

# 2020 Recruitment/Classified Advertising Rates



**Contact:** Heather Gonroski  
**Tel:** 973-290-8259 **Fax:** 973-206-9378  
**E-mail:** hgonroski@mdedge.com

**Contact:** Linda Wilson  
**Tel:** 973-290-8243 **Fax:** 973-206-9378  
**E-mail:** lwilson@mdedge.com

www.the-hospitalist.org

RATES*	1x	3x	6x	12x
Rates are gross and per insertion. Frequency must be committed to at insertion to earn discount.				
Frequency	1x	3x	6x	12x
King full page	\$3,024	\$2,948	\$2,872	\$2,721
Island full page	2,678	2,610	2,610	2,410
Full half page	2,024	1,973	1,922	1,821
Junior 1/2	1,876	1,830	1,782	1,688
Column (V)	1,650	1,608	1,568	1,485
Island 1/4 Page	1,325	1,292	1,258	1,192

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

4"	\$825	\$804	\$784	\$745
3.5"	615	599	584	554
2.5"	395	385	375	355

Color rates (in addition to earned B&W rates)

Logo:	\$100
4-Color	\$300

\*State and local taxes may apply

PAGE SIZES	TYPE AREA		
King full page	9.83"	x	11.17"
Island Full page	6.5"	x	10"
Full half page (H)	9.83"	x	5.5"
Junior 1/2 page (H)	6.5"	x	5.25"
Full column (V)	3.25"	x	11.17"
1/4 Page	3.25"	x	5.5"
3.5"	3.25"	x	3.6"
2.5"	3.25"	x	2.67"
2"	3.25"	x	2"
1"	3.25"	x	1"

Other sizes available; please contact your sales representative.

## COMPOSITION SERVICES AVAILABLE

- Full page: \$150
- Half page: \$125
- Quarter page: \$95

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

## BONUS DISTRIBUTION

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

## CIRCULATION

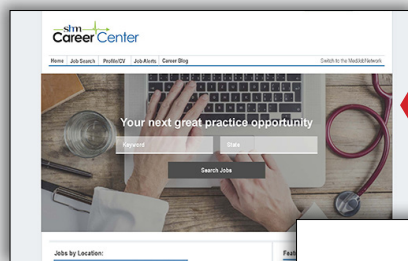
Print circulation: 33,215 (BPA Verification)	
Members of the Society of Hospital Medicine (SHM)	15,081
SHM non-member prospects across multiple specialties and allied health providers	6,433
Internal Medicine residents	11,701

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

## DIGITAL ADVERTISING

increase your impact! GET MORE CANDIDATES!

Print & Online Combinations



30 day Job Posting as upgrade to print ad: \$549/month

E-Newsletter as upgrade to print ad: \$799/month (includes job posting)



### Career Center (Online Only)

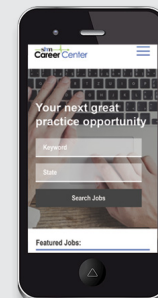
- 90 Days \$1,200
- 60 Days \$900
- 30 Days \$799

### E-Newsletters (Only)

- 1 Issue \$799
- 3 Issues \$2,250
- 6 Issues \$4,200



**Sourcing Packages** include our unique Intelligent Sourcing tools



**Mobile**  
All ads are optimized for viewing on mobile devices

## AD SPACE/MATERIALS DEADLINE

January	12/5/19	July	06/8/20
February	01/8/20	August	07/9/20
March	02/6/20	September	08/10/20
April	03/10/20	October	09/9/20
May	04/8/20	November	10/8/20
June	05/6/20	December	11/5/20