

2018 INTEGRATED MEDIA KIT



Oncology Practice provides busy oncologists and cancer care professionals easy access to the latest on cancer treatments, emerging trends, and practice economics. This monthly, all-digital report includes commentary and analysis, giving busy clinicians news they can use at their convenience, with the ability to quickly share content via email and social media. *Oncology Practice* displays a user-friendly print-like format, but enhances meeting coverage and journal reports with both audio and video features. Each issue includes clinical developments arranged by tumor site, commentary from thought leaders and patient advocates, updates on health care policy and regulations that affect the physician's practice, and links to related content, online exclusives, and other resources.

Oncology Practice, offers an array of online advertising and sponsorship opportunities, including run-of-site and targeted advertising, e-newsletters, section and content sponsorships, video sponsorships, podcasts, and microsites. With award-winning daily news coverage, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter.



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10.20.17

FRONTLINE
MEDICAL COMMUNICATIONS



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

GENERAL INFORMATION

Oncology Practice is owned by Frontline Medical Communications (FMC).

Established: 2004

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Oncology Practice* reaches medical oncologists, hematologists, radiation oncologists, gynecologic oncologists, pediatric hematologists, and surgical oncologists.

Editorial

The *Oncology Practice* newsletter provides practicing physicians with timely and relevant news, on-site conference coverage, and commentary about clinical developments in their field and about the impact of healthcare policy on their specialty and their practice.

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.

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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CIRCULATION VIA ACTIVE ENGAGED E-MAIL LIST 2017

Specialty	MD/DO	NP/PA	RN	Pharmacist	Consumer/ Patient	Institution/ Healthcare Business/ Administration	Media/ Press	Medical Student	Other	Total
Oncology	3,409	93	138	7	2	4	2	1	30	3,686
Oncology/Hematology	2,535	563	74	41	27	22	20	11	171	3,464
Radiation Oncology	3,172	65	9	1	1	4	2	7	49	3,310
Hematology, IM	569	69	21	3	1	3	4	0	20	690
Pediatric Hematology/ Oncology	565	35	3	0	0	0	0	0	2	605
Musculoskeletal Oncology	41	1	0	0	0	0	0	0	0	42
Surgical Oncology	286	14	2	0	0	0	1	0	0	303
Gynecological Oncology	256	21	1	1	1	0	0	0	17	297
Total	10,833	861	248	53	32	33	29	19	289	12,397

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FMC'S INTEGRATED MEDIA OPPORTUNITIES


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

From Digital Advertising to Custom Programs and Medical Conferences, our 38 multimedia brands in 25 markets provide numerous tactics and unique solutions to achieve in-depth reach, build awareness, generate engagement, and repeat exposures; developed around your targeted goals. As a medical communications leader reaching 1.3 million physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle.

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

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

FOR DIGITAL ADVERTISING, CUSTOM MULTIMEDIA PROGRAMS, AND CONFERENCES,

 [click here for the latest Frontline Integrated Media Kit.](#)



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

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

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

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

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

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

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

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