



2020 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America™, (SFA), www.curesarcoma.org, a leading sarcoma patient advocacy organization, is a conduit to inform and educate physicians and allied healthcare professionals (HCPs) on the latest research and leading treatments for soft/connective-tissue tumors. Published seasonally by MDedge™ Hematology & Oncology, *The Sarcoma Journal* is available in print and online at mdedge.com/sarcomajournal, a part of the MDedge™ web portal, addresses the needs of oncologists, pediatric oncologists and other HCPs treating sarcomas by providing professional resources covering the most current medical news, diagnosis and treatment information on these cancer types. The journal supports SFA's activities focused on funding research, increasing awareness, and providing information on clinical trials throughout the U.S. By facilitating communication among the medical and scientific community, *The Sarcoma Journal* seeks to support early detection, patient education, and more rapid developments of new and better sarcoma treatments, as part of the continuum of care.

ADVERTISING

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CONTACTS

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For further information,
contact the publisher.

PRINT ADVERTISING

RATES & DISCOUNTS

Effective Date: January 1, 2020

- **Agency commission and terms:** Fifteen percent of gross billings on space, color, cover, and preferred position charges to recognized agencies, contingent on payment within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.
- **Rates subject to change with 90 days' notice:** Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Earned Rates

- **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.

Incentive Programs

- **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.)

- **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:

2019 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2020 Discount	0.50%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

- **FRONTLINE MEDICAL COMMUNICATIONS COMBINATION BUYS:** 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.

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Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. 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.

NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM: New product launches, new indications, or new formulations can qualify for this program. Advertise during 2020 and receive 25% off the 4th insertion within the calendar year of January 2020 through December 2020.

*Clients must supply materials for free insertions. Free pages count toward earned frequency. Free pages do not count toward the corporate discount.

■ **PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS:** Advertisers with more than three PI pages qualify for a 50% discount on the earned B&W rate for the 4th and remaining 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.

■ **PREPAYMENT PLAN:** An optional prepayment program is available. Contact the [Publisher or 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 *The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America™* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

See classified rate card or contact Drew Endy, Classified Sales Account Manager, at 215-657-2319 or dendy@mdedge.com.

Split Run – advertisers will not qualify for combination, continuity, or new business/launch programs. Split run insertions do count toward earned frequency and corporate discounts do apply. 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.

■ Demographic/Split Run rates: Available on a limited basis.

Page rate x % of circulation (minimum 50%) + Production/mechanical charge (commissionable). If ROB add \$1,520; if Insert add \$1,300.

Covers, Positions

Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added). **Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for one month.**

Please consult sales representative for additional special positions.

BLEED Full-page bleed or gutter bleed (accepted for spreads only): no charge.

Covers	
Cover 2	Earned rate plus 25%
Cover 4	Earned rate plus 50%
TOC and all others	Earned rate plus 10%

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RATES & DISCOUNTS (CONTINUED)

Run-of-Book Rates

BLACK-AND-WHITE RATES										
Page size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$3,625	\$3,515	\$3,410	\$3,300	\$3,225	\$3,110	\$3,030	\$2,945	\$2,890	\$2,835
1/2 Page	1,955	1,900	1,845	1,785	1,755	1,730	1,670	1,615	1,590	1,560
1/4 Page	1,235	1,210	1,180	1,155	1,125	1,095	1,040	1,005	985	965

Color Rates

Three & Four color	\$1,905
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Bleed: No Charge

BLACK-AND-WHITE + 4 COLOR RATES										
Page size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$5,530	\$5,420	\$5,315	\$5,205	\$5,130	\$5,015	\$4,935	\$4,850	\$4,795	\$4,740
1/2 Page	3,860	3,805	3,750	3,690	3,660	3,635	3,575	3,520	3,495	3,465
1/4 Page	3,140	3,115	3,085	3,060	3,030	3,000	2,945	2,910	2,890	2,870

Insert Rates

Page size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Insert	\$8,000	\$7,780	\$7,570	\$7,350	\$7,200	\$6,970	\$6,810	\$6,640	\$6,530	\$6,420
4 Page Insert	15,250	14,810	14,390	13,950	13,650	13,190	12,870	12,530	12,310	12,090
6 Page Insert	22,500	21,840	21,210	20,550	20,100	19,410	18,930	18,420	18,090	17,760
8 Page Insert	29,750	28,870	28,030	27,150	26,550	25,630	24,990	24,310	23,870	23,430

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INSERT INFORMATION

Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher's approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (e.g., paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur a premium charge.



	PAPER STOCK		MAX MICROMETER
	Maximum	Minimum	Reading
2-page (one leaf) inserts	80# coated	70# coated	0.005"
4-page (two leaf) inserts	80# coated	70# coated	0.007"

BRCs

Accepted if they accompany a full-page ad and must meet postal regulations. Charge: \$3,350

Standard Sizes and Specifications

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb.; maximum micrometer readings: 0.004".

Trimming

Ship folded: 8 1/8" x 11". Trim size of journal is 7 7/8" x 10 3/4". Keep live matter 3/8" from all trim edges. Book is jogged to head. Head trim is 1/8". Foot is 1/8", face and gutter are 1/8" each.

Insert Quantity:

FULL-RUN: 11,600

Shipping

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity.

SHIP TO: FRY COMMUNICATIONS

The Sarcoma Journal/ISSUE DATE
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055

ISSUANCE & CLOSING DATES

First Issue: Fall 2017.

Frequency: Winter, Spring, Summer, Fall

Issue Date: Month of issuance.

Mailing Date and Class: 15th of each month. Standard class.

Closing Dates (subject to change):

	SPACE	MATERIAL	INSERTS
Issue	Reservation	Due	Due
Winter	11/14/2019	11/20/2019	11/27/2019
Spring	3/5/2020	3/11/2020	3/20/2020
Summer	5/28/2020	6/3/2020	6/12/2020
Fall	8/27/2020	9/2/2020	9/14/2020

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For further information, contact the publisher.

COVER TIPS / OUTSERTS

Reach oncologists with this unique and highly visible advertising opportunity. Count on prime exposure when you use a cover tip for:

- A new product launch
- A coming-soon ad
- An upcoming event

Cover Tip Specs

Specifications	Description	Total Net Cost*
Size: 7.5" x 5.25"	Single-leaf	Contact your
Stock: 80# coated text, Supply: FLAT	4 page - 6 page	Account Manager

Cost is net; non-commissionable.

Cancellations of less than 60 days written notice will incur a fee equal to 50% of the cost.

Includes space and polybagging for supplied materials. Quotes for affixing Pls, demos, printing or other custom elements are available.

Outserts

Outserts are a great opportunity to capture high visibility through *The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America™* 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.

Samples must be submitted for review. Availability contingent upon approval.

Contact the [Publisher or your Account Manager](#) for details and pricing.

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.

For USA & CANADA ONLY CONTACT:

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EDITORIAL

General Editorial Direction

The Sarcoma Journal – Official Journal of the Sarcoma Foundation of America™ is a peer-reviewed professional journal. The editorial content consists of both clinical and non-clinical issues and topics related to sarcomas and sarcoma subtypes.

Origin of Editorial

- **INVITED**
- **SUBMITTED**
- **NEWS COVERAGE**
- **CONTENT FROM THE SARCOMA FOUNDATION OF AMERICA.**
- **SUBMISSIONS:** All articles must conform to the “Information for Authors,” which is found on our website.

Editorial Research: Issues are post-tested periodically to measure readership response to the editorial package.

Ad Format and Placement Policy

FORMAT:

- Between articles? Yes
- Welled? No
- Stacked? No
- Within articles? No
- Are ads rotated? Yes

AD/EDIT RATIO INFORMATION: 45/55

GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other **Standard Terms and Conditions of our Rate Card** – click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication’s editorial format will carry the word “advertisement” in at least 10-point type at the top or bottom. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

Advertiser Services

2020 Bonus Distribution

Spring Issue

- American Society of Clinical Oncology (ASCO)
Chicago, IL; May 29 - June 2, 2020

Fall Issue

- American Society of Hematology (ASH)
San Diego, CA; December 2020

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PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

	Width/Depth	
	Ad Sizes	Bleed Sizes
2-page spread	15" x 10"	16 1/4" x 11"
1 page	7" x 10"	8 1/8" x 11"
1/2 page (h)	7" x 4 7/8"	8 1/8" x 5 1/2"
1/2 page (v)	3 3/8" x 10"	4" x 11"

- Hold all live matter in 3/8" from trim on all sides.
- Trim size of journals: 7 7/8" x 10 3/4".

Paper Stock

- **INSIDE PAGES:** 45# coated.
- **COVERS:** 70# coated.

Type of Binding: Perfect-bound.

Half-Tone Screen Recommendations

- **COVERS:** 150 line.
- **INSIDE:** 133 line.
- **4-COLOR:** 133 line.

- **DENSITY OF TONE:** 4-color cover 320%, 4-color inside 300%, 2-color inside 180%.

Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- 133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.

Materials Accepted:

PDF x1a and PDF. Digital contract color proof required.
 Send reproduction materials to:
The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America™
 Frontline Medical Communications Inc.
 7 Century Drive, Suite 302
 Parsippany, NJ 07054-4609
 Attn: Mike Wendt

Materials Policy:

Materials, including inserts, discs, and electronic files, will be held one year from date of last insertion and then destroyed.

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CIRCULATION

Specialty	Total Qualified	Office-Based	Residents	Hospital Staff
Hematology/Oncology	5,394	4,204	135	1,055
Oncology	3,308	2,470	51	787
Pediatric Hem/Onc	1,370	667	470	233
Surgical, Oncology	428	273	0	155
Total Controlled Circulation	10,500	7,614	656	2,230

Source: June 2019 Occupational Breakdown of Qualified Circulation

- Have any specialties been combined in the grid above? No.

Description of Circulation Parameters

The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America™ circulates to Clinical Oncologists and those identified as involved in Sarcomas.

Demographic Selection Criteria

- **AGE:** Not applicable.
- **PRESCRIBING:** Not applicable.
- **CIRCULATION DISTRIBUTION:** 100% Controlled.
- **FOR SUBSCRIPTION RATES, CONTACT** (800) 480-4851

Circulation Verification

- **AUDIT BPA:** Pending
- **MAILING LIST AVAILABILITY:**
[Contact Publisher](#)

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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.

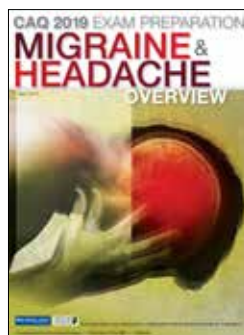
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *The Sarcoma Journal* audience as well.

- Special issue supplements polybag and mail with regular issues of *The Sarcoma Journal*
- Special issue supplements are posted online in the education center of <http://mdedge.com/sarcomajournal>
- 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](#).



MEDS
Metabolic & Endocrine
Disease Summit

PERSPECTIVES IN
RHEUMATIC
DISEASES®

SKIN DISEASE EDUCATION FOUNDATION PRESENTS
21ST ANNUAL
Las Vegas
Dermatology Seminar™

Current
PSYCHIATRY
UPDATE 2020
SOLVING CLINICAL
CHALLENGES, IMPROVING
PATIENT CARE

Medical Conferences



Acute Leukemia FORUM

Platelets: International Symposium

T-CELL LYMPHOMA FORUM

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FRONTLINE
MEDICAL COMMUNICATIONS

MDedge[®]

An HCP Trusted Source for News and Clinical Content

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.

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