

2020 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Since 1966, *Ob.Gyn. News* has been the leading independent newspaper for obstetricians/gynecologists. Now in its 54th year, it serves the needs of physician readers with breaking news and insightful commentary in a clear, concise, accessible format, allowing busy physicians to quickly stay up to date on clinical advances that affect their daily practice. *Ob.Gyn. News* is published ten times a year and circulates to more than 44,000 obstetricians/gynecologists and related subspecialists. All articles are researched, written, and produced by professional medical journalists.

The *Ob.Gyn. News* website, which can be found at www.mdedge.com/obgyn, is the online destination and multimedia property of *Ob.Gyn. News* and a part of the MDedge® web portal. This site is updated throughout the day with specialty-specific news that includes Views on the News – expert commentary on how the news affects medical practice 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. The *Ob.Gyn. News* website is the best way for the obstetrician/gynecologist to stay up to date, save time, and gain valuable perspective.

ADVERTISING

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CONTACTS

PRINT ADVERTISING

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ABOUT FRONTLINE

For further information,
contact the publisher.

GENERAL INFORMATION

Ob.Gyn. News is published by Frontline Medical Communications.

Issuance: 10x

Established: 1966

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Ob.Gyn. News* reaches 44,374 patient-care ob.gyns. and related sub-specialists.

Editorial: The *Ob.Gyn. News* website, e-newsletters, and print publication provide practicing physicians with timely and relevant news, from on-site coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. News topics include breast cancer, contraception, menopause, and transgender health, with commentaries from leaders in the field, adding clinical perspective. Columnists offer insights on issues in maternal-fetal medicine, gynecologic surgery, gynecologic oncology, and the unique challenges of prescribing during pregnancy and lactation. Our practice economics articles cover legislative, regulatory, and health care reform issues that affect physicians' 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:

April Issue:

- The American Congress of Obstetricians and Gynecologists
Seattle, WA; April 24-27, 2020

June Issue:

- SDEF's Women's & Pediatrics Dermatology Seminar

Newport Beach, CA; June 19-20, 2020

September Issue:

- North American Menopause Society
Denver, CO; September 30-October 3, 2020

October Issue:

- Global Congress of Minimally Invasive Gynecology
Aurora, CO; November 4-8, 2020

November Issue:

- Pelvic Anatomy & Gynecologic Surgery Symposium
Las Vegas, NV; December 10-12, 2020
- 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.

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

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CIRCULATION

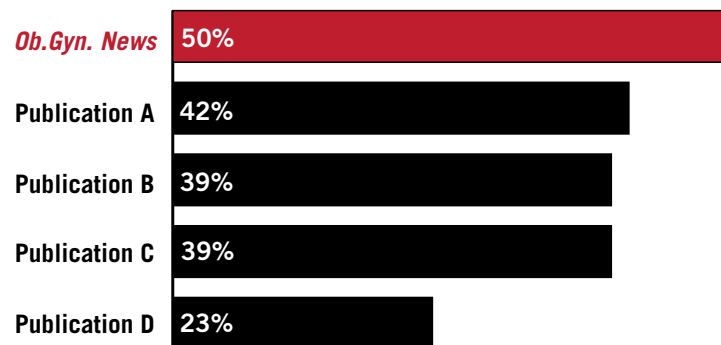
Specialty	Total Qualified	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	Semi-Retired
Obstetrics & Gynecology	39,677	29,166	3,627	2,932	801	2,929	222
Obstetrics	161	111	-	20	15	13	2
Gynecology	1,968	1,583	-	122	60	96	107
Gynecologic Oncology	681	353	168	106	32	18	4
Maternal & Fetal Medicine	1,027	456	310	144	69	42	6
Reproductive Endocrinology	852	582	143	49	48	17	13
Ob/Gyn Critical Care	8	5	-	-	2	1	-
Total Distribution	44,374	32,256	4,248	3,373	1,027	3,116	354

Source: July 2019 BPA

For more detailed BPA circulation information, [CLICK HERE](#).

READERSHIP SCORES

High Readers (% Total Readers)



Source: Kantar Media, June 2019 Medical/Surgical Media Measurement Study, Obstetrics/Gynecology, Office & Hospital

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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January / February	January 27	February 3
March	February 24	March 2
April	March 26	April 2
May	April 24	May 1
June	May 26	June 2
July / August	July 27	August 3
September	August 26	September 2
October	September 25	October 2
November	October 26	November 2
December	November 23	December 3

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

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ADVERTISING RATES

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$9,850	\$9,265	\$9,075	\$8,870	\$8,795	\$8,665	\$8,355	\$8,005	\$7,585	\$7,370
3/4 Page	8,965	8,400	8,190	8,060	8,030	7,930	7,730	7,380	6,695	6,570
Island Page	7,345	6,735	6,550	6,450	6,390	6,270	6,020	5,755	5,455	5,310
1/2 Page	7,190	6,715	6,515	6,335	6,285	6,220	5,975	5,725	5,295	5,225
1/4 Page	3,610	3,355	3,275	3,155	3,135	3,120	2,975	2,875	2,650	2,625

Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$13,675	\$13,090	\$12,900	\$12,695	\$12,620	\$12,490	\$12,180	\$11,830	\$11,410	\$11,195
3/4 Page	12,790	12,225	12,015	11,885	11,855	11,755	11,555	11,205	10,520	10,395
Island Page	11,170	10,560	10,375	10,275	10,215	10,095	9,845	9,580	9,280	9,135
1/2 Page	11,015	10,540	10,340	10,160	10,110	10,045	9,800	9,550	9,120	9,050
1/4 Page	7,435	7,180	7,100	6,980	6,960	6,945	6,800	6,700	6,475	6,450

Color Rates (In addition to black & white rates)

Metallic ink	\$185
Four Color rates	\$3,825
Five Color rates (4C + PMS)	\$5,520

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	48x	72x	96x	144x	192x	240x
2-Page A-size	\$15,125	\$13,875	\$13,495	\$13,285	\$13,160	\$12,915	\$12,400	\$11,855	\$11,230	\$10,940
2-Page King	20,280	19,095	18,700	18,265	18,105	17,845	17,220	16,490	15,635	15,185
4-Page A-size	30,260	27,750	26,990	26,585	26,315	25,845	24,810	23,710	22,470	21,870
4-Page King	40,570	38,185	37,395	36,540	36,230	35,700	34,430	32,975	31,255	30,375
6-Page A-size	45,380	41,615	40,470	39,865	39,470	38,760	37,215	35,565	33,700	32,810
6-Page King	60,850	57,275	56,090	54,800	54,335	53,545	51,655	49,465	46,890	45,560
8-Page A-size	60,505	55,490	53,960	53,155	52,625	51,675	49,620	47,420	44,945	43,745
8-Page King	81,140	76,360	74,795	73,070	72,450	71,400	68,860	65,950	62,515	60,745

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.

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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 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 listed in the graphic on the right.

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 publica-

2019 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2020 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

tions 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.)

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™ discount (see separate rates) supersedes this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News*® + *Internal Medicine News*®) counts 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.

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 Integrated Media Kit and Rate Cards available at frontlinrates.com. Full-run only.

PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS:

Advertisers with more than two PI pages qualify for a 50% discount on the 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	48x	72x	96x	144x	192x	240x
King 4 page	\$41,670	\$39,185	\$38,430	\$38,020	\$37,775	\$37,285	\$36,265	\$35,185	\$33,960	\$33,370
King 6 page	60,555	56,825	55,690	55,080	54,715	53,980	52,450	50,825	48,990	48,105
King 8 page	79,445	74,465	72,955	72,140	71,650	70,670	68,630	66,470	64,020	62,835

NEW PRODUCT LAUNCH PROGRAM

Place your new product launch unit in four (4) consecutive issues of *Ob.Gyn. News* and receive 50% off the space and color charges of your fourth (4th) insertion. 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 toward 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.)

- a. Run an ad for the same product in six (6) issues of *Ob.Gyn. News* during 2020 and receive 50% off your 7th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.
- b. Run an ad for the same product in every issue (10) of *Ob.Gyn. News* during 2020 and deduct 8.3% off each insertion throughout the year. Program available to full-run and full-cost split-run advertisers; ROB production charges apply.

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OB.GYN. NEWS + OBG MANAGEMENT MARKET DUO

7.5% Off Each Journal Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Ob.Gyn. News* and *OBG Management*. **Full-run only.** Insertions count towards earned frequency.

Color Rates (In addition to black & white rates)

Metallic ink	\$2,620
Four Color rates	\$7,000
Five Color rates (4C + PMS)	\$10,355

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$15,625	\$15,035	\$14,705	\$14,400	\$14,160	\$13,780	\$13,350	\$12,680	\$12,200	\$11,905
King 3/4 page + A-size page	14,805	14,235	13,885	13,650	13,455	13,100	12,770	12,105	11,380	11,165
Island page + A-size page	13,305	12,695	12,365	12,160	11,935	11,565	11,190	10,600	10,230	10,000
King 1/2 page + 1/2 A-size page	11,300	10,825	10,515	10,275	10,115	9,915	9,530	9,060	8,610	8,495

Insert Rates (King+A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$30,595	\$29,900	\$29,260	\$28,835	\$28,095	\$27,230	\$25,885	\$24,935	\$24,310
4 page insert	NA	NA	59,325	58,020	57,190	55,700	53,990	51,315	49,360	48,130
6 page insert	NA	NA	88,725	86,775	85,510	83,300	80,690	76,610	73,790	71,950
8 page insert	NA	NA	NA	115,330	113,670	110,700	107,235	101,800	98,020	95,580

Insert Rates (A-size (island)+A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	NA	\$25,765	\$25,085	\$24,655	\$24,265	\$23,535	\$22,775	\$21,600	\$20,860	\$20,380
4 page insert	NA	NA	49,700	48,810	48,015	46,585	45,090	42,745	41,230	40,265
6 page insert	NA	NA	74,280	72,960	71,760	69,625	67,335	63,750	61,590	60,155
8 page insert	NA	NA	NA	96,910	95,330	92,455	89,440	84,660	81,770	79,855

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7.5% Off Each Journal Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Ob.Gyn. News* and *Family Practice News*. **Full-run only**. Insertions count towards earned frequency.

Color Rates (In addition to black & white rates)

Metallic ink	\$340
Four Color rates	\$6,570
Five Color rates (4C + PMS)	\$9,790

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$25,045	\$23,855	\$23,160	\$22,440	\$22,010	\$21,480	\$20,935	\$20,330	\$19,630	\$19,275	\$19,115	\$18,930
3/4 Page	22,810	21,570	20,405	19,680	19,525	19,265	18,760	18,140	17,205	16,940	16,805	16,495
Island Page	17,960	16,930	16,360	15,820	15,580	15,225	14,810	14,365	13,865	13,625	13,505	13,385
1/2 Page	17,700	16,815	16,250	15,615	15,440	15,080	14,540	14,115	13,465	13,280	13,175	12,930
1/4 Page	9,000	8,480	7,995	7,640	7,595	7,500	7,260	7,060	6,735	6,660	6,580	6,480

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$36,985	\$34,880	\$33,700	\$32,580	\$32,095	\$31,370	\$30,505	\$29,580	\$28,640	\$28,070	\$27,820	\$27,590
2-Page King	51,580	49,160	47,730	46,215	45,330	44,240	43,130	41,895	40,565	39,720	39,395	39,000
4-Page A-size	73,985	69,760	67,380	65,180	64,185	62,755	61,020	59,180	57,290	56,135	55,635	55,160
4-Page King	103,165	98,320	95,435	92,440	90,680	88,480	86,240	83,770	81,125	79,445	78,785	78,010
6-Page A-size	110,970	104,620	101,070	97,740	96,275	94,135	91,530	88,770	85,935	84,205	83,455	82,740
6-Page King	154,745	147,475	143,160	138,650	136,005	132,720	129,380	125,660	121,685	119,165	118,185	117,010
8-Page A-size	147,960	139,505	134,755	130,330	128,370	125,495	122,045	118,355	114,585	112,270	111,275	110,325
8-Page King	206,325	196,620	190,885	184,870	181,355	176,965	172,490	167,540	162,245	158,880	157,585	156,020

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ABOUT FRONTLINE

For further information, contact the publisher.

OB.GYN. NEWS + DERMATOLOGY NEWS COMBINATION DISCOUNT

7.5% Off Each Journal Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Ob.Gyn. News* and *Dermatology News*. **Full-run only.**

Insertions count towards earned frequency.

Color Rates (In addition to black & white rates)

Metallic ink	\$330
Four Color rates	\$5,480
Five Color rates (4C + PMS)	\$8,295

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$12,890	\$12,220	\$11,990	\$11,715	\$11,565	\$11,355	\$11,015	\$10,600	\$10,165	\$9,900
3/4 Page	11,795	11,095	10,775	10,625	10,585	10,475	10,180	9,835	8,975	8,830
Island Page	9,715	8,990	8,765	8,620	8,505	8,325	8,060	7,770	7,440	7,265
1/2 Page	9,465	8,860	8,565	8,340	8,260	8,130	7,820	7,550	7,095	7,005
1/4 Page	4,765	4,430	4,315	4,170	4,130	4,080	3,910	3,805	3,565	3,530

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$19,910	\$18,425	\$17,940	\$17,650	\$17,420	\$17,050	\$16,510	\$15,905	\$15,225	\$14,875
2-Page King	26,395	25,040	24,555	23,985	23,665	23,250	22,565	21,710	20,815	20,280
4-Page A-size	39,825	36,850	35,875	35,310	34,820	34,115	33,025	31,810	30,470	29,740
4-Page King	52,800	50,075	49,100	47,985	47,355	46,520	45,125	43,420	41,625	40,550
6-Page A-size	59,715	55,270	53,805	52,955	52,235	51,155	49,530	47,715	45,695	44,615
6-Page King	79,200	75,105	73,660	71,975	71,015	69,775	67,700	65,115	62,445	60,835
8-Page A-size	79,620	73,680	71,750	70,615	69,650	68,205	66,045	63,615	60,935	59,485
8-Page King	105,590	100,130	98,215	95,970	94,700	93,035	90,255	86,820	83,255	81,095

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ABOUT FRONTLINE

For further information, contact the publisher.

PRIMARY CARE WOMEN'S HEALTH DISCOUNT

Ob.Gyn. News + Internal Medicine News + Family Practice News

7.5% Off Ob.Gyn. News Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Internal Medicine News*, *Family Practice News*, and *Ob.Gyn. News*. **Full-run only.** Insertions count towards earned frequency.

Color Rates (In addition to black & white rates)

Metallic ink	\$460
Four Color rates	\$7,610
Five Color rates (4C + PMS)	\$12,205

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$34,310	\$32,510	\$31,435	\$30,380	\$29,995	\$29,295	\$28,535	\$27,815	\$27,160	\$26,840	\$26,455	\$26,075
3/4 Page	30,810	29,165	28,100	27,275	26,970	26,480	25,930	25,240	24,030	23,625	23,435	22,920
Island Page	23,675	22,275	21,490	20,825	20,565	20,055	19,510	19,010	18,545	18,320	18,065	17,825
1/2 Page	23,340	22,115	21,315	20,585	20,305	19,945	19,315	18,715	18,170	18,045	17,765	17,605
1/4 Page	11,470	10,855	10,395	10,010	9,880	9,710	9,375	9,125	8,780	8,705	8,675	8,505

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$48,770	\$45,895	\$44,275	\$42,900	\$42,375	\$41,315	\$40,180	\$39,165	\$38,305	\$37,745	\$37,215	\$36,740
2-Page King	70,670	66,985	64,760	62,565	61,785	60,335	58,795	57,305	56,085	55,280	54,500	53,710
4-Page A-size	97,540	91,785	88,550	85,810	84,740	82,640	80,375	78,330	76,620	75,480	74,430	73,470
4-Page King	141,350	133,975	129,520	125,145	123,605	120,700	117,575	114,590	112,165	110,570	109,000	107,435
6-Page A-size	146,305	137,665	132,815	128,705	127,110	123,960	120,565	117,500	114,925	113,230	111,645	110,200
6-Page King	212,020	200,960	194,275	187,705	185,385	181,035	176,370	171,895	168,255	165,860	163,505	161,150
8-Page A-size	195,065	183,550	177,085	171,605	169,480	165,270	160,755	156,655	153,240	150,960	148,850	146,935
8-Page King	282,705	267,940	259,040	250,285	247,190	241,395	235,150	229,190	224,325	221,145	218,000	214,865

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For further information, contact the publisher.

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.



SHIPPING INSTRUCTIONS

Deliver electronic files and color proof to:

Production Department
 Ob. Gyn. 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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ABOUT FRONTLINE

For further information, contact the publisher.

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:

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

REPRINTS—ALL OTHER

CONTACT:

Ray Thibodeau, Executive Vice President
Content Ed Net
350 South Main St., Suite 113B
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 *Ob.Gyn. 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 publisher for details and pricing.



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 *Ob.Gyn. News*'s online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities. See classified rate card [here](#).

CONTACT:

Drew Endy
Classified Advertising Account Manager
Tel: 215-657-2319
Cell: 267-481-0133
dendy@mdedge.com

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ABOUT FRONTLINE

For further information, contact the publisher.

PRINTING INFORMATION

Frontline Medical Communications publications are printed offset in a tabloid news format. Black-and-white, 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 not 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@mdedge.com

b. Color Proofs

- SWOP digital proof with color bars requested.

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.

INSERTS AND INSERT REQUIREMENTS

a. General Conditions

Publication accepts both full King-size and "A-size" (minimum size: 7 3/4" x 10 1/2") inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability and quantities.

b. Mechanical Specifications

Maximum Paper Weight:

- Two-page (single-leaf) and Four-page (double-leaf) inserts: 80 lb. text coated or matte

- Larger inserts: Consult FMC

Size Requirements:

- Full King-size: 10 3/8" x 12 7/8", must furnish trimmed; no portion will trim with publication
- "A-size": 7 3/4" x 10 1/2", must furnish trimmed; no portion will trim with publication
- Note: Multiple-leaf inserts to be furnished folded

Quantity:

- Consult FMC Production as quantity varies

Shipping of Inserts:

- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

Ship inserts to:

Ob.Gyn. News
ISSUE DATE
Fry Communications
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055

POLYBAGGING GUIDELINES

Polybagging is available for promotional outserts with all publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Contact your [publisher](#) for details.

SHIPPING INSTRUCTIONS

Send contracts and insertion orders to:

Ob.Gyn. News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Tara Culleney
Phone: 973-206-9248
tculleney@mdedge.com

Send digital files and proofs to:

Ob.Gyn. News
2275 Research Blvd
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@mdedge.com

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INTEGRATED MEDIA OPPORTUNITIES

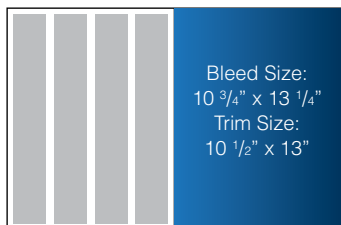
- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

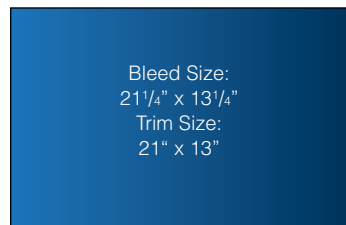
For further information, contact the publisher.

SPECIFICATIONS

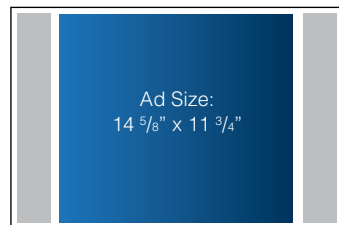
King-size Page



King-size Spread



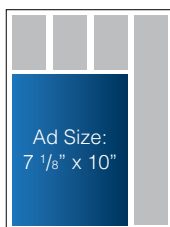
3/4 Vertical Spread



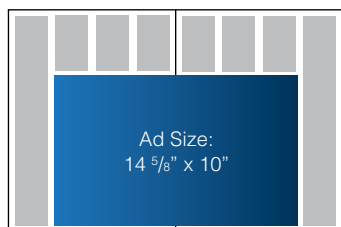
3/4 Vertical



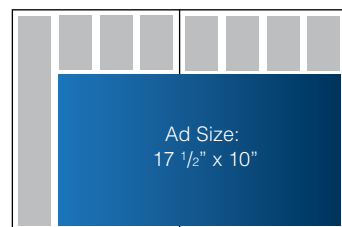
Island Page



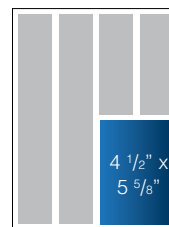
Island Spread



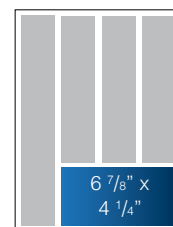
Island Page + 3/4 Page Horiz.



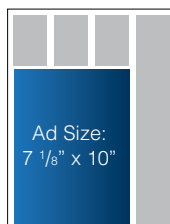
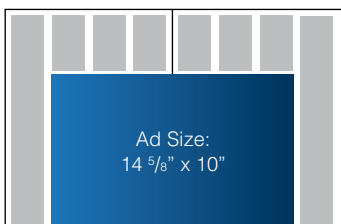
1/4 Page Vertical



1/4 Page Horizontal



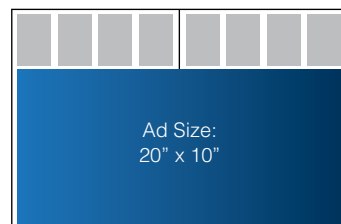
Island Spread + Island Page



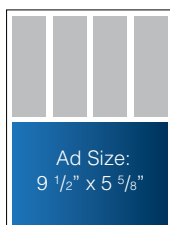
3/4 Horizontal



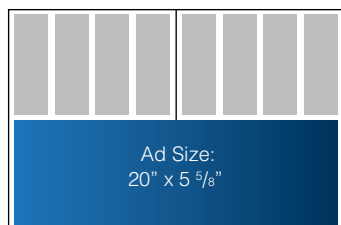
3/4 Horizontal Spread



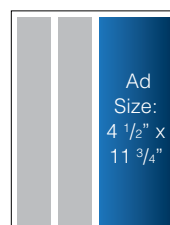
1/2 Page Horizontal



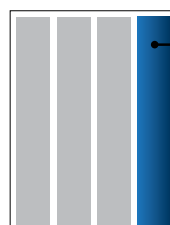
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



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

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ABOUT FRONTLINE

For further information, contact the publisher.

UNIQUE OPPORTUNITIES

Multi-sponsored Special Issue Supplements:

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.

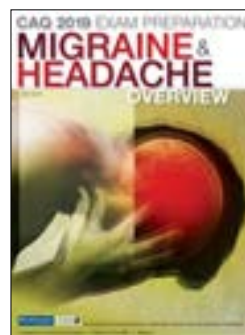
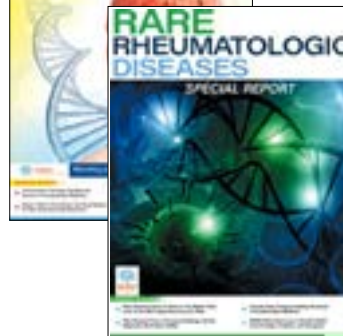
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Ob Gyn News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Ob Gyn News*.
- Special issue supplements are posted online in the education center of <http://mdedge.com/obgyn>
- 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](#).



Medical Conferences



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As one of the healthcare industry's largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events. The Company has multichannel "scale" and ranks 1st in combined web and print engagements. Through our MDedge® network of trusted brands and affiliated portal; custom solutions group; BPA® audited print/digital publications; and conferences group, FMC meets the marketing challenges of our clients by optimizing multi-channel advertising programs and multi-faceted sponsorship opportunities.

Our MDedge® integrated web portal is fueled by content from 30 FMC legacy print and digital brands in 20 markets. A single, comprehensive resource, MDedge saves HCP's time and meets their practice needs through personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, patient/HCP Journeys, board reviews, podcasts, videos, resource centers, practice management, medical education, disease state crossword puzzles, and more. Improved user experience, content categorization, and SEO optimization has increased visits and engagement by 40%.

We provide access to 1.2 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.

- Our pubs rank among the top 5 in readership in (nearly) all measured markets, reaching more than half the measured physician universe at least 1x/month.
- Our websites rank among the top 5 publication-affiliated sites by market, reaching more than one third of the measured physician universe an average of 6x/month.
- Combined with NPs/PAs, we reach more than 65% of these measured clinicians (print + web) 4x/month.
- 20+ disease specific, multi-day live educational events, including hem/onc, globally
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