

2020 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Rheumatology News® is the leading independent newspaper for the practicing rheumatologist. With specialty-focused news and insightful commentary—in a clear, concise, accessible format—*Rheumatology News* keeps busy rheumatologists up-to-date on clinical advances that impact their daily practice of medicine. *Rheumatology News* is published 18x per year and circulates to more than 8,000 rheumatologists, selected primary care physicians, and NP and PA specialists in rheumatology. All articles are researched, written, and produced by professional medical journalists.

Rheumatology News can be found online at www.mdedge.com/rheumatology, part of the MDedge® web portal. This site is updated throughout the day with specialty-specific news that includes Views on the News—expert clinician commentary on how the news affects medical practice. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Rheumatologists can join the conversation, share and comment on articles via email, Facebook, and Twitter. *Rheumatology News* is the best way for physicians to stay up-to-date, save time, and gain perspective.

ADVERTISING

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CONTACTS

PRINT ADVERTISING

- Circulation & Readership Scores
- Issue & Closing Dates
- Advertising Rates
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ABOUT FRONTLINE

Frontline Medical Communications
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www.frontlinerrates.com

FRONTLINE
MEDICAL COMMUNICATIONS



For further information,
contact the account manager.

GENERAL INFORMATION

Rheumatology News is published by Frontline Medical Communications (FMC).

Issuance: 18 times a year

Established: 2002

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Rheumatology News* reaches more than 8,000 rheumatologists, high prescribing internists and internists with a secondary specialty in rheumatology.

Editorial

Rheumatology News' website, MDedge Rheumatology, 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. Our articles include commentaries from leaders in the field, adding perspective about how the news matters to clinical practice. Columnists offer insights on issues in rheumatology. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect rheumatologists' 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:

May 1st Issue:

- Congress of Clinical Rheumatology
Destin, FL; May 14-17, 2020

May 1st and 15th Issues:

- European Congress of Rheumatology (EULAR) Frankfurt, Germany; June 3-6, 2020

August Issue:

- Perspectives in Rheumatic Diseases
Las Vegas, NV; September 10-12, 2020

October 1st and October 15th Issues:

- ACR/ARHP
Washington, DC; November 6-11, 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 canceled 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](#)

CIRCULATION

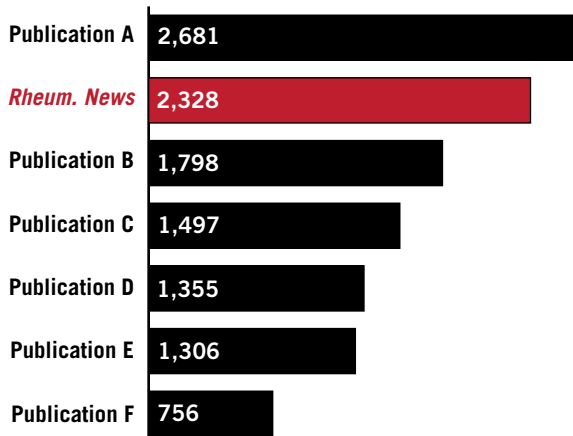
Specialty	Total Qualified	Office Based	Residents	Full-Time Hospital Staff	Osteopaths	Other Professional Activity	Semi-Retired
Rheumatology	5,969	4,002	403	506	200	771	87
Pediatrics, Rheumatology	328	162	1	64	6	93	2
Internal Medicine	1,317	1,216	-	94	-	2	5
Internal Medicine, Secondary in Rheumatology	326	210	-	39	-	57	20
Total Distribution	8,637	5,590	404	703	206	923	114

NOTE: *A total of 369 NPs and 328 PAs are included in the total, but not listed in the breakout.
Source: July 2019 BPA

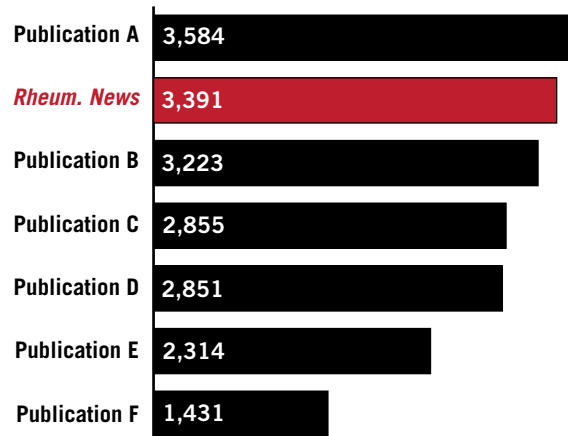
For more detailed BPA circulation information, [CLICK HERE](#).

READERSHIP SCORES

Projected Average Page Exposures



Projected Average Issue Readers



Source: Kantar Media, June 2019 Medical/Surgical Media Measurement Study, Rheumatology Office & Hospital Copyright © 2019 KANTAR.

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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 10, 2019	December 17, 2019
February	January 13, 2020	January 21, 2020
March 1	February 10	February 18
March 15	February 25	March 3
April 1	March 13	March 20
April 15	March 27	April 3
May 1	April 10	April 17
May 15	April 23	April 30
June	May 7	May 14
July	June 12	June 19
August	July 14	July 21
September 1	August 13	August 20
September 15	August 27	September 3
October 1	September 14	September 21
October 15	September 28	October 5
November 1	October 13	October 20
November 15	October 27	November 3
December	November 17	November 24

1st of the Month Issue Date: Stated Date of Mailing and Class: 10th of publication month. Periodicals class.

15th of the Month Issue Date: Stated Date of Mailing and Class: 25th 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	\$6,630	\$6,250	\$6,060	\$5,930	\$5,800	\$5,640	\$5,540	\$5,435	\$5,355	\$5,260
3/4 Page	6,200	5,820	5,640	5,525	5,415	5,270	5,150	5,085	4,900	4,850
Island Page	5,055	4,755	4,615	4,495	4,410	4,290	4,215	4,130	4,070	4,005
1/2 Page	4,910	4,630	4,475	4,375	4,305	4,190	4,090	4,035	3,925	3,850
1/4 Page	2,495	2,335	2,270	2,210	2,175	2,125	2,070	2,045	1,960	1,940

Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$8,990	\$8,610	\$8,420	\$8,290	\$8,160	\$8,000	\$7,900	\$7,795	\$7,715	\$7,620
3/4 Page	8,560	8,180	8,000	7,885	7,775	7,630	7,510	7,445	7,260	7,210
Island Page	7,415	7,115	6,975	6,855	6,770	6,650	6,575	6,490	6,430	6,365
1/2 Page	7,270	6,990	6,835	6,735	6,665	6,550	6,450	6,395	6,285	6,210
1/4 Page	4,855	4,695	4,630	4,570	4,535	4,485	4,430	4,405	4,320	4,300

Color Rates (In addition to black & white rates)

Metallic ink	\$180
Four Color rates	\$2,360
Five Color rates (4C + PMS)	\$3,530

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	\$10,310	\$9,695	\$9,415	\$9,165	\$8,995	\$8,745	\$8,600	\$8,430	\$8,305	\$8,170
2-Page King	13,540	12,760	12,370	12,075	11,820	11,500	11,290	11,095	10,920	10,720
4-Page A-size	20,625	19,385	18,825	18,330	18,000	17,500	17,190	16,865	16,600	16,340
4-Page King	27,075	25,510	24,740	24,170	23,650	23,010	22,585	22,185	21,850	21,450
6-Page A-size	30,930	29,085	28,235	27,495	26,995	26,245	25,795	25,290	24,900	24,510
6-Page King	40,610	38,270	37,105	36,245	35,465	34,510	33,875	33,270	32,775	32,170
8-Page A-size	41,240	38,780	37,650	36,655	35,990	35,000	34,380	33,715	33,195	32,675
8-Page King	54,145	51,030	49,475	48,330	47,295	46,020	45,165	44,365	43,700	42,900

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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Run an ad in both issues (1st & 15th) for the month and receive a 25% discount off of the ad in the 2nd issue (or smaller of the two ad units). The 25% off discounted rates below are only valid when purchasing the 2nd issue in the month with 2x issuance. 2nd issue available in: March, April, May, September, October, November.

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$4,975	\$4,690	\$4,545	\$4,450	\$4,350	\$4,230	\$4,155	\$4,075	\$4,015	\$3,945
3/4 Page	4,650	4,365	4,230	4,145	4,060	3,955	3,865	3,815	3,675	3,640
Island Page	3,790	3,565	3,460	3,370	3,310	3,220	3,160	3,100	3,055	3,005
1/2 Page	3,685	3,475	3,355	3,280	3,230	3,145	3,070	3,025	2,945	2,890
1/4 Page	1,870	1,750	1,705	1,660	1,630	1,595	1,555	1,535	1,470	1,455

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$7,735	\$7,270	\$7,060	\$6,875	\$6,745	\$6,560	\$6,450	\$6,325	\$6,230	\$6,130
2-Page King	10,155	9,570	9,280	9,055	8,865	8,625	8,470	8,320	8,190	8,040
4-Page A-size	15,470	14,540	14,120	13,750	13,500	13,125	12,895	12,650	12,450	12,255
4-Page King	20,305	19,135	18,555	18,130	17,740	17,260	16,940	16,640	16,390	16,090
6-Page A-size	23,200	21,815	21,175	20,620	20,245	19,685	19,345	18,970	18,675	18,385
6-Page King	30,460	28,705	27,830	27,185	26,600	25,885	25,405	24,955	24,580	24,130
8-Page A-size	30,930	29,085	28,240	27,490	26,995	26,250	25,785	25,285	24,895	24,505
8-Page King	40,610	38,275	37,105	36,250	35,470	34,515	33,875	33,275	32,775	32,175

Color Rates (In addition to black & white rates)

Metallic ink	\$135
Four Color rates	\$1,770
Five Color rates (4C + PMS)	\$2,650

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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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 publications to provide maximum frequency dis-

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%

counts 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 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

CONTINUITY DISCOUNT PROGRAM

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

- a. Run an ad in both issues (1st & 15th) for the month, and receive a 25% discount off of the ad in the 2nd issue (or smaller of the two ad units).
- b. Run an ad for the same product in six (6) issues of *Rheumatology 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.

- c. Run an ad for the same product in 12 issues of *Rheumatology News* during 2020 and receive the 12th insertion 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 towards earned frequency.

- d. Run an ad for the same product in 16 issues of *Rheumatology News*, and get the 17th and 18th ads free.

Discounts C and D CANNOT be combined.

Program available to full-run and full-cost split-run advertisers; ROB production charges apply.

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PRIMARY CARE RHEUMATOLOGY DISCOUNT

Rheumatology News + Internal Medicine News + Family Practice News

7.5% Off Rheumatology 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 *Rheumatology News*. **Full-run only.** Insertions count towards earned frequency.

Color Rates (In addition to black & white rates)

Metallic ink	\$455
Four Color rates	\$6,255
Five Color rates (4C + PMS)	\$10,365

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
King	\$31,335	\$29,720	\$28,645	\$27,660	\$27,225	\$26,495	\$25,930	\$25,435	\$25,100	\$24,890	\$24,505	\$24,125
3/4 Page	28,250	26,780	25,740	24,930	24,550	24,020	23,545	23,120	22,370	22,035	21,845	21,330
Island Page	21,555	20,445	19,700	19,020	18,735	18,225	17,840	17,505	17,265	17,115	16,860	16,620
1/2 Page	21,230	20,190	19,430	18,770	18,470	18,065	17,575	17,150	16,900	16,770	16,490	16,330
1/4 Page	10,440	9,910	9,465	9,135	8,990	8,790	8,540	8,355	8,145	8,070	8,040	7,870

Insert Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x	288x	396x
2-Page A-size	\$44,315	\$42,030	\$40,500	\$39,090	\$38,520	\$37,460	\$36,665	\$36,000	\$35,595	\$35,180	\$34,650	\$34,175
2-Page King	64,435	61,125	58,900	56,840	55,975	54,470	53,310	52,315	51,725	51,150	50,370	49,580
4-Page A-size	88,630	84,045	81,000	78,175	77,050	74,925	73,325	72,000	71,190	70,365	69,315	68,355
4-Page King	128,870	122,250	117,815	113,700	111,965	108,960	106,615	104,610	103,465	102,315	100,745	99,180
6-Page A-size	132,940	126,075	121,495	117,265	115,570	112,380	110,000	107,995	106,785	105,550	103,965	102,520
6-Page King	193,300	183,380	176,710	170,540	167,930	163,425	159,925	156,915	155,195	153,470	151,115	148,760
8-Page A-size	177,245	168,090	161,995	156,340	154,090	149,845	146,655	143,975	142,370	140,720	138,610	136,695
8-Page King	257,735	244,510	235,620	227,400	223,925	217,920	213,235	209,225	206,925	204,640	201,495	198,360

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 account manager.

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 **account manager** for rates.
 - 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 **account manager**.

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

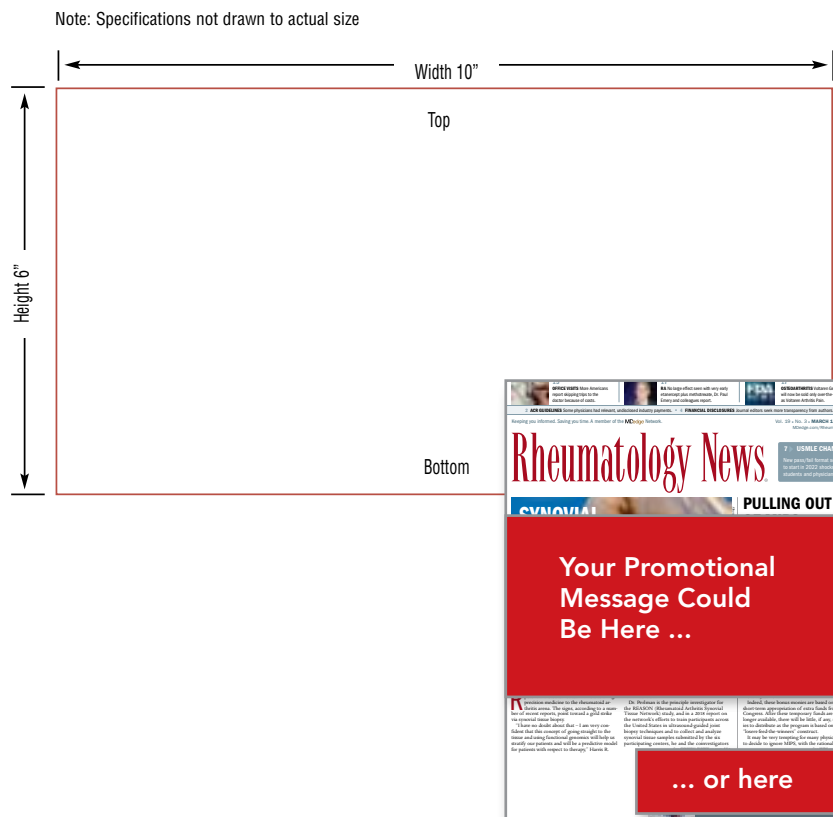
non-cancelable and will be invoiced in full.

SHIPPING INSTRUCTIONS

Deliver electronic files and color proof to:

Production Department
Rheumatology 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
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.wrightsmmedia.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 *Rheumatology 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 account manager 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 *Rheumatology 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: 215-267-2319
Cell: 267-481-0133
dendy@mdedge.com

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ABOUT FRONTLINE

For further information,
contact the account manager.

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:

Rheumatology 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 **account manager** for details.

SHIPPING INSTRUCTIONS

Send contracts and insertion orders to:

Rheumatology 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:

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

CONTACTS

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INTEGRATED MEDIA OPPORTUNITIES

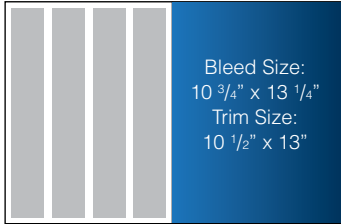
- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTIMEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

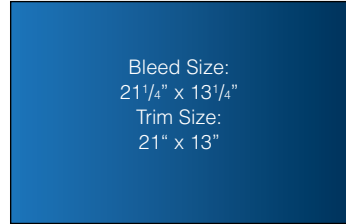
For further information, contact the account manager.

SPECIFICATIONS

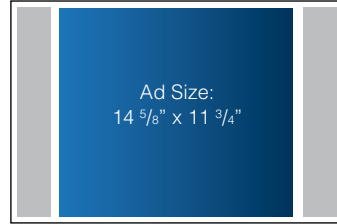
King-size Page



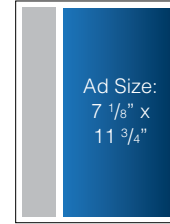
King-size Spread



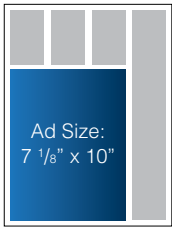
3/4 Vertical Spread



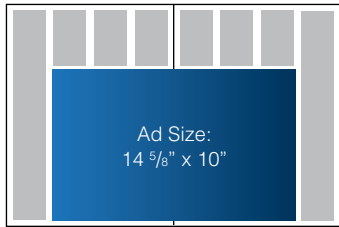
3/4 Vertical



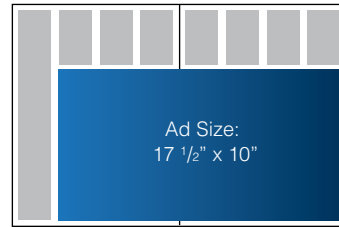
Island Page



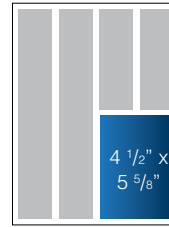
Island Spread



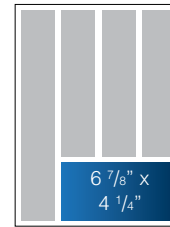
Island Page + 3/4 Page Horiz.



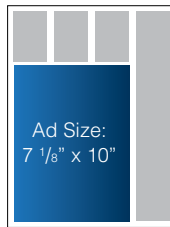
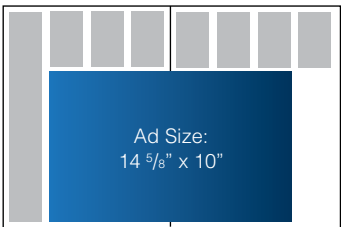
1/4 Page Vertical



1/4 Page Horizontal



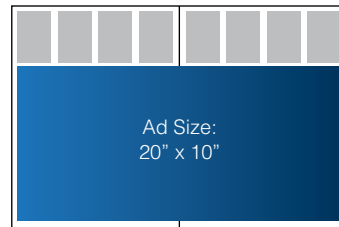
Island Spread + Island Page



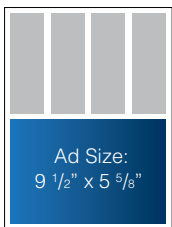
3/4 Horizontal



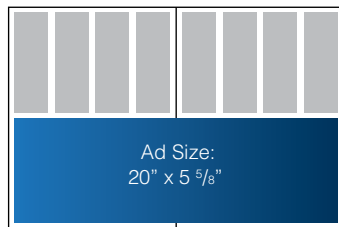
3/4 Horizontal Spread



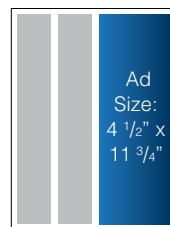
1/2 Page Horizontal



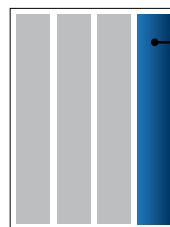
1/2 Horizontal Spread



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

CONTACTS

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INTEGRATED MEDIA OPPORTUNITIES

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ABOUT FRONTLINE

For further information, contact the account manager.

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.

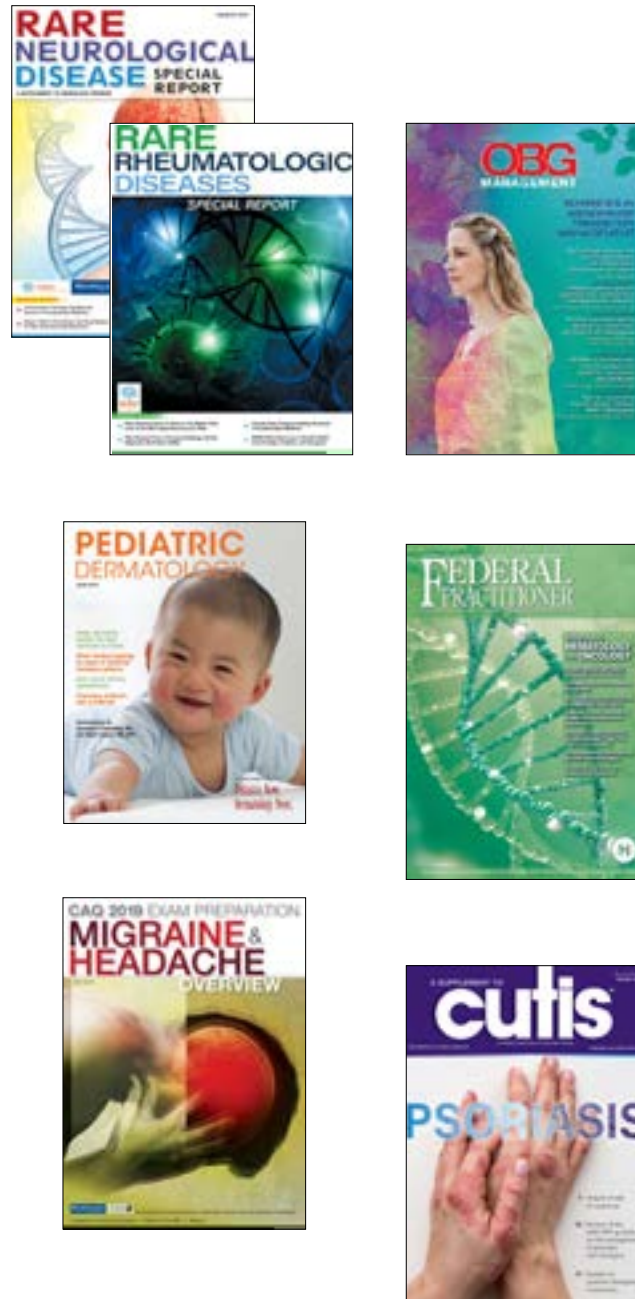
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Rheumatology News* audience as well.

- Special issue supplements polybag and mail with regular issues of *Rheumatology News*
- Special issue supplements are posted online in the education center of mdedge.com/rheumatology
- 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](#).



CONTACTS

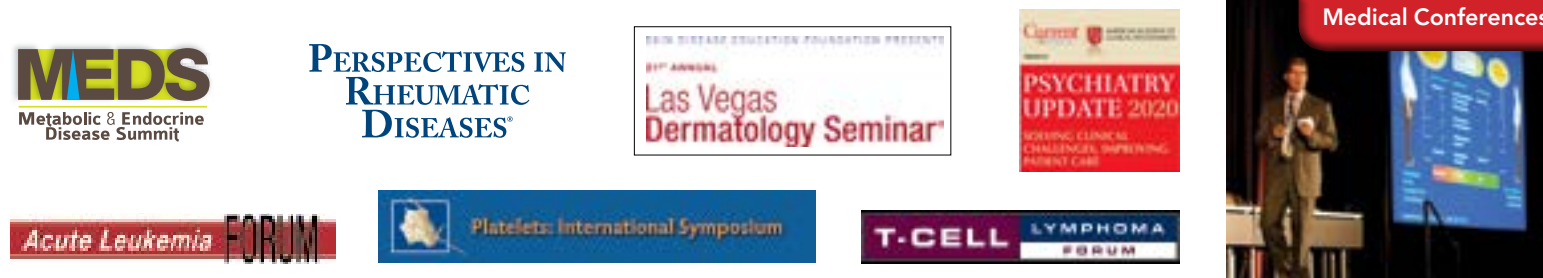
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As one of the healthcare industry's largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events. The Company has multichannel "scale" and ranks 1st in combined web and print engagements. 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 **account manager** 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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