2019 Recruitment/Classified Advertising Rates

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• 1 Issue $999
• 3 Issues $2,298
• 6 Issues $4,500

Color rates (in addition to earned B&W rates)
Logo: $100
4-Color: $300

*State and local taxes may apply

RATES*

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$2,750</td>
<td>$2,681</td>
<td>$2,612</td>
<td>$2,475</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,562</td>
<td>$1,522</td>
<td>$1,483</td>
<td>$1,405</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,185</td>
<td>$1,155</td>
<td>$1,125</td>
<td>$1,066</td>
</tr>
</tbody>
</table>

Column inch sizes and rates (all columns are 3.25” wide)

<table>
<thead>
<tr>
<th>Column</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
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<tbody>
<tr>
<td>3”</td>
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<td>$672</td>
<td>$655</td>
<td>$621</td>
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<tr>
<td>2.5”</td>
<td>$575</td>
<td>$560</td>
<td>$546</td>
<td>$518</td>
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<td>2”</td>
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<td>$414</td>
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<td>1”</td>
<td>$230</td>
<td>$224</td>
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Color rates (in addition to earned B&W rates)

<table>
<thead>
<tr>
<th>Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo</td>
<td>$100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-Color</td>
<td>$300</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

RATES* 1x 3x 6x 12x
Rates are gross and per insertion. Frequency must be committed to at insertion to earn discount.

Frequency 1x 3x 6x 12x
Full $2,750 $2,681 $2,612 $2,475
1/2 Page $1,562 $1,522 $1,483 $1,405
1/4 Page $1,185 $1,155 $1,125 $1,066

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getPage Sizes TYPE AREA

<table>
<thead>
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<th>10.875”</th>
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<td>x</td>
<td>9.125”</td>
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<tr>
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<tr>
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<td>9.125”</td>
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<tr>
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<td>4.5”</td>
</tr>
</tbody>
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COMPOSITION SERVICES AVAILABLE
• Full page: $150  • Half page: $125  • Quarter page: $95

AGENCY DISCOUNT: 15%—All rates noted on this card are GROSS for 1/4 page and larger size ads.

BONUS DISTRIBUTION
• February & March Issues: HM19; March 24-27, 2019; National Harbor, MD
• April Issue: ACP; April 11-13, 2019; Philadelphia, PA
• May Issue: ACOG; May 3-6, 2019; Nashville, TN
• September Issue: AAFP; September 24-28, 2019; Philadelphia, PA
• October Issue: AAP; October 25-29, 2019; Orlando, FL

CIRCULATION
Print circulation: 11,445 (BPA Verification
Coverage: United States
Circulation basis: Paid, benefit of SHM membership dues

Cancellation Policy: An order for an advertisement in a Frontline Medical Communications magazine or e-newsletter may be cancelled by Advertiser for any reason up to the issue’s published ad close date. Advertiser will be responsible for orders cancelled after the close date.

AD SPACE/MATERIALS DEADLINE
January 12/04/18  July 06/07/19
February 01/11/19  August 07/15/19
March 02/08/19  September 08/09/19
April 03/13/19  October 09/10/19
May 04/10/19  November 10/14/19
June 05/10/19  December 11/07/19