FRONTLINE
MEDICAL COMMUNICATIONS

Clinical Psychiatry News®

2017 INTEGRATED MEDIA KIT

Clinical Psychiatry News is the leading independent news source for the practicing psychiatrist. Readers rely on *Clinical Psychiatry News* for daily, specialty-specific news and insightful commentary in a clear, concise, accessible format. The print edition of *Clinical Psychiatry News* is published monthly and circulates to over 42,000 psychiatrists and child psychiatrists. All articles are researched, written, and produced by professional medical journalists.

Clinical Psychiatry News can be found online at www.mdedge.com/clinicalpsychiatrynews. Each day, our award-winning news coverage is updated and includes physician commentaries that add perspective on how the news matters to the way psychiatrists practice. Columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Psychiatrists can join the conversation through online commentary on articles, and via social media sharing through Facebook and Twitter. *Clinical Psychiatry News* is the best way for psychiatrists to stay current, save time, and gain perspective.

See NEW address for ROB materials & samples.

CONTACTS

Editorial and Production Office

2275 Research Boulevard
Suite 400
Rockville, MD 20850
Tel: 240-221-2400

Advertising Sales Office

Frontline Medical Communications Inc.
7 Century Drive
Suite 302
Parsippany, NJ 07054-4609
Tel: 973-206-3434
Fax: 973-206-9378

Display and Digital Advertising

Tracey Sears
Publisher
Tel: 973-290-8212
Cell: 551-206-5369
tsears@frontlinemedcom.com

Circulation

Donna Sickles
Vice President, Audience Development
Tel: 973-206-8005
dsickles@frontlinemedcom.com

Digital Business Development

Lee Schweizer
Vice President, eBusiness Development
Tel: 973-206-8982
lschweizer@frontlinemedcom.com

Melissa DuBois
Digital Sales Support
mdubois@frontlinemedcom.com

Recruitment and Classified Advertising

Tim LaPella
Senior Sales Director
Tel: 484-921-5001
Cell: 610-506-3474
tlapella@frontlinemedcom.com

Contracts and Insertions

Joan Friedman
Advertising and Financial
Services Manager
Tel: 973-290-8211
Fax: 973-206-9378
jfriedman@frontlinemedcom.com

Production

Rebecca Slebodnik
Director of Production/Manufacturing
Tel: 240-221-2417
rslebodnik@frontlinemedcom.com

Publisher

Alan J. Imhoff
President & CEO
Tel: 973-290-8216
aimhoff@frontlinemedcom.com

Mike Guire
Vice President, Sales
Tel: 973-290-8224
mguire@frontlinemedcom.com

Editorial Staff

Mary Jo M. Dales
Editor-in-Chief and Editorial Director
Tel: 240-221-2470
mdales@frontlinemedcom.com

Gina Henderson
Editor
Tel: 240-221-2389
ghenderson@frontlinemedcom.com

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GENERAL INFORMATION

Clinical Psychiatry News is published by Frontline Medical Communications.

Issuance: Monthly

Established: 1973

Organization Affiliation: Independent; AMM; BPA Worldwide

Circulation Summary: *Clinical Psychiatry News* reaches 42,036 psychiatrists, child psychiatrists, geriatric psychiatrists, and addiction psychiatrists.

Editorial

Clinical Psychiatry News online, via e-newsletters, and the print publication provide practicing psychiatrists with timely and relevant specialty-specific 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 psychiatry. Our practice economics articles cover regulatory, specialty, and health care reform issues that affect psychiatrists' 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 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 issue:
• American Psychiatric Association
San Diego, CA, May 20-24, 2017
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 cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
c. Cover positions are non-cancellable within 60 days of the issue's closing date.

Click here for Standard Terms and Conditions for Advertising

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CIRCULATION

Specialty	Total Qualified	Office Based	Residents	Hospital Staff	Osteopaths	Other Professional Activity
Psychiatry	34,657*	21,865	4,238	5,550	1,876	943
Child Psychiatry	7,204	5,769	290	1,002	136	7
Geriatric Psychiatry	111	77	-	34	-	-
Addiction Psychiatry	64	49	1	14	-	-
Total Distribution	**42,036***	**27,760**	**4,529**	**6,600**	**2,012**	**950**

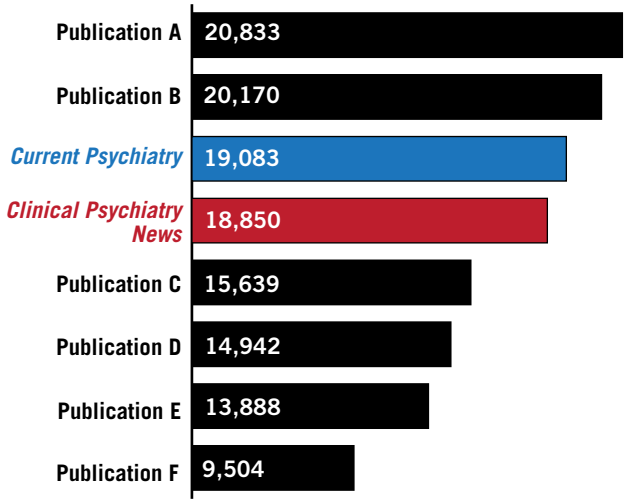
Source: July 2016 BPA

*NOTE: 185 semi-retired psychiatrists included in total qualified number, but not in breakout.

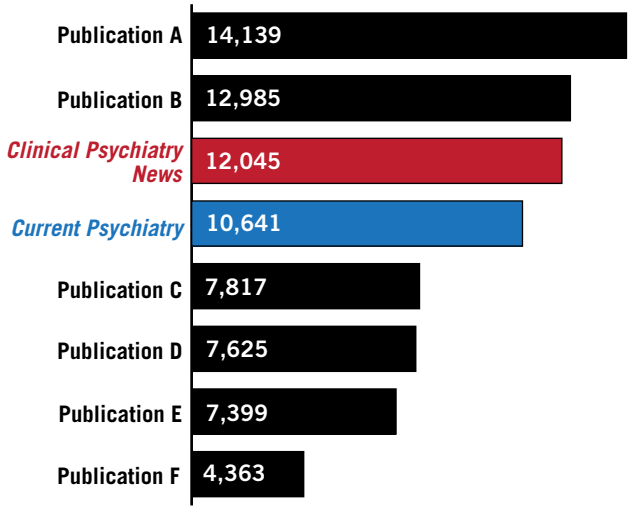
For more detailed BPA circulation information, CLICK HERE.

READERSHIP SCORES

Projected Average Issue Readers



Projected Average Issue Exposures



Source: Kantar Media, June 2016, Psychiatry, Office & Hospital, Table 142

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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 15, 2016	December 22, 2016
February	January 24, 2017	January 31, 2017
March	February 22	March 1
April	March 22	March 29
May	April 21	April 28
June	May 18	May 25
July	June 21	June 28
August	July 19	July 26
September	August 25	September 5
October	September 25	October 2
November	October 23	October 30
December	November 14	November 21

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

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ADVERTISING RATES

Black & White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	$8,590	$8,505	$8,380	$7,945	$7,470	$7,260	$7,120	$6,975	$6,740	$6,635	$6,485	$6,325	$6,150
3/4 Page	8,015	7,915	7,760	6,505	6,460	6,385	6,255	6,135	5,975	5,865	5,720	5,560	5,370
Island Page	5,790	5,635	5,525	4,775	4,670	4,575	4,395	4,315	4,245	4,160	4,085	3,985	3,900
1/2 Page	5,545	5,420	5,325	4,570	4,490	4,390	4,225	4,120	4,030	3,915	3,880	3,815	3,705
1/4 Page	2,860	2,800	2,725	2,305	2,290	2,260	2,215	2,150	2,100	2,050	2,010	1,960	1,895

Black-and-White (ROB) + 4-Color Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	$10,965	$10,880	$10,755	$10,320	$9,845	$9,635	$9,495	$9,350	$9,115	$9,010	$8,860	$8,700	$8,525
3/4 Page	10,390	10,290	10,135	8,880	8,835	8,760	8,630	8,510	8,350	8,240	8,095	7,935	7,745
Island Page	8,165	8,010	7,900	7,150	7,045	6,950	6,770	6,690	6,620	6,535	6,460	6,360	6,275
1/2 Page	7,920	7,795	7,700	6,945	6,865	6,765	6,600	6,495	6,405	6,290	6,255	6,190	6,080
1/4 Page	5,235	5,175	5,100	4,680	4,665	4,635	4,590	4,525	4,475	4,425	4,385	4,335	4,270

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

Standard color	$1,015
Matched color	1,290
Metallic ink	175
Four Color rates	2,375
Fifth Color Rates	3,840

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	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	$11,915	$11,610	$11,385	$9,835	$9,625	$9,420	$9,050	$8,895	$8,740	$8,565	$8,415	$8,205	$8,030
2-Page King	17,690	17,515	17,270	16,370	15,385	14,960	14,680	14,370	13,890	13,660	13,355	13,030	12,670
4-Page A-size	23,845	23,205	22,775	19,670	19,255	18,840	18,090	17,795	17,485	17,135	16,825	16,415	16,065
4-Page King	35,380	35,030	34,530	32,740	30,770	29,915	29,350	28,740	27,780	27,320	26,710	26,050	25,330
6-Page A-size	35,760	34,815	34,160	29,505	28,880	28,260	27,145	26,685	26,225	25,700	25,245	24,615	24,090
6-Page King	53,070	52,550	51,795	49,110	46,155	44,875	44,025	43,110	41,670	40,980	40,060	39,080	37,995
8-Page A-size	47,690	46,420	45,545	39,335	38,505	37,675	36,195	35,575	34,970	34,270	33,655	32,825	32,125
8-Page King	70,765	70,065	69,060	65,475	61,545	59,840	58,700	57,480	55,555	54,635	53,410	52,105	50,660

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. No units larger than one king-size page plus one island page will be accepted.
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 2017. Full year 2016 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2017. 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 discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly.

2016 Net Spending	$150K	$250K	$500K	$750K	$1.0M	$1.5M	$2.0M	$3.0M+
Earned 2017 Discount	0.50%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

(The maximum frequency per publication varies and not all journals have the same frequency levels so earned frequency may vary by publication.)

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.

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: *The Journal of Family Practice®*+*Family Practice News®; Cutis®*+*Dermatology News®; OBG Management®*+*Ob.Gyn. News®; Current Psychiatry®*+*Clinical Psychiatry News®; The American Journal of Orthopedics®*+*Rheumatology News®*. Full-run only.

Choose either the new business/launch program OR the continuity discount when using a combination buy. See Full Media Kits for details available at www.frontlinemedcom.com. Full-run only unless otherwise noted.

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 Media Kits available at www.frontlinemedcom.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	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King 4 pg	$31,195	$30,555	$30,100	$27,010	$26,580	$26,190	$25,445	$25,115	$24,830	$24,480	$24,170	$23,755	$23,405
King 6 pg	45,565	44,610	43,930	39,295	38,645	38,060	36,945	36,450	36,020	35,495	35,030	34,410	33,885
King 8 pg	59,940	58,665	57,755	51,575	50,710	49,930	48,445	47,785	47,210	46,510	45,890	45,070	44,365

NEW PRODUCT OR LAUNCH INCENTIVE PROGRAM:

Established products that have not run in *Clinical Psychiatry News*® during 2016 OR new launch products, indications, and formulations can qualify for the new business or launch program. Advertise in 3 consecutive months and earn a 50% discount on the ad unit insertion in the 4th month (same size or smaller). Prelaunch ad units do not apply.

CONTINUITY DISCOUNT PROGRAM

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

a. Run an ad for the same product in six (6) issues of *Clinical Psychiatry News* during 2017 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.

b. Run an ad for the same product in every issue (12) of *Clinical Psychiatry News* during 2017 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 Clinical Psychiatry News during 2017 and deduct 8.3% off each insertion throughout the year. Program available to full-run and full cost split-run advertisers; ROB production charges apply.

*Clients must supply materials for free insertions. Free ads count towards earned frequency.

DOUBLE IMPACT DISCOUNT PROGRAM

Run two (2) insertions for the same product in the same issue of *Clinical Psychiatry News* and the second advertising unit is discounted 30% off earned black-and-white rate. When ad units differ in size, the 30% discount is applied to the smaller ad unit. Full color charges apply on both ads, no position guarantees. Program applied to full-run ads only.

NEW ADVERTISER PROGRAM

Place your ad in four (4) issues of *Clinical Psychiatry News*, and receive 50% off the space and color charges of your fourth insertion. Ads do not need to be consecutive. Only companies that have not advertised in the publication in the past 12 months are eligible for this program. Ad unit size must be identical for all four insertions. The discounted ad unit counts towards earned frequency. Premium position charges still apply to the fourth ad.

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PSYCHIATRY MARKET DUO

Current Psychiatry + Clinical Psychiatry News

7.5% off Current Psychiatry & Clinical Psychiatry News

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. **Full-run only**. Insertions count towards earned frequency.

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

Standard color	$2,010
Matched color	2,550
Metallic ink	1,810
Four Color rates	4,230
Fifth Color rates	6,940

Black & White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King size page + A-size page	$13,040	$12,835	$12,655	$12,100	$11,480	$11,140	$10,840	$10,590	$10,190	$10,020	$9,885	$9,735	$9,575
King 3/4 page + A-size page	12,510	12,290	12,085	10,765	10,545	10,330	10,040	9,815	9,480	9,310	9,175	9,030	8,850
Island page + A-size page	10,450	10,180	10,015	9,165	8,890	8,655	8,320	8,130	7,880	7,735	7,665	7,570	7,495
King 1/2 page + 1/2 A-size page	8,455	8,265	8,165	7,370	7,185	6,990	6,735	6,540	6,350	6,190	6,160	6,100	5,995

Insert Rates (King + A-Size)

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2 page insert	NA	$26,535	$26,160	$25,030	$23,725	$23,075	$22,455	$21,900	$21,125	$20,765	$20,485	$20,185	$19,850
4 page insert	NA	NA	51,970	49,725	47,140	45,800	44,575	43,490	41,945	41,195	40,630	40,020	39,355
6 page insert	NA	NA	77,795	74,435	70,540	68,560	66,705	65,090	62,770	61,655	60,805	59,900	58,895
8 page insert	NA	NA	NA	99,100	93,960	91,295	88,820	86,675	83,570	82,100	80,970	79,760	78,425

Insert Rates (A-size (island)+A-size)

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2 page island insert	NA	$21,075	$20,715	$18,985	$18,400	$17,950	$17,245	$16,840	$16,360	$16,055	$15,915	$15,720	$15,560
4 page island insert	NA	NA	41,095	37,635	36,490	35,555	34,160	33,365	32,425	31,775	31,490	31,110	30,785
6 page island insert	NA	NA	61,485	56,300	54,560	53,190	51,090	49,900	48,485	47,525	47,100	46,520	46,035
8 page island insert	NA	NA	NA	74,920	72,645	70,795	68,000	66,410	64,525	63,265	62,695	61,930	61,280

Evaluate the above combination discounts by Media Group in Kantar's MARS Medical system by selecting **Combination Duplicated**.

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PRIMARY CARE PSYCHIATRY DISCOUNT

Clinical Psychiatry News + Internal Medicine News + Family Practice News

7.5% Off *Clinical Psychiatry News* Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date (1st or 15th) of *Internal Medicine News, Family Practice News,* and *Clinical Psychiatry News*. **Full-run only**. Insertions count towards earned frequency.

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

Standard color	$2,810
Matched color	3,425
Metallic ink	440
Four Color rates	6,185
Fifth Color rates	10,510

Black & White Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	$31,470	$30,100	$28,860	$27,610	$27,125	$26,450	$25,875	$25,690	$25,290	$25,165	$25,045	$24,825	$24,335	$23,830	$23,325
3/4 Page	28,435	27,150	25,175	24,480	24,145	23,655	23,210	23,035	22,715	22,450	22,175	21,810	21,495	20,870	20,150
Island Page	21,115	20,090	18,820	18,190	17,915	17,375	17,005	16,885	16,700	16,620	16,525	16,370	16,060	15,745	15,425
1/2 page	20,710	19,770	18,500	17,900	17,590	17,155	16,685	16,510	16,260	16,190	16,120	15,950	15,660	15,455	15,120
1/4 Page	10,235	9,755	9,005	8,740	8,605	8,420	8,175	8,105	7,980	7,925	7,855	7,750	7,690	7,490	7,260

Insert Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
2-Page A-size	$43,485	$41,390	$38,775	$37,480	$36,905	$35,790	$35,035	$34,900	$34,410	$34,280	$34,145	$33,715	$33,080	$32,440	$31,770
2-Page King	64,825	62,020	59,450	56,865	55,890	54,500	53,305	53,105	52,105	51,910	51,710	51,130	50,120	49,085	48,040
4-Page A-size	86,985	82,785	77,555	74,960	73,810	71,565	70,065	69,800	68,825	68,555	68,300	67,425	66,160	64,885	63,530
4-Page King	129,650	124,035	118,905	113,735	111,770	108,995	106,615	106,215	104,195	103,805	103,415	102,265	100,235	98,160	96,075
6-Page A-size	130,475	124,175	116,330	112,440	110,715	107,360	105,100	104,700	103,235	102,840	102,445	101,145	99,240	97,315	95,290
6-Page King	194,475	186,055	178,355	170,605	167,655	163,490	159,920	159,325	156,300	155,715	155,125	153,395	150,350	147,245	144,110
8-Page A-size	173,970	165,565	155,100	149,915	147,620	143,145	140,125	139,585	137,640	137,115	136,590	134,850	132,315	129,760	127,055
8-Page King	259,305	248,070	237,800	227,485	223,545	217,995	213,230	212,435	208,395	207,610	206,825	204,525	200,460	196,325	192,150

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CURRENT PSYCHIATRY + CLINICAL PSYCHIATRY NEWS + NEUROLOGY REVIEWS COMBINATION DISCOUNT

7.5% Off each journal Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. **Full-run only**. Insertions count towards earned frequency.

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

4 color	$6,025
2 color standard	3,105
2 color matched	3,840
metallic	3,385
4 color + metallic	9,410
5 color	10,025

Black & White Rates

Page Size	1X	6X	12X	24X	36X	48X	60X	72X	96X	120X	144X
King size page + A-size page	$18,150	$17,530	$16,950	$16,190	$15,770	$15,350	$15,270	$14,915	$14,845	$14,420	$14,320
King 3/4 page + A-size page	17,070	16,420	15,085	14,750	14,460	14,060	13,995	13,670	13,615	13,265	13,160
Island page + A-size page	13,905	13,305	12,440	12,065	11,780	11,365	11,315	11,050	11,010	10,740	10,675
King 1/2 page + 1/2 A-size page	11,760	11,300	10,490	10,215	9,980	9,645	9,595	9,325	9,290	9,085	9,010

Insert Rates (King + A-size)

Page Size	1X	6X	12X	24X	36X	48X	60X	72X	96X	120X	144X
2 page insert	N/A	$36,920	$35,735	$34,165	$33,350	$32,490	$32,340	$31,560	$31,430	$30,600	$30,405
4 page insert	N/A	N/A	70,130	66,990	65,325	63,630	63,330	61,790	61,540	59,885	59,500
6 page insert	N/A	N/A	104,535	99,800	97,335	94,780	94,325	92,040	91,650	89,170	88,590
8 page insert	N/A	N/A	N/A	132,635	129,325	125,915	125,310	122,265	121,745	118,435	117,655

Insert Rates (A-size (island) + A-size)

Page Size	1X	6X	12X	24X	36X	48X	60X	72X	96X	120X	144X
2 page island insert	N/A	$28,320	$26,550	$25,775	$25,220	$24,355	$24,255	$23,690	$23,620	$23,105	$22,965
4 page island insert	N/A	N/A	51,755	50,225	49,080	47,365	47,170	46,050	45,900	44,900	44,615
6 page island insert	N/A	N/A	76,975	74,655	72,960	70,380	70,095	68,415	68,190	66,680	66,265
8 page island insert	N/A	N/A	N/A	99,095	96,815	93,380	93,000	90,765	90,460	88,450	87,890

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COVER TIPS

- Cost includes FMC printing of your creative provided to specifications (one-sided, 4-color)
- Issue polybagged per postal regulations
- Cost is non-commissionable

PRICING
Please consult your account manager.

SPACE RESERVATIONS
Available on a first-come, first-served basis. Please consult your sales representative.

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.

SHIPPING INSTRUCTIONS
Deliver electronic files and color proof to:
Production Department
Frontline Medical Communications/
Clinical Psychiatry 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.

Note: Specifications not drawn to actual size

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.wrightsmedia.com

REPRINTS—ALL OTHER
CONTACT:
Ray Thibodeau, Executive Vice President
Content Ed Net
196 West Ashland St. Suite 102
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 *Clinical Psychiatry 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.

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 *Clinical Psychiatry 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:
Linda Wilson
Classified Advertising Account Manager
Tel: 973-290-8243
lwilson@frontlinemedcom.com

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PRINTING INFORMATION

Frontline Medical Communications publications are printed offset in a tabloid news format. Black-and-white, two, three, 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 1/2" 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, SRBG, or ICC lab color will not be 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@frontlinemedcom.com

b. Color Proofs
- Provide a digital proof with color bars.
- Proofs must be provided at 100% size

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. Please call Rebecca Slebodnik at 240-221-2417 for extension if needed.

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 preclearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability, quantities and other information required.

b. Mechanical Specifications

1. Maximum Paper Weight:
- Two-page (single-leaf) insert: 80 lb. text coated or matte
- Four-page (double-leaf) insert: 80 lb. text coated or matte
- Larger inserts: Consult FMC

2. Size Requirements:
- Full King-size: 10 5/8" x 13 1/4", must come at bleed
- Minimum insert size: 8" x 11"
- Note: Multiple-leaf inserts to be furnished folded; 8" x 11" inserts to be furnished trimmed

3. Quantity:
- Consult FMC Production as quantity varies

4. Shipping of Inserts:
- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

Ship all inserts to:

Clinical Psychiatry News
Publishers Press
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 all contracts and insertion orders to:

Clinical Psychiatry News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Joan Friedman
Phone: 973-290-8211
Fax: 973-206-9378
jfriedman@frontlinemedcom.com

Send all digital files and proofs to:

Clinical Psychiatry News
2275 Research Boulevard
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@frontlinemedcom.com

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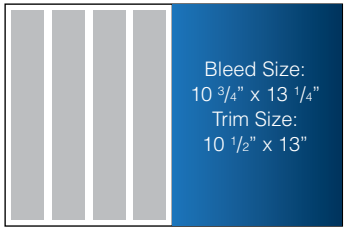
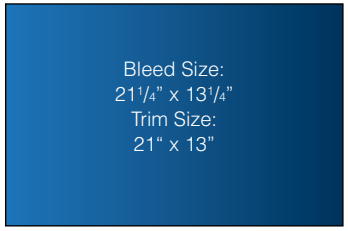
SPECIFICATIONS

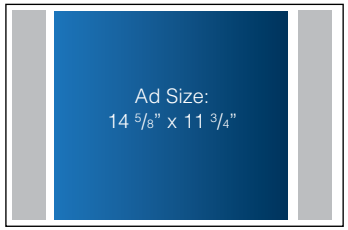
King-size Page



King-size Spread

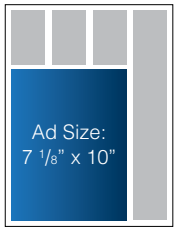


3/4 Vertical Spread

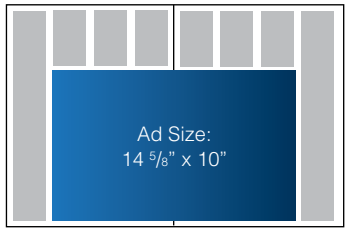


3/4 Vertical

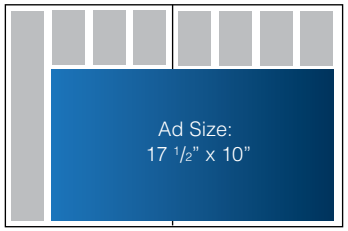
Island Page



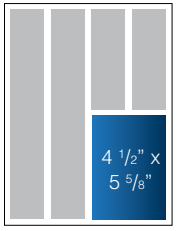
Island Spread



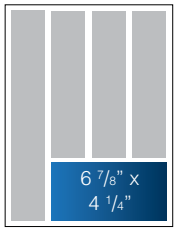
Island Page + 3/4 Page Horiz.



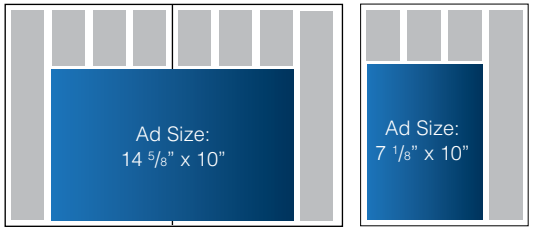
1/4 Page Vertical



1/4 Page Horizontal

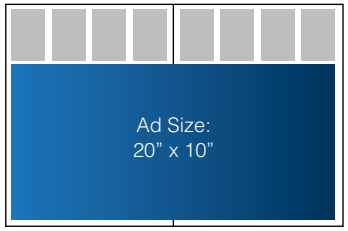


Island Spread + Island Page



3/4 Horizontal

3/4 Horizontal Spread



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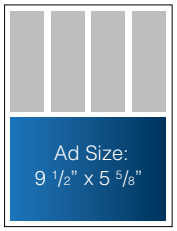
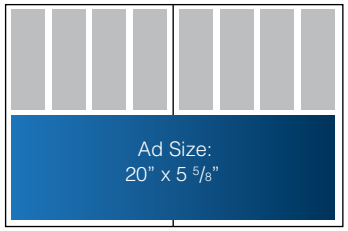
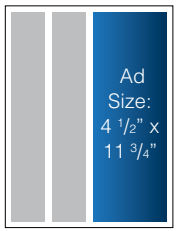


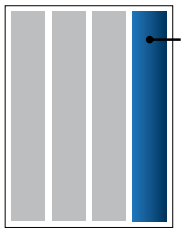
1/2 Horizontal Spread



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

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For details of programs, rates, metrics, and more, please contact your account manager.

UNIQUE PRINT OPPORTUNITIES

Roundtable Meetings and Supplements

COMPLETE TURNKEY EDUCATIONAL DISCUSSION

From roundtable meeting to print supplement

- Program development and management by Frontline Medical Communications
- Content/outline
- Faculty recruitment and slide development
- Arrange travel for attendees
- Contract for meeting room and AV

ONSITE MANAGEMENT

Frontline Medical Communications will provide onsite program management to ensure the success of the meeting.

TRANSCRIBED ROUNDTABLE DISCUSSION

- Cover design and layout
- Print, polybag, and mail

Customizable Print Supplements

CASE STUDIES

- Custom review of key posters and/or presentations at major medical meetings
- Feature introduction by KOL

JOURNAL SCAN

- Summarizing previously published, peer-reviewed articles on a given topic or disease state

SYMPOSIUM PROCEEDINGS

- Summarize symposium in print to reach a larger audience

CLINICAL UPDATE

- Customize supplement on topic of your choice

PRODUCT THEATER REPORTER

- Summarize the information presented at your product theater and extend the reach beyond the conference room floor

Distribution & Format

- A-size, 4-24 Pages
  - 4-8 Pages: Inserted or Polybagged with Select Issue
  - 12-24 Pages: Polybagged with Select Issue
- King size, 4 Pages: Inserted or Polybagged
- Non-CME: On label following medical/legal review
- Ability to include video and audiocast online, upon medical/legal approval

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UNIQUE PRINT OPPORTUNITIES

Key Opinion Leaders (KOL) Best Practices Program

PROGRAM GOAL

- Establish an independent forum to deliver credible, practice-oriented messages to psychiatrists.

PROGRAM DESIGN

- Each Best Practices column focuses on a single message (sponsor can support one Best Practices program or a series of columns)
- One King-size, 4-color page of editorial, within the pages of *Clinical Psychiatry News*
- Design can coordinate with brand marketing colors or establish its own color scheme

BENEFITS/HIGHLIGHTS

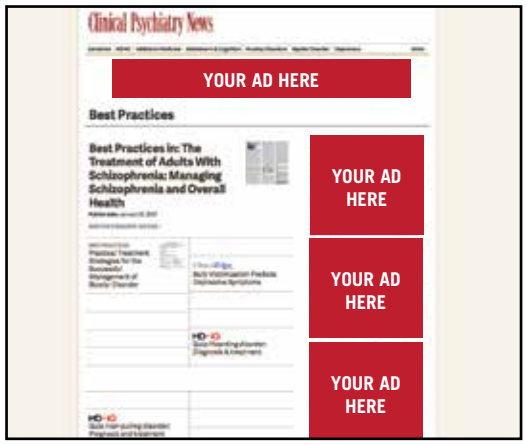
- Excellent independent format to meaningfully discuss clinical content
- High visibility for sponsor and Key Opinion Leaders
- Turnkey program; completely handled by FMC
- Call-out box placed on page 2 of the publication
- Posted on www.mdedge.com/clinicalpsychiatrynews
- Email blast sent to Psychiatrists with a direct link to the online PDF

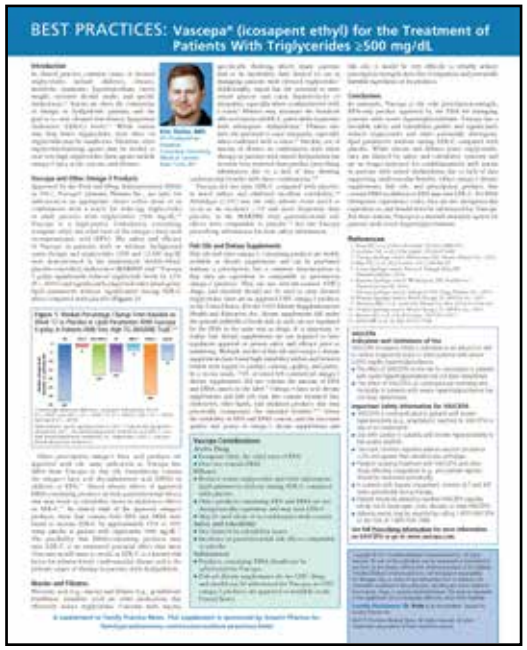
ADDITIONAL TARGETED DISTRIBUTION OF BEST PRACTICES PROGRAM

- Reprint or repurpose column(s) to publish in other markets within the publication(s) or to distribute with sales reps
- Combine all columns in your series to create a stand-alone compendium

OPTIONAL ADDITIONAL COMPONENT

- Professional staff will produce, edit and post video on site
- Your support includes:
    - Video interview with KOL to accompany web site page where Best Practices is housed, upon medical/legal approval





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DIGITAL ADVERTISING: INTRODUCTION

Clinical Psychiatry News website is the online destination and multimedia resource for *Clinical Psychiatry News*, the independent news publication for the psychiatric community. Since 1973, *Clinical Psychiatry News* has been the leading provider of news and commentary about clinical developments as well as health care policy and regulations that affect the physician's practice.

Psychiatrists now have a place to call home.

With award-winning daily news coverage, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter.

Extend Your Reach beyond medical newspapers.

Clinical Psychiatry News offers an array of online advertising and sponsorship opportunities, including run-of-site and targeted advertising, e-newsletters, section and content sponsorships, video sponsorships, podcasts, and microsites.

NEWS
- CLINICAL NEWS
- CONFERENCE NEWS
- EXPERT ANALYSIS
- PATIENT RESOURCES
- PHYSICIAN RESOURCES
- VIDEO LIBRARY

SPECIALTY FOCUS
- ADDICTION MEDICINE
- ANXIETY DISORDERS
- BIPOLAR DISORDER
- CHILD/ADOLESCENT PSYCHIATRY
- DEMENTIA & ALZHEIMER'S
- DEPRESSION
- GERIATRIC PSYCHIATRY
- NEUROLOGY
- PSYCHOTIC DISORDERS
- PTSD
- SCHIZOPHRENIA
- SLEEP DISORDERS
- SOMATIC DISORDERS

PRACTICE ECONOMICS
- HEALTH CARE REFORM
- REIMBURSEMENT & MANAGEMENT

SPECIAL REPORTS

MD-IQ QUIZZES

VIEWS
- COMMENTARIES
- CURBSIDE CONSULT
- FAMILIES IN PSYCHIATRY
- SHRINK RAP NEWS
- TECHIATRY

CLINICAL EDGE

RESOURCES
- PHYSICIANS TRAVEL & MEETING GUIDE
- MEDICAL EDUCATION LIBRARY
- MEDJOB NETWORK CAREER CENTER
- BEST PRACTICES

CME
- GLOBAL ACADEMY FOR MEDICAL EDUCATION
- CLICK FOR CREDIT

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DIGITAL ADVERTISING

INTRODUCING MDedge™

MDedge™ — a new, state-of-the-art web resource for busy HCPs. MDedge™ is a fully integrated web portal of personalized medical news, clinical content and interactive learning from the trusted equity of FMC's 33 specialty-specific websites and publications.

With the launch of MDedge™, the *Clinical Psychiatry News* website offers HCPs a streamlined, powerful, and seamless user experience and the latest in time-saving functionality – faster load times, enhanced search, superior navigation, and true multi-channel, responsive design on all their devices.

Advertisers benefit from superior reach, new sponsorship opportunities, and built-in flexibility to optimize use of their own assets. Extensive marketing options range from general awareness and contextual tactics to content development.

HCP TARGETING

Frontline Medical Communications now has the capability to target, track, and evaluate engagement of physicians and other healthcare professionals through multiple touch-points. FMC provides you with the option of targeting our readers/visitors/users across all channels, including multiple screens. Take advantage of this unique opportunity to target multidisciplinary audiences via multiple channels, enabling tailored messages to be delivered to the right audience at the right time.

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HCP LEVEL DATA (VALUE-ADD)

FMC can provide up-to-date insights on your strategic tactics through comprehensive analytical reports.

- Tactics available for tracking include display and mobile banners, eNewsletters and eBlasts, text ads, sponsored landing pages, microsites/resource centers and webcasts.
- HCP level reporting will be provided on either a monthly or annual basis.
- Data feeds for client CRMs available.
- Additional costs may apply.
- User data provided:
    - First and last name
    - City, State, Zip code
    - Specialty
    - Title
    - Type of Practice
    - NPI #
- Engagement data provided:
    - Web usage (visits, pageviews, time spent, banner impressions)
    - E-mail usage (delivered, opened, clicks)

Report Examples:

USER DATA

#	First Name	Last Name	Title	Specialty	Type of Practice	City	State	Zip Code	NPI #
1	Cathy	Brooks	MD	Neurology	Office	Corlla	NC	18728	1029395769
2	Jim	Fulton	MD	Internal Medicine	Hospital	Scottsdale	AZ	88259	2014127053
3	Pam	Leonard	MD	Family Practice	Office	Tulsa	OK	74120	8371125758
4	Richard	Marshall	NP	Psychiatry	Office	Mechanicsburg	PA	17050	6534849345
5	John	Smith	DO	Neurology	Hospital	New York	NY	11021	3987034597

ENGAGEMENT DATA

#	Tactic	# of Visits	Total Pageviews	Avg. Pages per Visit	Avg. Time Spent	Completions	Time Stamp
1	MDIQ	2	25	12.5	6:29	2	12:14 (May 5) 16:15 (May 17)
2	MDIQ	1	5	5	1:59	0	01:12 (May 6)

#	Tactic	Drops Received	Drops Opened	Email 1 Opened	Email 1 Content Click	Email 1 728x90 Click	Email 1 300x250 Click
1	MDIQ e-Blast	4	4	Yes	2	1	0
2	MDIQ e-Blast	4	2	No	0	0	0

NOTE: HCP Level "User" Data and Engagement Data are included as value-add unless otherwise specified.

Contact your account manager for details and pricing.

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GENERAL DISPLAY ADVERTISING

SITE-WIDE INTERSTITIALS

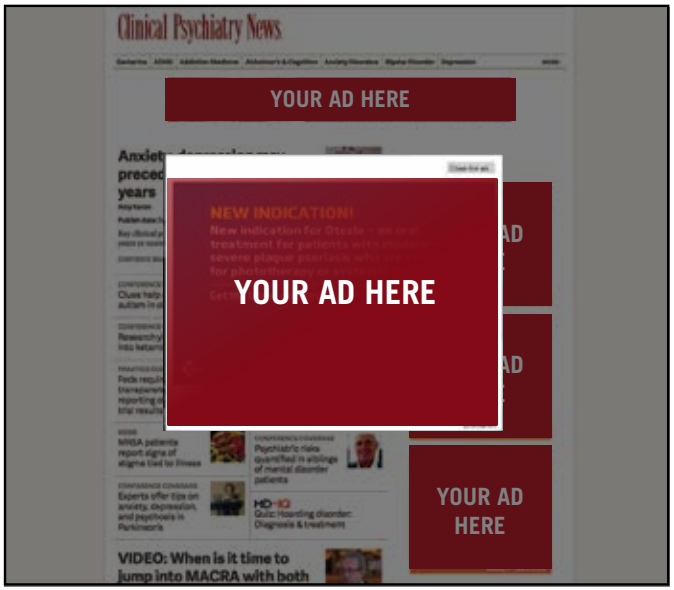
Interstitials are high impact advertising that are available on all Frontline Web sites. The interstitial appears 5-10 seconds after a user visits the site and only displays 1x per visit.

Cost Model: CPD (Cost Per Day)

Asset Type: 300x250 & 640x480 Banners (Rich Media is accepted)

Creative Type: .html5, .swf, IFRAME, .gif and .jpg

CLICK HERE FOR DETAILED SPECIFICATIONS



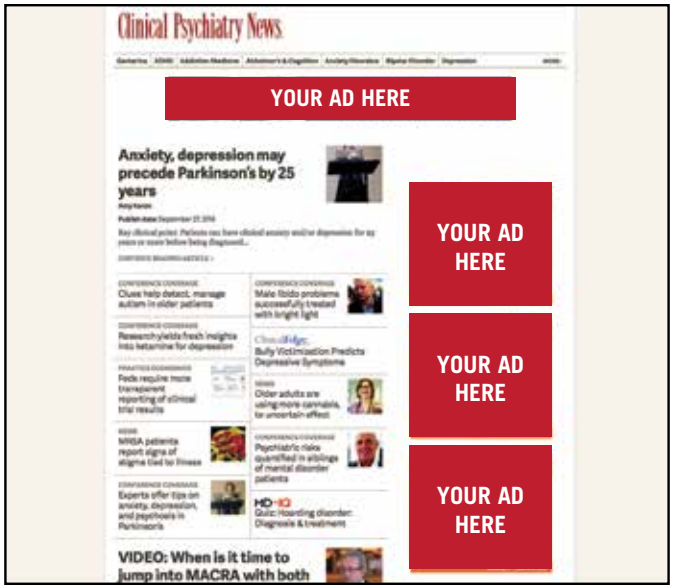
WEB SITE "FROM INDUSTRY" CONTENT BOX

Text Ads are available on all Frontline Web sites and are a great fit for general awareness campaigns. Ads appear on pageviews that are not exclusively sponsored.

Cost Model: CPC (Cost Per Click) or Flat Rate

Asset Type: 150 Character Max (1 Destination URL Max)

Creative Type: Text, Article/Video in pop-up



NOTE: HCP level "User" Data and Engagement Data are included as value-add.

Contact your account manager for details and pricing.

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For details of programs, rates, metrics, and more, please contact your account manager.

ADVANCED DISPLAY ADVERTISING

NATIVE ADVERTORIAL

Native Advertorials allow sponsors to imbed brand assets, text and/or images within Frontline content.

Cost Model: CPC (Cost Per Click) or Flat Rate

Asset Type: Text, Images, Video, PDFs, e-Details, Learning Modules, etc. (2 Destination URLs Max)

Creative Type: .mp4, .mov, .gif, .jpg, .pdf, .html5 or .swf

PROGRAMMATIC MARKETPLACE

Geographic, Behavioral, Contextual or List Match targeting is available on select Frontline Web sites. Partners must be aligned with a Demand Side Platform (DSP) in order to participate. Viewability guarantees are not applicable for this tactic. Minimum monthly commitment may be required in order to participate.

Cost Model: CPM (Cost Per Thousand)

Asset Type: 728x90 & 300x250 Banners (Rich Media is accepted)

Creative Type: .html5, .swf, IFRAME, .gif and .jpg

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EMAIL / ENEWSLETTERS

WEEKLY ENEWSLETTERS

Clinical Psychiatry News eNewsletters puts your ad message in front of a targeted audience that is eager to receive relevant information from a brand they trust. Delivered directly to their email address, your promotional message is seen within an editorial environment that helps drive traffic to your brand. Position exclusivity is per month.

- Client can sponsor any of our regularly scheduled publication eNewsletters with banners and/or text ads. Sponsorship indication is noted at beginning of the email body or in From line.
- The eNewsletter of clinicalpsychiatrynews.com brings you news and views, e-mailed to your handheld device or desktop.

Advertisers can choose to sponsor one banner or exclusively sponsor an entire deployment. Deployments are mobile optimized for Smartphone users.

Cost Model: Flat or CPS (Cost Per Send)

Asset Type: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: .gif, .jpg, .png & .bmp

CLICK HERE FOR DETAILED SPECIFICATIONS

ENEWSLETTER TEXT AD

Text Ads are available within select eNewsletters and are a great fit for general awareness campaigns. Text ads can appear on any of the available rectangle positions. Ads appear above the fold. Deployments are mobile optimized for Smartphone users.

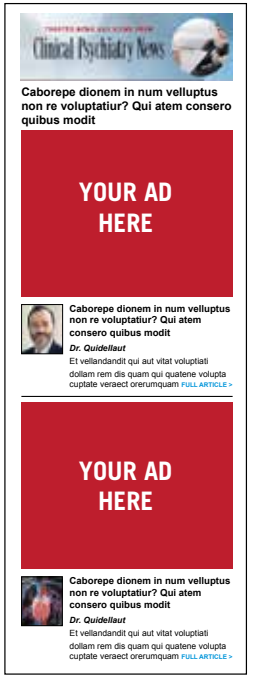
Cost Model: Flat or CPC (Cost Per Click)

Asset Type: 250 Character Max (2 Destination URLs Max)

Creative Type: Text

DESKTOP

MOBILE



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EMAIL / ENEWSLETTERS

DISEASE-STATE MASH-UP ENEWSLETTER

Therapeutic specific eNewsletters can be created by each Frontline brand, with multiple forms of content (News, Reviews, Summaries, Quizzes & Multimedia). Disease-State Mash-Up eNewsletters are only available to exclusive sponsors. Deployments are mobile optimized for Smartphone users.

Cost Model: Flat or CPS (Cost Per Send)

Asset Type: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: .gif, .jpg, .png & .bmp

CUSTOM EBLAST (LIST RENTALS)

Each Frontline brand has the ability to deploy commercial messaging on behalf of our sponsors. Each brand's list is well established and comprises "Engaged" HCPs. Partners can deploy up to three drops annually per audience.

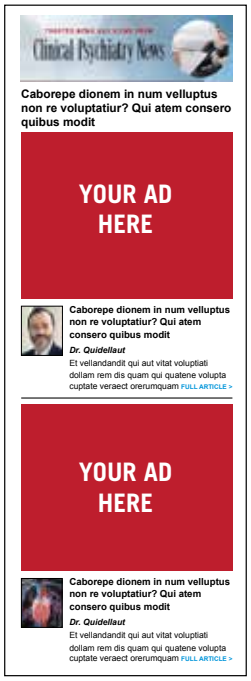
Cost Model: Flat or CPS (Cost Per Send)

Asset Type: Finalized .html e-Blast

Creative Type: .html

DESKTOP

MOBILE



NOTE: HCP level "User" Data and Engagement Data are included as value-add.

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PREMIUM PACKAGES (WEB & EMAIL)

SPECIALTY FOCUS CHANNEL SPONSORSHIPS

Specialty Focus Channels are Specialty/Disease-State roadblock packages that are available on all Frontline Web sites. Sponsorships comprise ROS (site), Channel Section (site) and two therapeutic eNewsletters (e-mail). "Rising Star" ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level "User" Data and Engagement Data are included as value-add.

Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: **Web:** .html5, .swf, IFRAME, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp

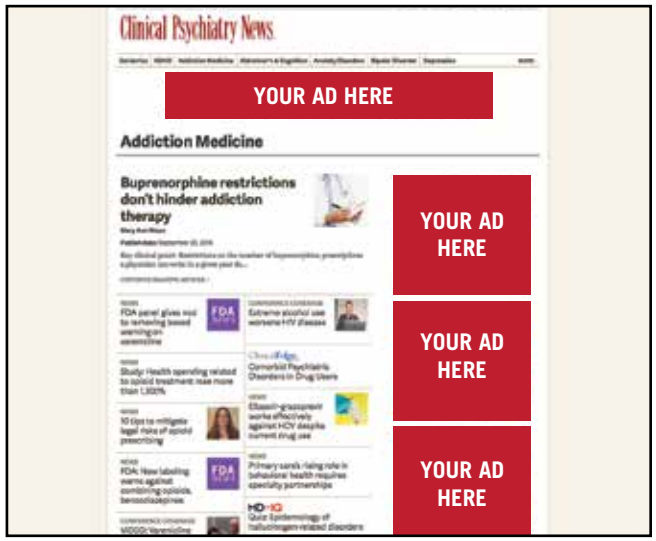
PHYSICIAN EXCLUSIVE

Own advertising rights to a select group of physicians/HCPs based on list match or geographic targeting. Sponsorships can include website visits, video views, HTML eBlasts or eNewsletters, print distribution, and text ads.

Cost Model: CPO (Opens), CPV (Visit)

Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted), 30-second pre-roll video
E-mail: 728x90 and/or 300x250 Banners (static only)

Creative Type: **Web:** .html5, .swf, .mp4, .mov, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp



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PREMIUM PACKAGES (WEB & EMAIL)

CLINICALEDGE™ (GENERAL OR THERAPEUTIC FOCUSED)

ClinicalEdge™ is a roadblock package that is available on all Frontline Web sites. Sponsorships comprise the ClinicalEdge Section (site) and 2-4 ClinicalEdge eBlasts (e-mail). ClinicalEdge content includes summaries of must-read clinical literature, guidelines and FDA actions. "Rising Star" ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level "User" Data and Engagement Data are included as value-add.

Cost Model: Flat or CPM (Cost Per Thousand)

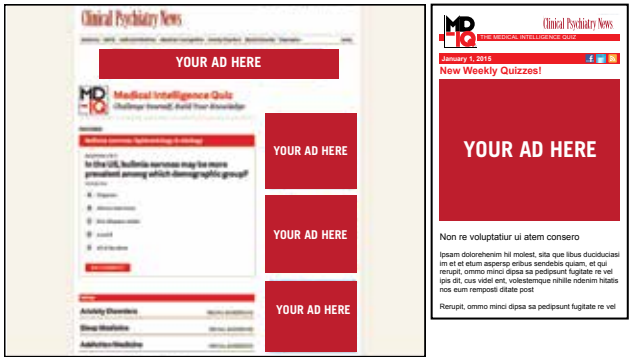
Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: **Web:** .html5, .swf, IFRAME, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp

MD-IQ™ SPONSORSHIPS (SELF-ASSESSMENT QUIZZES)

General and therapeutic focused quizzes are available for sponsorship. Tactic includes promotional eBlast with each quiz and exclusive advertising within MD-IQ™ section. Each completed quiz represents 10-11 pageviews with 3-4 banners displayed per page. "Rising Star" ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level "User" Data and Engagement Data are included as value-add.

DESKTOP **MOBILE**



Cost Model: CPE (Cost Per Engagement)
Engagement defined as Completion of Quiz.

Asset Type: **Web:** 728x90 & 300x250
(Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: **Web:** .html5, .swf, iFRAME, .gif and .jpg
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PREMIUM PACKAGES (WEB & EMAIL)

CONFERENCE COVERAGE SPONSORSHIPS

Conference Coverage Sponsorships are available on select Frontline Web sites. Conventions that run 3-5 days are generally ideal. Conference packages include ROS (site), Conference Section (site) and five eBlasts (1 Pre, 3 Dailies & 1 Summary Wrap-Up) (e-mail). "Rising Star" ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level "User" Data and Engagement Data are included as value-add.

Cost Model: Flat

Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: **Web:** .html5, .swf, IFRAME, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp

Contact your account manager for details and pricing.

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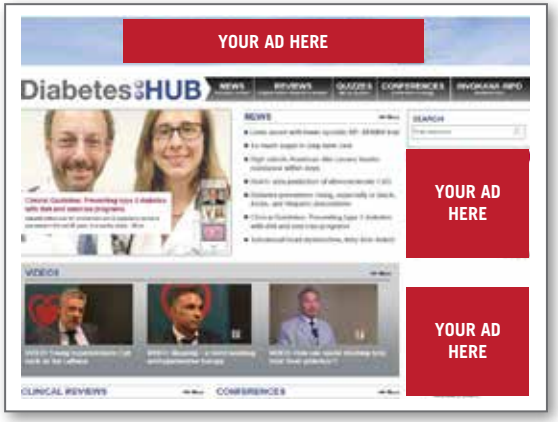
MEDIA PLACEMENT OPPORTUNITIES

DISEASE-STATE HUB SPONSORSHIP

Hubs are the ideal destination for HCPs interested in a specific therapeutic area of interest. Sponsorships may include multiple Frontline properties, which combines FMC's superior CONTENT and REACH (22 + Specialties). Content includes News, Conference Coverage, Reviews, Summaries, Quizzes, and Multimedia. Sponsorships include banner advertising (onsite & within eNewsletters) and the ability to house branded content within "sponsored" tabs.



KOL VIDEO ROUNDTABLES

FMC will organize a KOL video roundtable focused on a topic of your choice. Roundtables will be created in text and/or video and promoted on the participating journals' websites. Sponsors may provide banners and/or additional assets to run alongside the roundtable.

PROJECT "JOURNEY"

The sponsorship includes a patient's "Journey" in a specific therapeutic area, with HCP, Caregiver and Patient perspectives. The interactive video and text format creates an engaging experience, created to offer users a deeper form of content. The sponsorship includes six content modules, e-Blasts promoting each module and banner advertising throughout the "Journey" experience. Sponsors may provide testimonials in the form of modules to live within FMC developed project journey. Asset housing is available in other ways.

Contact your account manager for details and pricing.

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For details of programs, rates, metrics, and more, please contact your account manager.

CUSTOM MULTI-MEDIA PROGRAMS

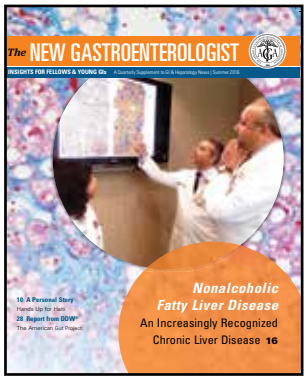
FRONTLINE BRANDS DELIVER MULTICHANNEL, MULTIDISCIPLINARY LEARNING EXPERIENCES

As content experts - with unrivaled HCP access and deep KOL relations - Frontline creates relevant, integrated, and compelling multichannel solutions that address your strategic brand imperatives. In addition to leveraging your MLR-approved content, we are proficient in original content development, graphic design, audio visual technology, e-media and project management. We provide considerable expertise in the MLR process and develop exceptional enduring materials based on support from the editorial boards of our proven brands.

The valued content of Frontline's indexed, peer-reviewed, and news-oriented brands (print and digital) provide optimal context for your targeted communications or educational campaign. Virtually all Multimedia formats (webcasts, videos, apps, microsites, digital editions and more) are available based on the requirements of the campaign.

CUSTOM SPECIAL ISSUES / SUPPLEMENTS

Custom professional print and digital editions are proven vehicles for educating key targets with brand-specific promotional education. These vehicles can take several forms, depending on complexity of your message and can be featured online as PDFs or as digital editions, to allow for webcasts, audiocasts, response forms, and other interactive elements to enhance learning or drive response. Distribution can be extended to other key HCPs through the comprehensive market access available via our well-established and well-regarded brands and proprietary eDatabase.



PATIENT EDUCATION / HANDOUTS

Patient Editions are educational tools at point of care customized based on needs and brand directives. They are available via print (polybagged copies with the journal(s) as well as digitally - and can use BRCs, QR codes, and existing brand assets if appropriate. Patient education handouts devoted to the condition/disease state can also be sponsored. Reach can be extended through multiple Frontline brands.

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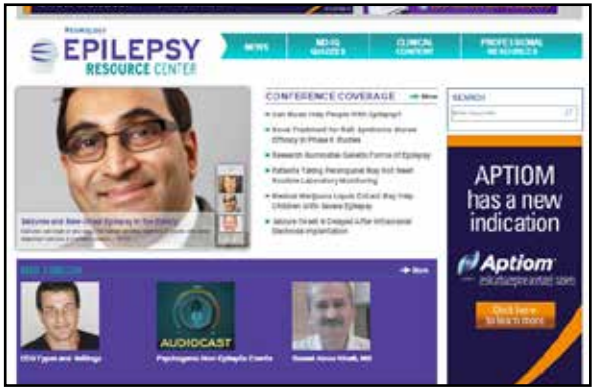
CUSTOM MULTI-MEDIA PROGRAMS

CUSTOM MICROSITES / RESOURCE CENTERS

Frontline has years of experience developing digital assets geared toward healthcare professionals. Specifically, custom microsites often focus on a key therapeutic area to highlight your product's value to your target audience. We design, develop, and build your interactive, multimedia site to be hosted via your URL or one provided by Frontline. The site is accessible via multiple platforms - including mobile - and typically includes MLR-approved and peer-reviewed content.



CUSTOM WEBCASTS / VIDEOS / ROUNDTABLES

We develop branded and unbranded landing pages with audio/video/webcast /virtual or onsite roundtables content conducive to your educational message. The programs feature KOL interviews on topics of relevance (e.g. disease state awareness) and can be developed as a series if warranted. Sponsors can repurpose content in a supplement or as assets for eDetailing. These educational messages are accessible via print, web, mobile and tablet.

CUSTOM CLINICAL QUIZZES

Engage HCPs you wish to target by sponsoring a brief self-assessment study guide. These clinical challenges test HCP knowledge vis a vis their peers while providing a fun, learning environment to showcase your message. All questions are on-label and housed on a branded landing page – with participant scores and new question alerts. Analyses of the answers identifies HCP-specific learning gaps (and subsequent follow-up if desired).

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RESEARCH

Market Research

When you need to gather information and intelligence quickly let us send your query or custom survey to our physician database. Whether it is a therapeutic category you need more information on or just want to know how our targeted audience perceives your product, you can be sure that you will get a high response rate and answers to your query or survey promptly.

- Guaranteed survey completions 100+

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FACE-TO-FACE EVENTS

Our live CME events give you access to hard-to-reach prospects through one-on-one interaction in a casual, intimate environment, providing the opportunity to:

- Cultivate and enhance relationships with hard-to-reach "no see" psychiatrists, residents, fellows and psychiatric clinicians.
- Maximize one-on-one contact with practicing psychiatrists and psychiatric clinicians
- Get critical input and feedback on your products or services at a focus group arranged with a group of our attendees on your behalf
- Participate in a forum from which to cost-effectively produce and distribute print and online enduring materials to the wider audience of Current Psychiatry, Clinical Psychiatry News, and Annals of Clinical Psychiatry
- Enjoy a higher ROI for your marketing dollar.

Live Events presented by Global Academy for Medical Education, LLC, in collaboration with Frontline Medical Communications

- Current Psychiatry/ AACP Psychiatry Update 2017: Solving Clinical Challenges, Improving Patient Care
  March 30-April 1, 2017
  Marriott Chicago Magnificent Mile
  www.cpaacp-cme.com
- Current Psychiatry/ AACP Psychiatry Update 2017: Solving Clinical Challenges, Improving Patient Care Encore Presentation
  December 10-12, 2017
  Cosmopolitan Hotel, Las Vegas
  www.cpaacp-cme.com/encore

Contact:
Guy Pawlak
Conference Sales Manager
Tel: (973) 206-2328
Email: g.pawlak@globalacademycme.com

Sponsored Symposia/Product Theaters

Presenting a sponsored educational symposium or product theater at a live event affiliated with Frontline Medical Communications provides a cost-effective vehicle to educate psychiatrists and psychiatric clinicians on new pharmacotherapies and techniques to improve patient care.

- Educate our audience of early-adopting psychiatrists and psychiatric clinicians
- Generate instant feedback in a live environment
- Extend the impact of your educational message with enduring materials distributed in print and online through our peer-reviewed journals and Websites

Benefits of presenting your sponsored symposium at a live event affiliated with Frontline Medical Communications:

Highly qualified audience
Your content deserves the attention of an engaged audience eager to learn about the latest advances in the specialty. Attendees of the *Current Psychiatry/ AACP Psychiatry Update* and *Current Psychiatry/ AACP Psychiatry Update Encore* are highly qualified clinicians open to embracing the latest pharmacotherapies and techniques.

Strong attendance
All sponsored symposia/product theaters at the *Current Psychiatry AACP Psychiatry Update* are scheduled during mealtime— without competing activities—ensuring robust participation levels from these uniquely qualified psychiatrists and psychiatric clinicians. (Since meals are provided to all conference attendees, the Sunshine Act is not applicable.)

Multi-platform promotion
Your sponsored symposium or product theater will benefit from a high level of promotion before and during the live event on our web site, in eblasts, and with handouts and signage on site. The sooner you reserve your symposium, the more promotion it will receive.

Superb cost efficiency and high ROI:
Your symposium will take place in our general session room, making it easy for attendees to locate, and providing you with access to our audiovisual equipment and personnel at no additional charge.

Contact:
Guy Pawlak
Conference Sales Manager
Tel: (973) 206-2328
Email: g.pawlak@globalacademycme.com

Wendy Raupers
VP Custom Solutions
Tel: (973) 206- 9062
Email: wraupers@frontlinemedcom.com

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FRONTLINE
MEDICAL COMMUNICATIONS

Frontline Medical Communications Inc is one of the healthcare industry's largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP-level targeting and is ranked 1st in combined web and print engagements. With the launch of MDedge™ and BPA-audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs.

- A portfolio of 35 print and digital publications, reaching 24 distinct market segments, circulation surpasses 800,000 healthcare professionals (HCPs)
- MDedge™, our state-of-the-art integrated web portal
- Access to more than 1 million physicians, nurse practitioners, physician assistants and other HCPs through our validated proprietary e-database
- eNewsletters, interactive Web sites, digital editions, and mobile apps deliver content daily
- 21 live events
- Collaboration with notable societies and key medical associations
- Development of innovative and engaging educational programs across multiple channels

From 1 to 1 million, FMC delivers your message to the right audience at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2017 discount programs: corporate-wide earned frequencies based on combined pages, new business/launch programs; continuity discounts; and corporate discounts. (Click "Rates, Incentives & Discounts" for details.)

Contact your account manager directly.

Click "Contacts" or call 973-206-3434.

Visit www.frontlinemedcom.com.

Access all media kits at www.frontlinerates.com.

Frontline Medical Communications (FMC)
True HCP Engagement
In Every Way, On Every Day

ACS Surgery News®
The American Journal of Orthopedics®
Cardiology News®
CHEST™ Physician
Clinical Endocrinology News®
Clinical Neurology News®
Clinical Psychiatry News®
Clinician Reviews®
Cosmetic Dermatology®
Current Psychiatry®
Cutis®
Dermatology News®
Emergency Medicine®
Family Practice News®
Federal Practitioner®
The Gastric Cancer Journal™
GI & Hepatology News®
Hematology News®
The Hospitalist®
ID Practitioner™
Internal Medicine News®
The Journal of Community and Supportive Oncology®
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™
Seminars in Cutaneous Medicine and Surgery®
Thoracic Surgery News®
Vascular Specialist®

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