MDedge™ | Vascular Specialist

SVS | Society for Vascular Surgery | Official Publication

2019 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Vascular Specialist is the official publication of the Society for Vascular Surgery and is produced in partnership with Frontline Medical Communications. More than 6,000 vascular surgeons, interventional cardiologists, vascular and interventional radiologists, and other vascular medicine specialists rely on Vascular Specialist to cover the world of vascular surgery with breaking news, on-site medical meeting coverage, and expert perspectives both in print and online. Since 2005, *Vascular Specialist* has provided independent reporting focused on keeping vascular specialists up-to-date on the latest developments that influence patient treatment and care and our *News From SVS* section keeps members up-to-date on educational opportunities, practice trends, and policy initiatives. All articles are researched, written, and produced by professional medical journalists.

Online, *Vascular Specialist*, www.mdedge.com/vascularspecialistonline part of the MDedge™ web portal, provides news and views that matter to physicians 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 join the conversation through commentary, Facebook, and Twitter. *Vascular Specialist* is the best way for vascular physicians to stay current, save time, and gain perspective.

BPA WORLDWIDE

ADVERTISING

VALERIE BEDNARZ
National Account Manager
OFFICE: 973-206-8954
E-MAIL: vbednarz@mdedge.com

AMANDA SMITH
Digital Account Manager
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E-MAIL: asmith@mdedge.com

MARK BRANCA
VP, Group Publisher
Director, FMC Society Partners
OFFICE: 973-290-8246
E-MAIL: mbranca@mdedge.com

CONTRACTS / INSERTION ORDERS

JOAN FRIEDMAN
Advertising and Financial Services Manager
OFFICE: 973-290-8211
FAX: 973-206-9378
E-MAIL: joanfriedman@mdedge.com
EFAX: 1-800-847-0451

EVENTS

DAVID SMALL
President, Events
OFFICE: 973-206-9067
FAX: 973-206-9542
E-MAIL: d.small@globalacademycme.com

PRINT PRODUCTION

REBECCA SLEBODNIK
Director of Production/Manufacturing
OFFICE: 240-221-2417
E-MAIL: rslebodnik@mdedge.com

CLASSIFIED / RECRUITMENT

DREW ENDY
Classified Advertising Account Manager
OFFICE: 215-657-2319
CELL: 267-481-0133
E-MAIL: dendy@mdedge.com

Frontline Medical Communications
7 CENTURY DRIVE, SUITE 302
PARSIPPANY, NJ 07054
973-206-3434
www.frontlinerates.com

FRONTLINE MEDICAL COMMUNICATIONS

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ABOUT FRONTLINE

For further information, contact the account manager.

GENERAL INFORMATION

Vascular Specialist is published by Frontline Medical Communications (FMC).

Issuance: Monthly

Established: 2005

Organization Affiliation:
Society for Vascular Surgery

Circulation: 6,165

Coverage & Market: All North American members of the Society for Vascular Surgery plus all other US non-member vascular surgeons and vascular medicine specialists.

Circulation Verification
Independent; BPA Worldwide

Editorial
Vascular Specialist, the official newspaper of the Society for Vascular Surgery, provides news dealing with the critical issues facing vascular medicine specialists. Editorial content includes meeting coverage, expert commentary, clinical trial results, updates on new devices and surgical equipment, as well as reporting on the business and politics of vascular medicine.

Editorial/Advertising Ratio
55% editorial/45% advertising

Contracts and Insertion Orders
Send all contracts and insertion orders to:
Vascular Specialist
Frontline Medical Communications
7 Century Drive
Suite 302
Parsippany, NJ 07054-4609
Attn: Joan Friedman
Tel: 973-290-8211
Fax: 973-206-9378
joanfriedman@mdedge.com

Space Cancellations
Notification in writing of space cancellations must be received by space close deadline. Cover positions are noncancelable within 60 days of the issue's closing date. If space is cancelled after the deadline or ad materials are received after due date, the advertiser will be charged for the insertion.

Contract and Copy Regulations
a. All contracts and contents of advertisements are subject to the approval of the Publisher. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
b. Publisher reserves the right to put the word "Advertisement" on advertising which, in the Publisher's opinion, resembles editorial material.
c. Publisher guarantees uniform rates and discount to all advertisers using same amount and kind of space. No exceptions to published rates.
d. Only insertions of a parent company and its subsidiaries are combined to determine earned rate.
e. 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.
f. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, Publisher reserves the right to repeat a former ad.

Agency Commission, Credit and Discount Terms
a. Agency commission: 15% on all ads.
b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, Publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due for contracted and published ad space.
c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

Policy on Placement of Advertising
Interspersed

Bonus Distribution
June Issue:
- Society for Vascular Surgery (SVS) National Harbor, MD; June 12-15, 2019

Click here for Standard Terms and Conditions for Advertising

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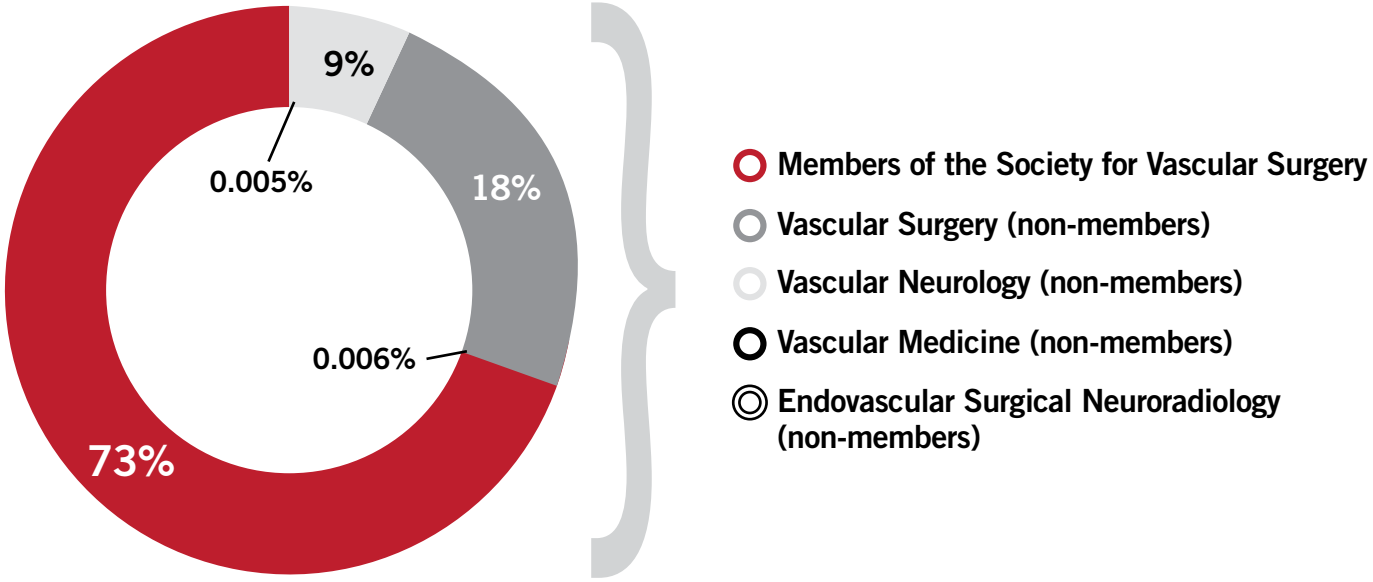
CIRCULATION

Specialty	Total Qualified	Office Based	Residents	Hospital Staff	SVS Members
Endovascular Surgical Neuroradiology	38	28	5	5	-
Vascular Medicine	31	24	-	7	-
Vascular Neurology	545	362	121	62	-
Vascular Surgery	1,084	896	78	110	-
Members of the Society for Vascular Surgery	4,467	-	-	-	4,467
Total	**6,165**	**1,310**	**204**	**184**	**4,467**

Source: July 2018 BPA

For more detailed BPA circulation information, CLICK HERE.



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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 14, 2018	December 21, 2018
February	January 23, 2019	January 30, 2019
March	February 20	February 27
April	March 21	March 28
May	April 18	April 25
June	May 14	May 21
July	June 21	June 28
August	July 23	July 30
September	August 21	August 28
October	September 20	September 27
November	October 22	October 30
December	November 18	November 25

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

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ADVERTISING RATES

Black & White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	$3,590	$3,265	$3,100	$2,970	$2,845	$2,715	$2,580	$2,580	$2,580	$2,580
3/4 Page	3,285	3,010	2,875	2,735	2,620	2,515	2,395	2,395	2,395	2,395
Island Page	2,875	2,640	2,525	2,420	2,305	2,220	2,150	2,150	2,150	2,150
1/2 Page	2,475	2,285	2,165	2,080	1,975	1,900	1,810	1,810	1,810	1,810
1/4 Page	1,455	1,400	1,385	1,325	1,325	1,325	1,325	1,325	1,325	1,325

Black & White (ROB) + 4-Color Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	$5,650	$5,325	$5,160	$5,030	$4,905	$4,775	$4,640	$4,640	$4,640	$4,640
3/4 Page	5,345	5,070	4,935	4,795	4,680	4,575	4,455	4,455	4,455	4,455
Island Page	4,935	4,700	4,585	4,480	4,365	4,280	4,210	4,210	4,210	4,210
1/2 Page	4,535	4,345	4,225	4,140	4,035	3,960	3,870	3,870	3,870	3,870
1/4 Page	3,515	3,460	3,445	3,385	3,385	3,385	3,385	3,385	3,385	3,385

Color Rates **(In addition to black & white rates)**

Metallic ink	$165
Four Color Rates	$2,060
Five Color Rates (4C + PMS)	$3,160

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	$5,920	$5,450	$5,200	$4,975	$4,740	$4,580	$4,420	$4,420	$4,420	$4,420
2-Page King	7,385	6,735	6,390	6,110	5,865	5,590	5,320	5,320	5,320	5,320
4-Page A-size	11,840	10,885	10,410	9,960	9,480	9,155	8,845	8,845	8,845	8,845
4-Page King	14,775	13,450	12,770	12,235	11,730	11,185	10,640	10,640	10,640	10,640
6-Page A-size	17,770	16,330	15,610	14,935	14,215	13,745	13,260	13,260	13,260	13,260
6-Page King	22,160	20,185	19,155	18,345	17,595	16,775	15,955	15,955	15,955	15,955
8-Page A-size	23,685	21,770	20,820	19,910	18,955	18,325	17,680	17,680	17,680	17,680
8-Page King	29,550	26,910	25,550	24,455	23,455	22,365	21,275	21,275	21,275	21,275

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 2019. Full year 2018 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2019. 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.

2018 Net Spending	$150K	$250K	$500K	$750K	$1.0M	$1.5M	$2.0M	$3.0M+
Earned 2019 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

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 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, IMN, and CCJM 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™ and PowerBuy2™ discounts (see separate rates) supersede this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News® + Internal Medicine News®*) and PowerBuy2™ (*The Journal of Family Practice® + Cleveland Clinic Journal of Medicine®*) count as 1 publication. Except for PowerBuy™ and PowerBuy2™, 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 **frontlinerates.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

King-Four Plus Discount Program Any four-page or larger A-size ad unit (insert or ROB) is eligible to be converted to four or more king-size ROB pages. Rates apply to any four-page or larger king ROB unit. Four-color charges included. Five-color carries an additional charge. **Full-run only**. Refer to Specifications for production requirements.

King Conversion

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King 4 page	$17,680	$16,740	$16,280	$15,860	$15,400	$15,060	$14,780	$14,780	$14,780	$14,780
King 6 page	25,490	24,080	23,390	22,760	22,070	21,560	21,140	21,140	21,140	21,140
King 8 page	33,300	31,420	30,500	29,660	28,740	28,060	27,500	27,500	27,500	27,500

NEW PRODUCT LAUNCH PROGRAM

Place your new product launch unit in four (4) consecutive issues of *Vascular Specialist* 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 combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount.

CONTINUITY DISCOUNT PROGRAM

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

a. Run an ad for the same product in six (6) issues of *Vascular Specialist* during 2019 and receive 50% off your 7th insertion. Ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.

b. Run an ad for the same product in every issue (12) of *Vascular Specialist* during 2019 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.

c. Run an ad for the same product in every issue (12) of *Vascular Specialist* during 2019 and deduct 8.3% off each insertion throughout the year.

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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.

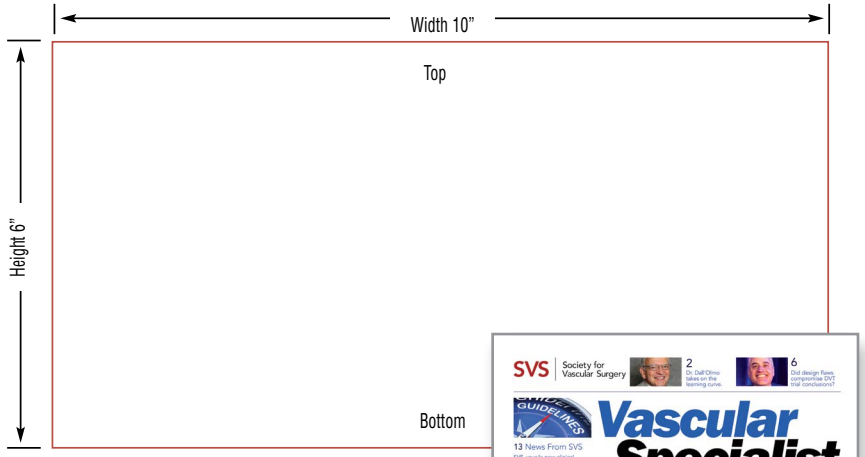
SPACE RESERVATIONS

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 **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.

Note: Specifications not drawn to actual size



SHIPPING INSTRUCTIONS

Deliver electronic files and color proof to:

Production Department
Vascular Specialist
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"

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.wrightsmedia.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 *Vascular Specialist* 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.

FIND YOUR NEXT JOB on the
MEDJOBNETWORK.com
Physician • NP/PA Career Center

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 *Vascular Specialist's* online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

CONTACT:

DREW ENDY
Classified Advertising Account Manager
OFFICE: 215-657-2319
CELL: 267-481-0133
E-MAIL: dendy@mdedge.com

Click here for classified rate card.

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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: 8" x 11") 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 5/8" x 13 1/4", must come with bleed (head, face and foot only); these will trim with publication
- "A-size": approximately 8" x 11", 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:

Vascular Specialist
ISSUE DATE
Publishers Press / LSC
13487 South Preston Highway
Lebanon Junction, KY 40150
Attn: Tammy Baugh

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:

Vascular Specialist
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Joan Friedman
Phone: 973-290-8211
Fax: 973-206-9378
joanfriedman@mdedge.com

Send digital files and proofs to:

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

CONTACTS

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

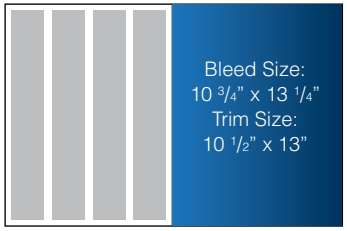
INTEGRATED MEDIA OPPORTUNITIES
- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

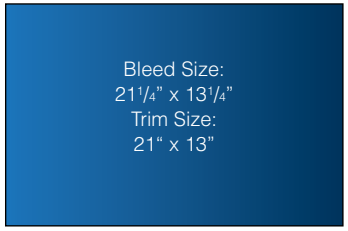
For further information, contact the account manager.

SPECIFICATIONS

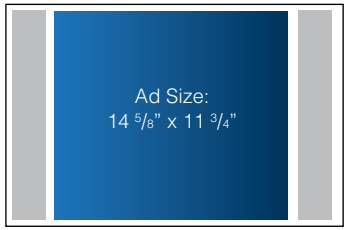
King-size Page



King-size Spread

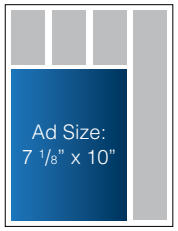


3/4 Vertical Spread

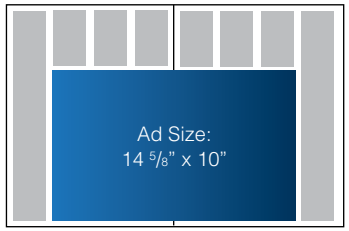


3/4 Vertical

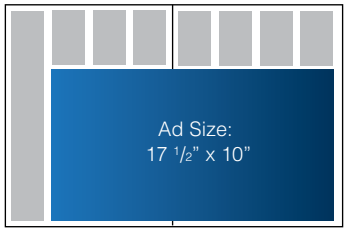
Island Page



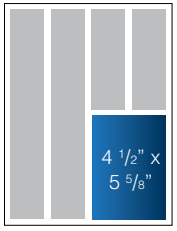
Island Spread



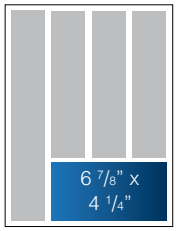
Island Page + 3/4 Page Horiz.



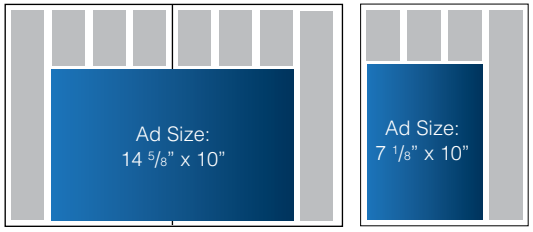
1/4 Page Vertical



1/4 Page Horizontal

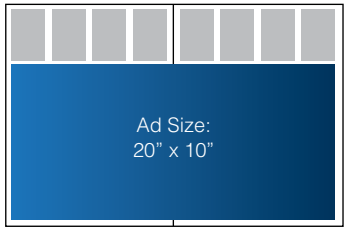


Island Spread + Island Page

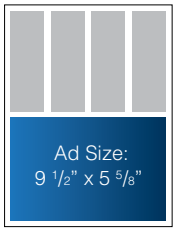


3/4 Horizontal

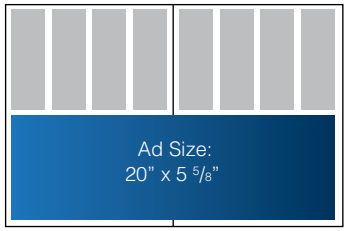
3/4 Horizontal Spread



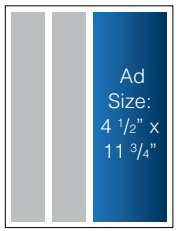
1/2 Page Horizontal



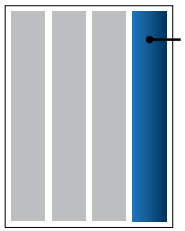
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Ad Size:
2 1/8" x 11 3/4"

Journal Trim Size: 10 1/2" x 13"
Live matter: Allow 1/4" safety from all trim edges
Type of Binding: Saddle Stitch

CONTACTS

PRINT ADVERTISING

- Circulation
- Issue & Closing Dates
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- Incentives & Combination Buys
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- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS
- CONFERENCES

ABOUT FRONTLINE

For further information, contact the account manager.

UNIQUE OPPORTUNITIES

Multi-sponsored Supplements / Special Issues:

Multisponsored print and digital supplements and/or 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 *Vascular Specialist* audience as well.

- Supplements polybag and mail with regular issues of *Vascular Specialist*
- Supplements are posted online in the education center of mdedge.com/vascularspecialistonline
- Print supplements receive Bonus Distribution at various medical meetings and events.

PRICING

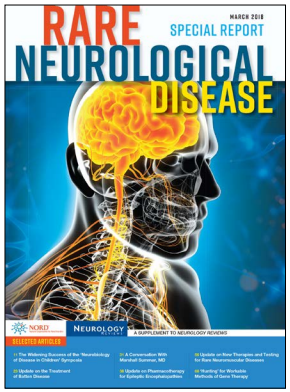
Please consult with **account manager** on advertising rates for each supplement or to request the multi-sponsored rate card. Cover tips are also available, please consult with Publisher regarding availability and costs. Ads must be approved for both print and digital placements.

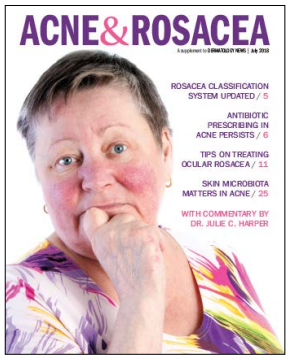
CANCELLATION POLICY

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

Awareness | Education | Targeted/Expanded Reach | Frequency

Identify your objectives and work with our 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 25 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.

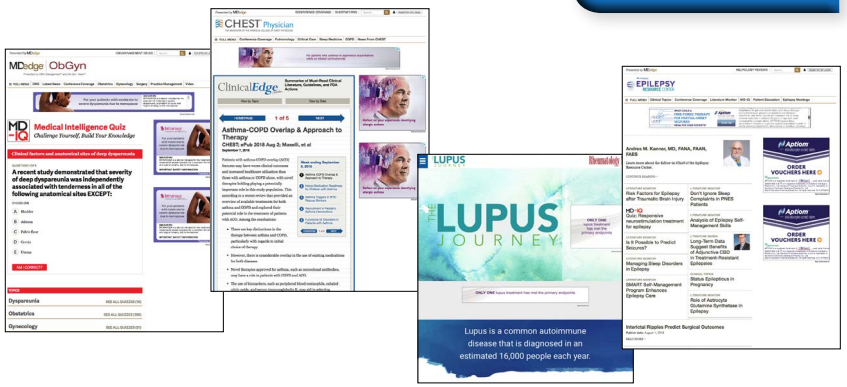
As an established medical communications leader reaching 1.2M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you 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 **Frontlinerates.com**.

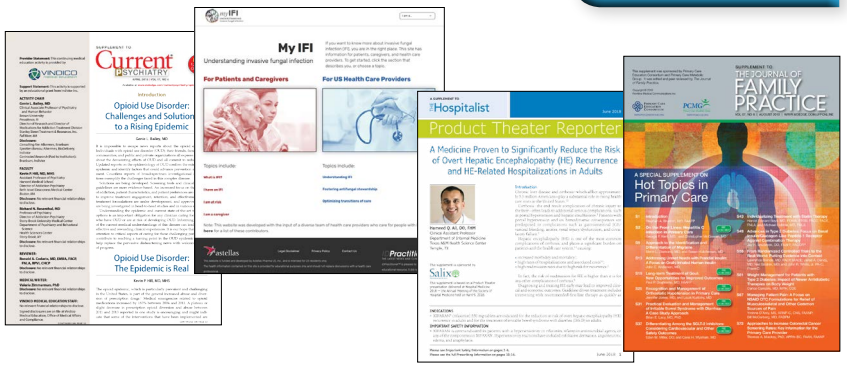
Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.

Digital ad specifications are available **here**.

Digital Advertising



Custom Programs



MEDS Metabolic & Endocrine Disease Summit

Acute Leukemia FORUM 2019

Current Psychiatry — American Academy of Clinical Psychiatrists — Present Focus On Neuropsychiatry: Solving Clinical Challenges, Improving Patient Care

Perspectives in Rheumatic Diseases®

Digestive Diseases: New Advances

Women's & Pediatric Dermatology Seminar®

Medical Conferences

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MDedge™
An HCP Trusted Source for News and Clinical Content

FRONTLINE MEDICAL COMMUNICATIONS

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 ranks 1st in combined web and print engagements and leads in HCP-level targeting. With MDedge™, our 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 through superior reach, optimal sponsorship opportunities, and multi-faceted, multi-channel advertising programs.

- MDedge™, our integrated web portal, features personalized medical news, indexed and peer-reviewed clinical and evidencebased reviews, conference coverage, quizzes, KOL analyses and roundtables, Journeys, board reviews, podcasts, videos, resource centers, practice management, medical education, and more.
- Our portfolio of 30+ print and digital publications in 20+ distinct market segments, surpasses circulation to 740,000 HCPs.
- Access to 1.2 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.
- 21 live events offering clinicians CME/CE credits
- 40+ partnerships with notable societies and key medical associations
- Producers of innovative, engaging, educational programs

From 1 to 1M+, MDedge™ | FMC delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2019 discount programs: corporate level discounts and earned frequencies; new business/launch programs; and continuity discounts. For details:

Contact your **publisher** directly or call 973-206-3434.

Visit **www.frontlinemedcom.com**.

Access all rate cards and our integrated media kit (an extensive array of MDedge digital advertising and custom opportunities) at **www.frontlinerates.com**.

Email us at **sales@mdedge.com**.

MDedge™ True HCP Engagement In Every Way, On Every Day

Cardiology News®
CHEST® Physician
Clinical Endocrinology News®
Clinical Neurology News®
Clinical Psychiatry News®
Clinician Reviews®
Cosmetic Dermatology®
Current Psychiatry®
Cutis®
Dermatology News®
Family Practice News®
Federal Practitioner®
GI & Hepatology News®
Hematology News®
Hematology Times™
The Hospitalist®
Hematology-Oncology Board Review
IDPractitioner®
Internal Medicine News®
Journal of Clinical Outcomes Management®
The Journal of Family Practice®
Journal of Hospital Medicine®
Neurology Reviews®
OBG Management®
Ob.Gyn. News®
OncologyPractice™
Pediatric News®
Physicians' Travel & Meeting Guide®
Rheumatology News®
The Sarcoma Journal™
Vascular Specialist®

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