



Pediatric News

2020 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

For 53 years, PEDIATRIC NEWS is one of the leading independent newspapers for pediatricians. With specialty-focused news and insightful commentary—in a clear, concise, accessible format—PEDIATRIC NEWS keeps busy physicians up-to-date on clinical advances that impact their daily practice of medicine. *Pediatric News* is published monthly and circulates to over 61,000 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All news articles are researched, written, and produced by professional medical journalists.

PEDIATRIC NEWS can be found online at www.mdedge.com/pediatrics, part of the MDedge® web portal. This site is updated throughout the day with news that may include Views on the News – expert clinician 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. PEDIATRIC NEWS is the best way for pediatricians to stay up-to-date, save time, and gain perspective.

ADVERTISING

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CONTACTS

PRINT ADVERTISING

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- CONFERENCES

ABOUT FRONTLINE

For further information, contact the publisher.

GENERAL INFORMATION

PEDIATRIC NEWS is published by Frontline Medical Communications.

Issuance: Monthly

Established: 1967

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: PEDIATRIC NEWS reaches over 61,000 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners.

Editorial

The PEDIATRIC NEWS website, the PEDIATRIC NEWS e-newsletter, and the print publication provide practicing physicians with timely and relevant news, on-site conference coverage, and commentary about clinical developments in their field and about the impact of health care policy on their specialty and their practice. All news articles are researched, written and produced by professional medical journalists.

Editorial/Advertising Ratio

55% editorial/45% advertising

Contract and Copy Regulations

- 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.
- 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.

- Sweepstakes ads are prohibited by AMA list rental agreement.
- FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
- FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
- 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.
- 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

- Convention Bonus Distribution:

March Issue:

- National Association of Pediatric Nurse Practitioners
Long Beach, CA; March 25–28, 2020

June Issue:

- SDEF's Women's & Pediatrics Dermatology Seminar
Newport Beach, CA; June 19-20, 2020

September Issue:

- American Academy of Pediatrics
San Diego, CA; October 2-6, 2020
Bonus distribution for multi-sponsored supplements will be distributed at various meetings depending upon publication date. These can include: American Academy of Pediatrics & NAPNAP.

b. PQ Report:

Submit your closed-ended questions to PEDIATRIC NEWS readers. Free to qualifying advertisers in August issue.

- Sales force bulk subscription discount available.

Agency Commission, Credit and Discount Terms

- Agency Commission: 15% on all ads.
- 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.
- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

Cancellations

- Notification in writing of space cancellations must be received by space closing deadline.
- If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- 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	Osteopaths	Other Professional Activity
Pediatrics	57,446	41,780	5,104	5,742	3,892	627
Pediatrics, Infectious Disease	785	442	161	145	4	33
Pediatric Nurse Practitioners	3,378	-	-	-	-	3,378
Total Distribution	61,609	42,222	5,265	5,887	3,896	4,038

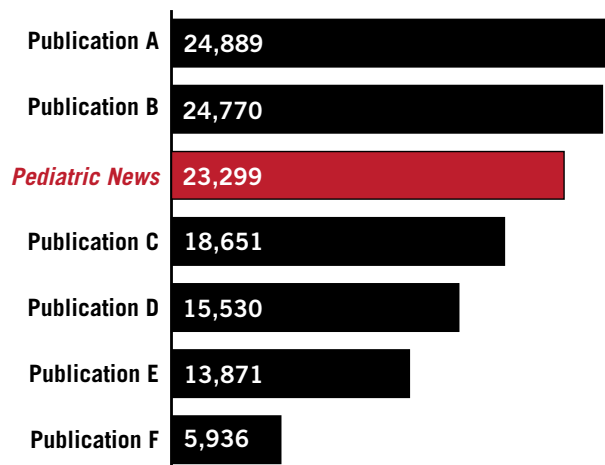
Source: July 2019 BPA

*NOTE: 301 semi-retired pediatricians included in totals, not in break out.

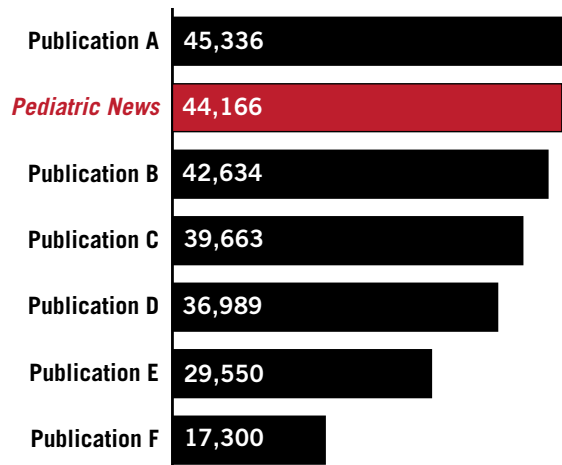
For most recent BPA circulation information, [CLICK HERE](#).

READERSHIP SCORES

Projected Average Page Exposures



Projected Total Readers



Source: Kantar Media, June 2019 Medical/Surgical Media Measurement Study, Pediatrics Office & Hospital
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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 11, 2019	December 18, 2019
February	January 14, 2020	January 22, 2020
March	February 11	February 19
April	March 16	March 23
May	April 13	April 20
June	May 12	May 19
July	June 15	June 22
August	July 15	July 22
September	August 14	August 21
October	September 15	September 22
November	October 14	October 21
December	November 10	November 17

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	\$7,060	\$6,865	\$6,820	\$6,665	\$6,560	\$6,420	\$6,360	\$6,255	\$6,210	\$6,110
3/4 Page	6,615	6,455	6,325	6,160	6,010	5,835	5,755	5,650	5,550	5,365
Island Page	5,205	5,060	4,965	4,775	4,680	4,570	4,455	4,415	4,385	4,275
1/2 Page	5,090	4,940	4,850	4,600	4,535	4,445	4,345	4,270	4,210	4,165
1/4 Page	2,560	2,490	2,455	2,305	2,285	2,255	2,135	2,120	2,080	2,070

Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$10,140	\$9,945	\$9,900	\$9,745	\$9,640	\$9,500	\$9,440	\$9,335	\$9,290	\$9,190
3/4 Page	9,695	9,535	9,405	9,240	9,090	8,915	8,835	8,730	8,630	8,445
Island Page	8,285	8,140	8,045	7,855	7,760	7,650	7,535	7,495	7,465	7,355
1/2 Page	8,170	8,020	7,930	7,680	7,615	7,525	7,425	7,350	7,290	7,245
1/4 Page	5,640	5,570	5,535	5,385	5,365	5,335	5,215	5,200	5,160	5,150

Color Rates (In addition to black & white rates)

Metallic ink	\$190
Four Color Rates	\$3,080
Five Color Rates (4C + PMS)	\$4,380

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	\$10,720	\$10,420	\$10,235	\$9,840	\$9,640	\$9,410	\$9,185	\$9,085	\$9,030	\$8,800
2-Page King	14,530	14,140	14,060	13,735	13,515	13,225	13,100	12,890	12,785	12,590
4-Page A-size	21,445	20,840	20,470	19,680	19,290	18,820	18,360	18,180	18,055	17,595
4-Page King	29,070	28,285	28,125	27,470	27,030	26,450	26,205	25,770	25,570	25,175
6-Page A-size	32,170	31,260	30,705	29,520	28,935	28,235	27,545	27,265	27,085	26,400
6-Page King	43,610	42,425	42,175	41,210	40,545	39,675	39,290	38,670	38,360	37,760
8-Page A-size	42,890	41,685	40,940	39,370	38,580	37,655	36,720	36,355	36,120	35,195
8-Page King	58,145	56,570	56,245	54,945	54,065	52,905	52,390	51,565	51,140	50,350

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 (see Order of Print Discounts).

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.

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%

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.)

COMBINATION BUYS AND MARKET DUOS

Advertise the same product in the same month in any TWO OR MORE FMC publications and receive a 10% discount off the earned rate in PEDIATRIC NEWS. 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.

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 frontlinerrates.com. Full-run only.

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.

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ADVERTISING INCENTIVE PROGRAMS

NEW PRODUCT LAUNCH PROGRAM

Place your new product launch unit in four (4) consecutive issues of PEDIATRIC NEWS and receive 50% off the space and color charges of your fourth (4th) insertion. Only new products and line extensions are eligible for this program. Pre-launch ad units are not eligible. Launch ad unit must be same size for all four insertions. Discounted ad unit counts towards earned frequency. All FMC combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

CONTINUITY DISCOUNT PROGRAM

Please select one program. (Programs cannot be combined.)

- a. Run an ad for the same product in five (5) issues of PEDIATRIC NEWS during 2020 and receive your 6th insertion at no charge. Ads do not need to run consecutively. Varying ad unit sizes will be averaged to determine amount of free ad space. Premium position charges still applicable on free ad. Free ads count toward earned frequency.
- b. Run an ad for the same product in every issue (12) of PEDIATRIC NEWS during 2020 and receive the 6th and 12th insertions at no charge. Varying ad unit sizes will be averaged to determine free ad unit. Premium position charges still applicable on free ads. Free ads count toward earned frequency.
- c. Run an ad for the same product in every issue (12) of PEDIATRIC 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.

NEW ADVERTISER PROGRAM

Any advertiser that has not placed space in the last 12 months earns 10% off each insertion. Ads do not need to be consecutive. Only companies that have not advertised in the publication in the past 12 months are eligible for this program. The discounted ad unit counts towards earned frequency. Premium position charges still apply to the fourth ad.

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PEDIATRIC NEWS + DERMATOLOGY NEWS COMBINATION DISCOUNT

10% OFF PEDIATRIC NEWS AND 7.5% OFF DERMATOLOGY NEWS

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of PEDIATRIC 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	\$4,715
Five Color Rates (4C + PMS)	\$7,135

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$10,135	\$9,830	\$9,730	\$9,510	\$9,330	\$9,115	\$9,010	\$8,825	\$8,740	\$8,580
3/4 Page	9,455	9,135	8,895	8,710	8,570	8,390	8,210	8,090	7,780	7,580
Island Page	7,610	7,315	7,175	6,950	6,805	6,640	6,500	6,420	6,340	6,200
1/2 Page	7,395	7,095	6,905	6,620	6,530	6,380	6,205	6,095	5,985	5,920
1/4 Page	3,730	3,570	3,495	3,330	3,285	3,225	3,080	3,055	2,985	2,965

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$15,570	\$14,970	\$14,670	\$14,215	\$13,920	\$13,570	\$13,310	\$13,115	\$12,965	\$12,675
2-Page King	20,715	20,105	19,910	19,450	19,085	18,645	18,425	18,060	17,860	17,565
4-Page A-size	31,135	29,940	29,335	28,435	27,840	27,145	26,595	26,240	25,935	25,345
4-Page King	41,435	40,210	39,820	38,910	38,170	37,300	36,865	36,110	35,725	35,115
6-Page A-size	46,690	44,910	44,005	42,650	41,765	40,715	39,895	39,355	38,900	38,025
6-Page King	62,160	60,310	59,730	58,375	57,250	55,950	55,280	54,165	53,600	52,675
8-Page A-size	62,255	59,870	58,680	56,880	55,690	54,295	53,195	52,475	51,870	50,700
8-Page King	82,865	80,410	79,650	77,830	76,345	74,605	73,710	72,225	71,455	70,220

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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)

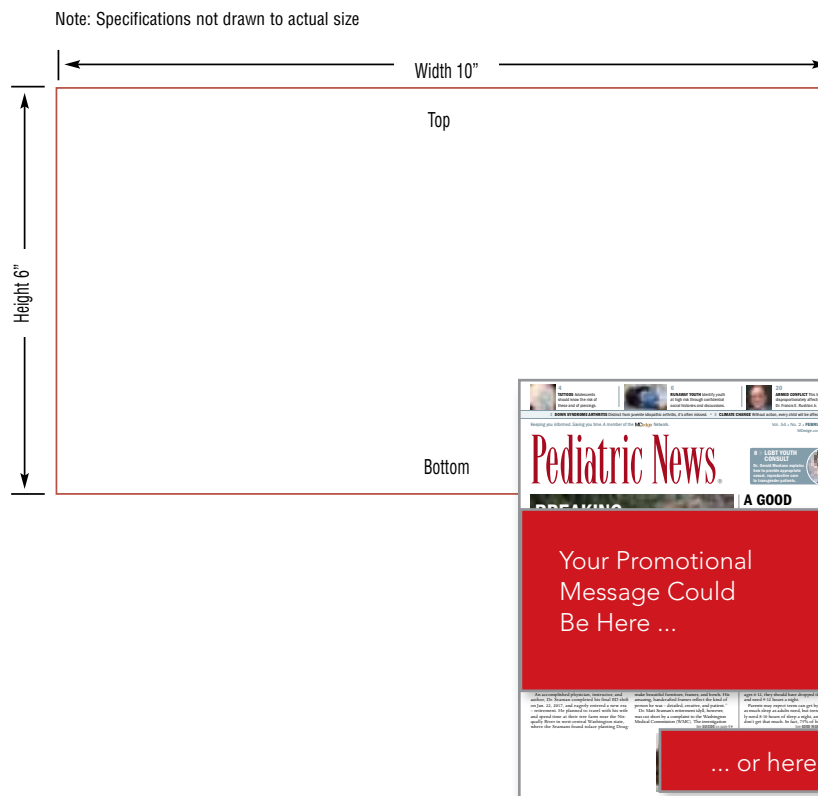
Live Area: 9 1/2" x 5 1/2" (1/4" on all four sides)

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
 PEDIATRIC 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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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

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REPRINTS—ALL OTHER

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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 PEDIATRIC NEWS that's highly read and trusted. Your preprinted Outserts are placed with a current issue and polybagged for outstanding exposure. Please note: multiple items may appear within a polybag. Disease state exclusivity within the polybag is guaranteed. 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 **Sally Cioci** 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 PEDIATRIC NEWS' online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities. See classified rate card [here](#).

CONTACT:

Tim LaPella

Senior Sales Director

Tel: 484-921-5001

Cell: 610-506-3474

Fax: 484-921-5005

tlapella@mdedge.com

CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
- Issue & Closing Dates
- Advertising Rates
- Incentives & Combination Buys
- Cover Tips, Outserts, & Reprints
- Printing Information
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

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:

PEDIATRIC 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:

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

Send digital files and proofs to:

PEDIATRIC NEWS
2275 Research Blvd
Suite 400
Rockville, MD 20850
Attn: Advertising Production
240-221-2417
rslebodnik@mdedge.com

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INTEGRATED MEDIA OPPORTUNITIES

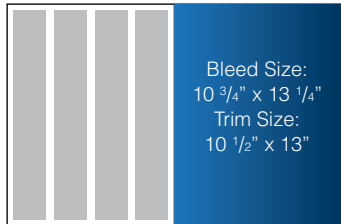
- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

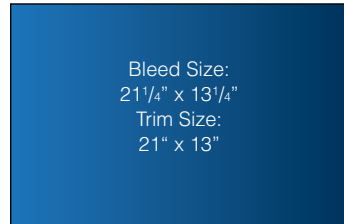
For further information, contact the publisher.

SPECIFICATIONS

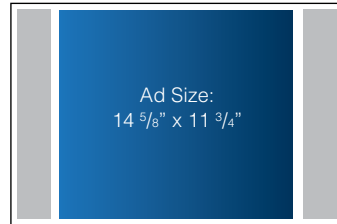
King-size Page



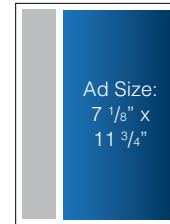
King-size Spread



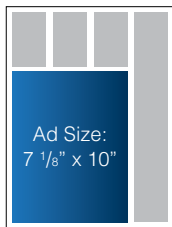
3/4 Vertical Spread



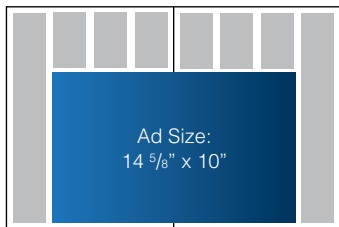
3/4 Vertical



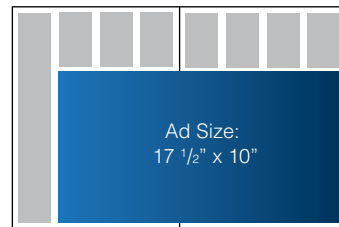
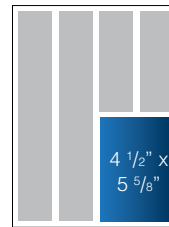
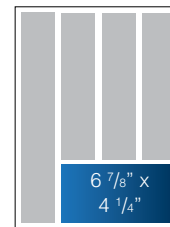
Island Page



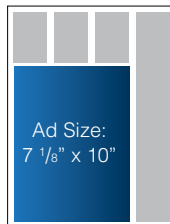
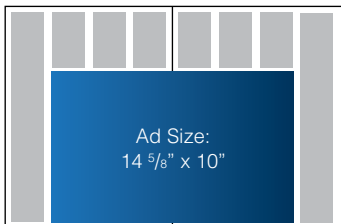
Island Spread



Island Page + 3/4 Page Horiz.

1/4 Page
Vertical1/4 Page
Horizontal

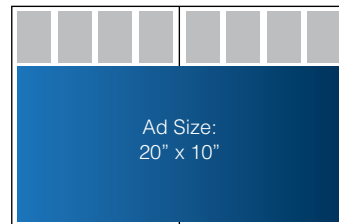
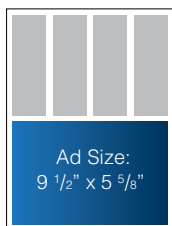
Island Spread + Island Page



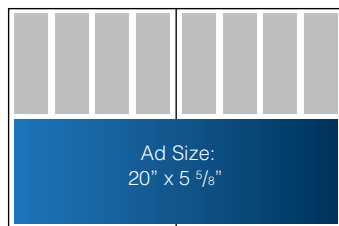
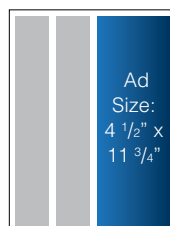
3/4 Horizontal



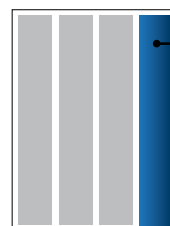
3/4 Horizontal Spread

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

CONTACTS

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ABOUT FRONTLINE

For further information,
contact the publisher.

MULTI-SPONSORED SUPPLEMENTS

Issue	Space Close	Materials Due	Bonus Distribution	Topic
June	3/13	4/18	See page 2	Pediatric Dermatology
September	6/8	7/28	See page 2	Vaccines and Infectious Diseases
October	7/8	8/31	See page 2	Mental and Behavioral Health

- Supplement will polybag and mail with that month's issue.
- Supplement will be posted online in the medical education library of the newspaper's website.

AD SPECIFICATIONS

1 Page

Trim size: 8 3/8" x 10 1/2"

Bleed size: 8 5/8" x 10 3/4"

Spread:

Trim size: 16 3/4" x 10 1/2"

Bleed size: 17" x 10 3/4"

Live matter: Allow 1/4" safety from trim, all sides

RUN-OF-BOOK PRODUCTION REQUIREMENTS

- PDF/X-1a required
- All images must be CMYK (RGB, SRGB, or ICC lab color will not be accepted) All files must be at 100%
- Digital file will not be altered or manipulated
- 133 -line screen recommended

UPLOADING INSTRUCTIONS

Our FTP site is available through your web browser using the web address below and does not require use of FTP software, a user name or password.

files.digilink-inc.com/_rdJFDgkqGtAbVR

An e-mail will be automatically generated notifying our Production team of the file upload.

When uploading multiple files, please place all files in a folder and compress with ZIP.

When the same ad is running in multiple publications, please only upload once, indicating each publication in the Publication field.



SHIPPING INSTRUCTIONS

Please forward a high resolution color proof (Iris, Sherpa, Kodak Approval) of the file overnight to:

Enter Name of Supplement
 PEDIATRIC NEWS
 2275 Research Boulevard
 Suite 400
 Rockville, MD 20850
 240-221-4500

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

Please consult with Publisher on costs for each supplement or to request the multi-sponsored rate card. Cover tips also available; please consult with Publisher regarding availability and costs.

Please note: All 2019 advertisers have FROR on any premium placements. For any insertion orders issued for above, please state ad is approved for both print and digital placements.

Inserts: Please consult with [Sally Cioci](#), Group Publisher, for quantity and specs.

For further information, contact the publisher.

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](#).



CONTACTS

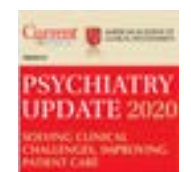
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As one of the healthcare industry's largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events. The Company has multichannel "scale" and ranks 1st in combined web and print engagements. 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
- 1,125 active KOLs - authors, editorial/advisory boards, accreditors, etc.
- 40+ partnerships with notable societies and key medical associations
- Producers of innovative, engaging, educational programs.

FMC | MDedge® delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our discount programs and incentive programs. For details contact your **publisher** directly or call 973-206-3434.

Access all rate cards and our integrated media kit at www.frontlinrates.com for an extensive look at our multichannel/platform opportunities.

Email us at sales@mdedge.com and visit www.frontlinmedcom.com.

MDedge®
A Unified Multichannel Platform Built on Brand Equity

- | | |
|-------------------------------------|---|
| <i>Cardiology News®</i> | <i>Hematology-Oncology Board Review</i> |
| <i>CHEST® Physician</i> | <i>IDPractitioner®</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 Family Practice®</i> |
| <i>Clinician Reviews®</i> | <i>Journal of Hospital Medicine®</i> |
| <i>Cosmetic Dermatology®</i> | <i>Neurology Reviews®</i> |
| <i>Current Psychiatry®</i> | <i>OBG Management®</i> |
| <i>Cutis®</i> | <i>Ob.Gyn. News®</i> |
| <i>Dermatology News®</i> | <i>Pediatric News®</i> |
| <i>Family Practice News®</i> | <i>Physicians' Travel & Meeting Guide®</i> |
| <i>Federal Practitioner®</i> | <i>Rheumatology News®</i> |
| <i>GI & Hepatology News®</i> | <i>The Sarcoma Journal®</i> |
| <i>Hematology News®</i> | |
| <i>The Hospitalist®</i> | |

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