20,710	20,075	19,540	19,095	18,805	18,660	18,355	18,065
King 1/2 page + 1/2 A-size page	21,185	20,095	19,255	18,515	18,130	17,675	17,155	16,660	16,470	16,385	16,085	15,905

Insert Rates King + A-size / Super PowerBuy

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 Page Insert	NA	\$63,570	\$61,155	\$58,800	\$57,650	\$55,980	\$54,580	\$53,390	\$52,720	\$52,215	\$51,325	\$50,430
4 Page Insert	NA	NA	121,875	117,180	114,870	111,540	108,755	106,325	105,015	104,020	102,230	100,455
6 Page Insert	NA	NA	NA	175,570	172,080	167,065	162,905	159,285	157,310	155,820	153,140	150,470
8 Page Insert	NA	NA	NA	233,955	229,335	222,605	217,040	212,225	209,595	207,620	204,045	200,490

Insert Rates A-size (Island) + A-size / Super PowerBuy

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2 Page Insert	NA	\$47,310	\$45,485	\$43,740	\$42,810	\$41,520	\$40,425	\$39,540	\$39,010	\$38,605	\$37,965	\$37,385
4 Page Insert	NA	NA	90,530	87,055	85,180	82,600	80,455	78,635	77,595	76,795	75,525	74,355
6 Page Insert	NA	NA	NA	130,385	127,555	123,665	120,455	117,745	116,180	114,985	113,075	111,315
8 Page Insert	NA	NA	NA	173,695	169,960	164,725	160,440	156,830	154,760	153,160	150,620	148,285

FMC combinations not currently programmed can be added upon request.

For Powerbuy Rates: [CLICK HERE](#)

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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.

Coverage

2019 CIRCULATION ANALYSIS					
	Office-based	Hospita-based ¹	Other ²	Osteopaths ³	Total
Family Practice		40			40
Family Medicine	67,118	11,481	1,251	19,252	99,102
General Practice	2,710	245	125	244	3,324
Cardiology				51	51
Internal Medicine				442	442
Total	69,828	11,766	1,376	19,989	102,959

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 2019 BPA Circulation Statement.

[CLICK HERE](#) for the most current BPA statement

Demographic Selection Criteria

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

Circulation Verification

- **AUDIT:** BPA
- **MAILING LIST AVAILABILITY:**
For further information, please contact the publisher gwatkins@mdedge.com

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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	
	Maximum	Minimum
2-page (one leaf) inserts	80# coated	70# coated
4-6-8 page	80# coated	70# coated

BRCs

Accepted if they accompany a full-page ad and must meet postal regulations. Charge: \$9,820

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.

ISSUANCE & CLOSING DATES

First Issue: July 1972.

Frequency: 10 x.

Issue Date: Month of issuance.

Mailing Date and Class: 15th of each month. Periodicals class.

Trimming

Insert delivered size should be 8 1/8" x 11". Trimming of oversize inserts will be charged at cost. Keep live matter 3/8" from trimmed edges; allow 1/8" head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7 7/8" x 10 3/4".

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: FRY COMMUNICATIONS

The Journal of Family Practice®/ISSUE DATE

Building 2 - 800 West Church Road

Mechanicsburg, PA 17055

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

Closing Dates (subject to change):

	SPACE	MATERIAL	INSERTS
Issue	Reservation	Due	Due
January/February	12/27/19	1/6/20	1/17/20
March	2/13/20	2/20/20	3/2/20
April	3/13/20	3/19/20	3/30/20
May	4/17/20	4/23/20	5/4/20
June	5/15/20	5/21/20	6/4/20
July/August	6/24/20	6/30/20	7/13/20
September	8/15/20	8/20/20	9/3/20
October	9/17/20	9/23/20	10/5/20
November	10/16/20	10/22/20	11/2/20
December	11/10/20	11/17/20	12/1/20

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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

Specifications	Description
Size: 7.5" (w) x 5.25" (h) Standard	Single Leaf
Non-Standard	Multiple pages

*Cost is net; non-commissionable. 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 Super PowerBuy discount but supersedes the Continuity or New Business/Launch programs.
- Split Run availability. Please contact your [publisher](#) for pricing.

- All cover tips must supply a sample accurate mock-up 3 weeks prior to materials due date.
- Printing is not included in the above rate; please contact your publisher for more information.
- Costs for printing, affixing PIs, and other custom elements are additional and will be quoted upon request. Any cover tip that includes a PI must run as a multi-pager with PI glued on inside and wafer sealed.
- List matches available (50% minimum) (Pricing available upon request).
- Cancellations of less than 60 days written notice will incur a fee equal to 25% of the cost.

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:

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CONTACTS

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ABOUT FRONTLINE

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 (2019)

- Applied Evidence articles
- Original Research articles

- Editorials
- Regularly appearing departments (Priority Updates from the Research Literature (PURLs), Photo Rounds, Practice Alert, Case Reports, Clinical Inquiries, Behavioral Health Consult).

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

2020 BONUS DISTRIBUTION:

September issue
American Academy of Family Physicians,
Philadelphia, PA; Chicago, IL; October 13-17, 2020

2020 CONVENTION VALUE ADDED PROGRAM

Free Booth Number Ad Striping for your ad in any conference issue.

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PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

	Width/Depth	
	Ad Sizes	Bleed Sizes
2-page spread	15" x 10"	16 1/4" x 11"
1 page	7" x 10"	8 1/8" x 11"
2/3 page	4 3/8" x 10"	4 5/8" x 11"
1/2 page (h)	7" x 4 7/8"	8 1/8" x 5 1/2"
1/2 page (v)	3 3/8" x 10"	4" x 11"
1/3 page (v)	2 1/2" x 10"	3" x 11"
1/4 page (v)	1 5/8" x 10"	2" x 11"

- Hold all live matter in 3/8" from trim on all sides.
- Trim size of journals: 7 7/8" x 10 3/4".

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
- 133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.

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.

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UNIQUE OPPORTUNITIES

Multi-sponsored Supplements / Special Issues:

Multi-sponsored print and digital themed special issues focus on specific diseases and/or topic areas to provide uniquely relevant in-depth content geared specifically toward physicians and other HCPs with the market.

Available in print, online in a digital edition, and in the app store (where available) these issues provide informative and objective information on a topic of interest that HCPs can refer to again and again. This may include diagnosis and treatment information around a disease state; content devoted to a subgroup of the primary specialty; or content produced on behalf of or in collaboration with any of our medical association, patient advocacy group, or Society partners.

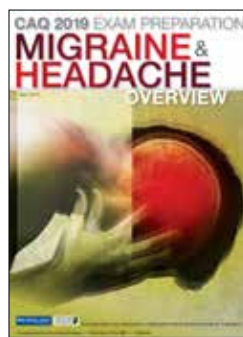
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *The Journal of Family Practice* audience as well.

- Special issue supplements polybag and mail with regular issues of *The Journal of Family Practice*
- Special issue supplements are posted online in the education center of <http://mdedge.com/familymedicine>
- Print versions receive Bonus Distribution at various medical meetings and events.

PRICING: Please consult with Publisher/Account Manager on advertising rates for each special issue. Cover tips are also available, please consult with Publisher regarding availability and costs. Ads must be approved for both print and digital placements.

CANCELLATION POLICY: Space may be cancelled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

CLOSING DATES, INSERTS, AND SPECIFICATIONS: Please consult your account manager for closing dates, insert quantity and print/digital advertising specs.



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INTEGRATED MEDIA OPPORTUNITIES

Targeted Communications Tactics | Increases Awareness | Informs & Educates | Expands Reach | Frequency

Identify your objectives and work with our sales experts and network of brands to integrate the optimal solutions to get your message in front of the right targets at the right time.

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

As an established medical communications leader reaching 1.2M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

All print advertising rates and unique print opportunities for each MDedge™ brand are accessible at Frontlinrates.com.

[Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.](#)

Digital ad specifications are available [here](#).



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