DIGITAL ADVERTISING

A 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 30+ indexed and peer-reviewed clinical reviews, specialty-specific websites and publications.

MDedge™ offers HCPs a streamlined, powerful, and seamless user experience and the latest in time-saving functionality and offers advertisers superior reach, innovative sponsorship opportunities, and built-in flexibility to optimize use of their own assets. Extensive marketing options range from general awareness and contextual tactics to deep engagement content development.

HCP TARGETING

Frontline Medical Communications has the capability to target, track, and evaluate engagement of physicians and other healthcare professionals through multiple touchpoints. 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.

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.

User data provided:
- First and last name
- City, State, Zip code
- Specialty
- NPI #

Engagement data provided:
- Web usage (visits, pageviews, time spent, banner impressions)
- Email usage (delivered, opened, clicks)

REPORT EXAMPLES:

USER DATA

<table>
<thead>
<tr>
<th>#</th>
<th>First Name</th>
<th>Last Name</th>
<th>Title</th>
<th>Specialty</th>
<th>Type of Practice</th>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
<th>NPI #</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cathy</td>
<td>Brooks</td>
<td>MD</td>
<td>Neurology</td>
<td>Office</td>
<td>Corra</td>
<td>NC</td>
<td>38723</td>
<td>1622993706</td>
</tr>
<tr>
<td>2</td>
<td>Jim</td>
<td>Fulton</td>
<td>MD</td>
<td>Internal Medicine</td>
<td>Hospital</td>
<td>Scottsdale</td>
<td>AZ</td>
<td>88259</td>
<td>20134127053</td>
</tr>
<tr>
<td>3</td>
<td>Pam</td>
<td>Leonard</td>
<td>MD</td>
<td>Family Practice</td>
<td>Office</td>
<td>Tulsa</td>
<td>OK</td>
<td>74120</td>
<td>8371125578</td>
</tr>
<tr>
<td>4</td>
<td>Richard</td>
<td>Marshall</td>
<td>NP</td>
<td>Psychiatry</td>
<td>Office</td>
<td>Mechanicsburg</td>
<td>PA</td>
<td>17050</td>
<td>6584849949</td>
</tr>
<tr>
<td>5</td>
<td>John</td>
<td>Smith</td>
<td>DO</td>
<td>Neurology</td>
<td>Hospital</td>
<td>New York</td>
<td>NY</td>
<td>11021</td>
<td>18870314597</td>
</tr>
</tbody>
</table>

ENGAGEMENT DATA

<table>
<thead>
<tr>
<th>#</th>
<th>Tactic</th>
<th>of Visits</th>
<th>Total Pageviews</th>
<th>Avg. Pages per Visit</th>
<th>Avg. Time Spent</th>
<th>Completions</th>
<th>Time Stamp</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MDIQ</td>
<td>2</td>
<td>75</td>
<td>33.3</td>
<td>6.25</td>
<td>2</td>
<td>12-14 (May 5)</td>
</tr>
<tr>
<td>2</td>
<td>MDIQ</td>
<td>1</td>
<td>5</td>
<td>1.59</td>
<td>6</td>
<td>0</td>
<td>10-12 (May 6)</td>
</tr>
<tr>
<td>3</td>
<td>MDIQ e-Blast</td>
<td>1</td>
<td>4</td>
<td>0.00</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>MDIQ e-Blast</td>
<td>1</td>
<td>4</td>
<td>Yes</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>MDIQ e-Blast</td>
<td>1</td>
<td>4</td>
<td>No</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Click here for detailed specifications.

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
GENERAL AWARENESS

By using our highly-trafficked Web sites, your ad message can reach physicians and allied healthcare professionals through unique and engaging options.

Native Advertorial (WEBSITE)

Native Advertorials allow sponsors to embed brand assets, text and/or images within Frontline content. There will be up to three slots available per article page.

Available Placements
- In-Line Video (Video Housing)
- “From Industry” Notification (Text Ad)
- Conference/Brand Twitter Widget
  - See tactic description on page 8.
- QuickLearn
  - See tactic description below.

COST MODEL: CPC (Cost Per Click) or Flat Rate

ASSET TYPE: Text, Logo/Images, Video, PDFs, e-Details, Learning Modules, etc. (2 Destination URLs Max)

CREATIVE TYPE: .mp4, .mov, .gif, .jpg, .pdf, .html5 or .swf

QuickLearn™ (WEBSITE)

Pique doctors’ curiosity and spur engagement. A one-question quiz that appears on both article and MDedge® homepages, directing users to a landing page with the answer. The landing page includes additional product information/assets for sponsors. Question can be supplied by brand or developed by FMC.

COST MODEL: CPE (Cost Per Engagement)

ASSET TYPE: Q/A, Production Information & Assets (Rich Media is accepted)

CREATIVE TYPE: Text, .html5, .swf, IFRAME, .gif and .jpg

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
GENERAL AWARENESS (cont’d)

Weekly eNewsletters (EMAIL)

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. Purchase multiple newsletters for greater efficiencies and exposure. Position exclusivity is per month. Details below.

- 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.

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

**NOTE:** Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
GENERAL AWARENESS (cont’d)

eNewsletter Native Advertorials (EMAIL)

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

Custom eBlast (List Rentals) (EMAIL)

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. List targeting is available. Minimum spend $2,000/send.

- **COST MODEL:** Flat or CPS (Cost Per Send)
- **ASSET TYPE:** Finalized .html e-Blast
- **CREATIVE TYPE:** .html
CONTEXTUAL

Dominate your therapeutic area through contextual alignment of your promotional messaging.

MDedge® Landing Page (WEB/VIDEO & EMAIL)

Created by MDedge, a landing page provides the opportunity to have your banner ads and supplied video reside among long form articles written by our staff. The number of articles depends on length of program. Traffic drivers, including your banner ads, bring physicians to the landing page. Triggered marketing through email blasts to visitors is available for an additional cost.

- **COST MODEL:** Flat or CPV (Cost Per Visit)
- **ASSET TYPE:**
  - **WEB:** 728x90 and/or 300x250 Banners (Rich Media is accepted)
  - **MOBILE:** 300x50 or 320x50 acceptable
  - **EMAIL:** 728x90 and/or 300x250 Banners (Static Only)
- **VIDEO:** See Advertising Spec Sheet
- **CREATIVE TYPE:** .gif, .jpg, .png & .bmp

Specialty Focus (WEBSITE & EMAIL)

Dominate your therapeutic area through contextual alignment of your promotional messaging. Specialty Focus Channels are Specialty/Disease-State roadblock packages that are available on all Frontline websites. Sponsorships comprise Channel Section (site) and one or two therapeutic e-Newsletters (e-mail). ROS (site) may be included. “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:** Video/PDF asset housing is offered as value add, within the channel homepage.
  - **WEB:** 728x90 & 300x250 (Rich Media is accepted)
  - **MOBILE:** 300x50 or 320x50 acceptable
  - **EMAIL:** 728x90 and/or 300x250 Banners (Static Only)
- **VIDEO:** See Advertising Spec Sheet
- **CREATIVE TYPE:**
  - **WEB:** .html5, .swf, IFRAME, .gif, .PDF and .jpg
  - **EMAIL:** .gif, .jpg, .png & .bmp
  - **VIDEO:** See Advertising Spec Sheet

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
Disease State ClinicalEdge® (WEBSITE & EMAIL) (Therapeutic Focused)

ClinicalEdge is a roadblock package that is available on all Frontline websites. Sponsorships comprise the ClinicalEdge Section (site) and 2 ClinicalEdge eBlasts (e-mail). ClinicalEdge content includes summaries of must-read clinical literature, guidelines and FDA actions. Ultra time-saving content keeps HCPs up-to-date. “Rising Star” ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). Select summaries will provide KOL commentary for added perspective. 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)
  - **MOBILE:** 300x50 or 320x50 acceptable
  - **EMAIL:** 728x90 and/or 300x250 Banners (Static Only)
- **CREATIVE TYPE:**
  - **WEB:** .html5, .swf, IFRAME, .gif and .jpg
  - **EMAIL:** .gif, .jpg, .png & .bmp

MD-IQ™ Sponsorships (WEBSITE & EMAIL) (Self-Assessment Quizzes)

Therapeutic-focused quizzes are available for sponsorship. Tactic includes promotional eBlast with each quiz and exclusive advertising within the MD-IQ section. Each completed quiz represents 10-11 page views with 2-3 banners displayed per page. “Rising Star” ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). Therapeutic MD-IQ answers may include KOL commentary for an additional premium. HCP Level “User” Data and Engagement Data are included as value-add.

- **COST MODEL:** CPE (Cost Per Engagement)
- **ASSET TYPE:**
  - **WEB:** 728x90 & 300x250 (Rich Media is accepted)
  - **MOBILE:** 300x50 or 320x50 acceptable
  - **EMAIL:** 728x90 and/or 300x250 Banners (Static Only)
- **CREATIVE TYPE:**
  - **WEB:** .html5, .swf, IFRAME, .gif and .jpg
  - **EMAIL:** .gif, .jpg, .png & .bmp

**NOTE:** Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
CONTEXTUAL (cont’d)
Sponsored Digital Article (Advertorial) (WEBSITE & EMAIL)

Your client supplied article can appear within MDedge® for 3 months. Subject to editorial approval, the article can be 2,500 words, or longer. The program includes a native advertorial and 1 custom e-Blast. HCP Level “User” Data from select promotional items included as value-add.

- **COST MODEL:** CPV (Cost Per Visit); Upfront development fee required.
- **ASSET TYPE:**
  - **WEB:** Text
  - **EMAIL:** Finalized .html e-Blast
- **CREATIVE TYPE:**
  - **WEB:** Article Text (2,500 Word Count minimum)
  - **EMAIL:** Advertorial Text (2,500 max characters and links)
  - **EMAIL:** .html

MDedge™ Crosswords (WEBSITE & EMAIL)

MDedge® Crossword practice puzzlers are a new interactive feature HCPs can have fun with to test their knowledge (in a relaxing way). Topics vary widely and can be based on recent clinical articles or medical news generated from recent conferences (disease state or conference focused). Sponsorships are available in nearly all markets and include one or two puzzles and two corresponding eNewsletters (100% SOV). A “Learn More” call out at the conclusion of the puzzle can link out to your brand’s website. Asset housing is available. HCP Level “User” Data are included as value-add on select parts of the program.

- **COST MODEL:** CPE (Cost Per Engagement)
  - Engagement defined as Completion of Quiz.
- **ASSET TYPE:**
  - **WEB:** 728x90 & 300x250 (Rich Media is accepted)
    - **MOBILE:** 300x50 or 320x50 acceptable
  - **EMAIL:** 728x90 and/or 300x250 Banners (Static Only)
- **CREATIVE TYPE:**
  - **WEB:** .html5, .swf, IFRAME, .gif and .jpg
  - **EMAIL:** .gif, .jpg, .png & .bmp

> **NOTE:** Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
CONTEXTUAL (cont’d)

KOL Interview eNewsletters (EMAIL)
Developed by MDedge®, this KOL interview with a key opinion leader, on a specific disease state, will feature approximately 3-5 questions and answers. This 100% SOV eNewsletter opportunity features the Q&As and static banner ad and concludes with a list of published articles on the interview topic. Available one time or published as a series. Deployments are mobile optimized.

- COST MODEL: Flat
- ASSET TYPE: 728x90 and/or 300x250 Banners (Static Only)
- CREATIVE TYPE: .gif, .jpg, .png & .bmp

Disease-State Mash-Up eNewsletter (EMAIL)
Multimedia 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. List targeting is available. Enhanced KOL commentary available (additional cost). List targeting is available.

- COST MODEL: Flat or CPS (Cost Per Send)
- ASSET TYPE: 728x90 and/or 300x250 Banners (Static Only), Native advertorial (250 Character Max, 2 Destination URLs Max)
- CREATIVE TYPE: .gif, .jpg, .png & .bmp

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
CONFERENCE OFFERINGS

Conference Coverage (WEBSITE & EMAIL)

Conference Coverage Sponsorships are available on select Frontline websites. 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)  
  MOBILE: 300x50 or 320x50 acceptable
- E-MAIL: 728x90 and/or 300x250 Banners (Static Only)
- CREATIVE TYPE:
  - WEB: html5, .swf, IFRAME, .gif and .jpg,
  - E-MAIL: .gif, .jpg, .png & .bmp

Conference Coverage Exclusive package includes website, e-Newsletters, Conference MDIQ & Print

- COST MODEL: Flat + CPE + CPM

Conference MD-IQ™ (WEBSITE & EMAIL)

Extend conference influence with a 3-month MD-IQ program following a conference. Sponsorship includes 6 quizzes, 2 per month (5 Q/A). Questions are developed based on conference content in a specific therapeutic area. For more information on MD-IQ, see page 6.

- COST MODEL: CPE (Cost Per Completion)
- ASSET TYPE: 728x90 & 300x250 Banners  
  (Rich Media is accepted).  
  MOBILE: 300x50 or 320x50 acceptable.
- CREATIVE TYPE: .html5, .swf, IFRAME, .gif and .jpg

Conference Twitter Feed (WEBSITE)

Overcome user generated content (UGC) limitations with a controlled Twitter feed focused on brand highlights (Independent Symposiums, Booth Information, Partnered KOLs, etc.). The feed will publish Tweets for up to 20 Twitter handles.

- COST MODEL: Flat
- ASSET TYPE: Names
- CREATIVE TYPE: Twitter Handles

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
CONFERENCE OFFERINGS (cont’d)

Conference Summary e-Newsletter (EMAIL)
Includes must-read news and interviews in an all-encompassing conference summary e-Newsletter. Available for smaller meetings. Sponsorship includes one (100% SOV) summary drop 5-7 days following the conference.
- **COST MODEL:** Flat or CPS (Cost Per Send)
- **ASSET TYPE:** 728x90 & 300x250 Banners and native advertorial text (250 character max)
- **CREATIVE TYPE:** .gif and .jpg and text

Sponsored Conference Post/Tweet (WEBSITE)
Sponsors can take advantage of FMC social reach, via Facebook and Twitter. Brands can highlight Independent Symposiums, Booth Information, etc. Each Post/Tweet will be posted at the sponsor’s directed Day/Time.
- **COST MODEL:** Flat
- **ASSET TYPE:** Text
- **CREATIVE TYPE:** Text & Links
  - **EMAIL:** .gif, .jpg, .png & .bmp, text

---

**NOTE:** Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
TARGETED MEDIA

Programmatic Marketplace (WEBSITE & EMAIL)
- Geographic, Behavioral, Contextual or List Match targeting is available on select Frontline websites.
- Partners can also re-target MDedge® HCPs on non-endemic external websites.
  Please contact Alison Paton at apaton@mdedge.com for onboarding information.
- **COST MODEL:** CPM (Cost Per Thousand)
- **ASSET TYPE:** 728x90 & 300x250 Banners (Rich Media is accepted).
  - **MOBILE:** 300x50 or 320x50 acceptable
- **CREATIVE TYPE:** .html5, .swf, IFRAME, .gif and .jpg

Physician Exclusive (WEBSITE & EMAIL)
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.
  - **MOBILE:** 300x50 or 320x50 acceptable
  - **E-MAIL:** 728x90 and/or 300x250 Banners (static only) Text ad (200 characters)
- **CREATIVE TYPE:**
  - **WEB:** .html5, .swf, .mp4, .mov, .gif and .jpg

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
DEEP ENGAGEMENT OPPORTUNITIES

MDedge® Podcasts (WEBSITE, PODCAST APPS)

Our current podcasts include the Daily Medical News Round-up (multi-specialty, Monday-Friday), as well as several weekly episodes by specialty: Cardiocast; Psychcast, Dermatology Weekly, Blood & Cancer, and Postcall. Podcasts provide another opportunity to put your ad message in front of your audience. Daily Medical News Podcasts are broad-focused and hosted by the voice of MDedge, Nick Andrews, as well as a variety of MDedge editors. Specialty-focused podcasts are hosted by our physician EICs and other KOLs. Your message is featured as 35- or 55-second audio spots (2 or 3 per episode depending on podcast); supplied audio or supplied text for our voice talent to read aloud during the podcast. Podcasts are available on MDedge.com/Podcasts and distributed via Apple Podcasts, Google Podcasts, Spotify, Stitcher and dozens of popular podcast apps. Asset housing is featured on the podcast show landing page, as well as each episode page and in e-Blasts.

- COST MODEL: Flat, monthly. Minimum 3-month program.
- ASSET TYPE:
  - AUDIO: 35-second or 55-second audio ad or text to audio ad
  - WEB: 728x90, 300x250 (Rich media accepted)
  - MOBILE: 300x50 or 320x50 acceptable
  - EMAIL: 728x90, 300x250, 320x50 (Static Only)
- CREATIVETYPE:
  - AUDIO: .mp4 or text to audio (Est. 50 word count for 35-sec and 100 word count for 55-sec)
  - WEB: .html5, .swf, IFRAME, .gif and .jpg
  - EMAIL: .gif, .jpg, .png & .bmp

Custom, branded, KOL-interview style podcast series are also available.

Contact your Account Manager for details.

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
DEEP ENGAGEMENT OPPORTUNITIES (cont’d)

Resource Center Sponsorships (WEBSITE & EMAIL)
Condition Collection Resource Centers are the ideal destination for HCPs interested in a specific therapeutic area of interest. Content coverage includes medical news, ClinicalEdge®, MD-IQ™ and Fast Fact Friday Quizzes, and clinical articles where applicable. Long-form exclusives, in-depth Journal Scan, and “Did you know” MDedgeShorts® (video) are included. Sponsorships include banner advertising (onsite and within eNewsletters) and the ability to house branded content within the “sponsored” tab.

Peer-to-Peer Disease State Resource Centers offer News, ClinicalEdge®, Quizzes: MD-IQ™ & Fast Fact Friday, clinical articles if applicable, KOL Commentary on select items, Twitter Chats (1 hour chat between 2 KOLs), KOL Interviews (Audio, Video or Text), and Virtual Video Roundtable (3-4 KOLs). Sponsorships include banner advertising (onsite and within eNewsletters) and the ability to house branded content within the “sponsored” tab.

KOL Video Roundtables/Webinars (WEBSITE & EMAIL)
FMC will organize a KOL video roundtable focused on a topic of your choice. Video roundtables will be developed in audio and/or video and promoted on the participating journal’s website including expert interviews, clinical commentary, best practices, challenges, advances in therapy, and more. Sponsors may provide banners and/or additional assets to run alongside the roundtable and webinar.

Project “Journey” (WEBSITE & EMAIL)
The sponsorship includes a patient’s “Journey” in a specific therapeutic area, with HCP, Caregiver and Patient perspectives on the many aspects of care from coping and prevention through diagnoses, cost, and therapeutic options. The interactive video and text format creates an engaging experience, developed to offer users a deeper form of content including expert interviews, clinical commentary, best practices, challenges, advances in therapy, and more. The sponsorship includes five FMC-developed content modules and one advertiser supplied module, e-Blasts promoting each module, and banner advertising throughout the “Journey” experience. Asset housing is available in other ways, so please consult your account manager for details.

“Journey” Patient Stories Module
This sponsorship includes a landing page to featured patient stories to help HCPs better understand the impact of a disease, as told by patients and/or their caregivers. Banner ads appear on the landing page and in e-Newsletters created by MDedge® to drive traffic to the landing page. Native ad to display one client-supplied video on the module is value-added.

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
CUSTOM MULTI-MEDIA PROGRAMS

Frontline Delivers Multidisciplinary Learning Experiences—Educating Key Targets With Branded / Unbranded Messaging

As content experts with unrivaled HCP access and deep KOL relations, Frontline creates relevant, compelling, integrated multichannel solutions that address your strategic brand imperatives. In addition to leveraging your medical, legal, regulatory (MLR) approved content, our dedicated team of expert medical writers, designers, audio visual technicians, e-media, and program managers handle all aspects of your custom program. Our trained and certified MLR staff creates exceptional enduring materials, branded and unbranded, with support from the editorial boards of our proven brands.

The valued content of Frontline’s indexed, peer-reviewed, and medical news 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 PRINT / DIGITAL 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 and 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.

Themed multichannel supplements provide contextually relevant placement opportunities. Content is physician-authored and peer-reviewed, or prepared specifically for the special report. These multisponsored or exclusive sponsored copies can be produced for bonus distribution at medical meetings.

Pricing varies from regular print issues.

CUSTOM PRINT / DIGITAL BOARD REVIEW PROGRAMS

Help physicians prepare for board exams with exclusive sponsorship of a Board Review. This unique program involves a series of digital issues targeted by specialty. All board review content is developed with the assistance of leading physician experts within the specialty, and is peer-reviewed. They include an interactive Q&A section for physicians to test their knowledge and understanding. Call Bruce White for pricing/availability.

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
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) 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.

BRAND ADVOCACY PROGRAMS

Product Theater Reporter

Based on your KOL’s speaker slide deck and other materials, this product-specific reporter must be MLR-approved. It is produced as print and digital versions, shortly after the event, featuring ISI and full or brief PI, the logo of the appropriate FMC brand(s), and your company’s logo.

Innovative Medicine

Formerly “Best Practices” features a review article on a specific disease state, therapeutic category, procedure, or practice management that may highlight a key opinion leader

• Article to contain approximately 1,500 words inclusive of graphs, photos, references, etc.
• Will be posted in the supplement section of appropriate MDedge® website
• Several traffic drivers will be included in program: email blasts and text ads in E-newsletters
• Editorial control is retained by the sponsor. FMC editorial staff ensures proper sponsorship notation, disclaimer, and logo representation
• Sponsorship line on page

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
CUSTOM CLINICAL QUIZZES

Engage your targeted HCPs by sponsoring an up-to 30 questions, on label self-assessment study guide. These clinical challenges test HCP knowledge vis à vis their peers while providing a fun, learning environment to showcase your message. All questions are housed on a branded landing page (with ISI/PI) – with participant scores and new question alerts. Analyses of the answers identifies HCP-specific learning gaps (and subsequent follow-up if desired).

CUSTOM MICROSONES / 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 / PODCASTS / ROUNDTABLES

We develop branded (with ISI/PI) 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 and mobile devices.

Virtual meetings are cost effective and convenient. KOL presentations, webcasts, interviews, and roundtables are an excellent option to educate and inform physicians and other HCPs.

FMC handles faculty, logistics, and MLR-approved materials.

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
RESEARCH

MARKET RESEARCH
When you need to gather information and intelligence quickly, let us send your query or custom survey to our audience of healthcare professionals under the Frontline Medical Communication’s brand logo. Whether it is a therapeutic category you need more information on or you 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. Contact your account manager for pricing and details.

• Guaranteed survey completions 100+

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your account manager or email apaton@mdedge.com (for Digital), mbranca@mdedge.com (for Society), or jwahl@mdedge.com (for Custom).
CONFERENCES

Global Academy for Medical Education, LLC, Hemedicus, and Jonathan Wood and Associates produces conferences in collaboration with Frontline Medical Communications brands as follows:

CONVENTION CONNECT
FMC’s Convention Connect program can help capture wider outreach before, during, and after a meeting through cost-efficient enduring materials in print and online. These materials provide continuity and brand exposure well beyond the actual meeting and to a much larger audience. Your messages can reach an audience of physicians under the auspices of one of the FMC publications listed above, with the added benefit of third party credibility.

• Webcast creation
• eProduct theater
• Hosting services
• eOutreach
• Customization with KOL
• Audience building
• Lead generation
• Materials creation

Please contact the Publisher for proposal.

NOTE: For information on conferences and key contacts, visit globalacademycme.com, Hemedicus.com, jwoodassoc.com.
FACE-TO-FACE EVENTS

Our live CME/CE 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” physicians, NPs/PAs, residents, fellows and clinicians.
- Maximize one-on-one contact with practicing physicians and 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 your market.
- Present your surgical or therapeutic device within the confines of a private meeting room where you can fully and confidentially display its unique benefits over dinner or a small reception.
- Enjoy a higher ROI for your marketing dollar.

Indepedent Symposia

Presenting an independent educational symposium at a live event affiliated with one of our FMC publications (noted above) provides a cost-effective vehicle to educate physicians and clinicians on new pharmacotherapies and techniques to improve patient care.

- 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 independent symposium at a live event affiliated with a FMC publication:

- Highly qualified audience
Your content deserves the attention of an engaged audience eager to learn about the latest advances in the specialty. Attendees of our live events are highly qualified clinicians open to embracing the latest pharmacotherapies, treatments, and techniques.

- Strong attendance
All independent symposia at our live events are scheduled without competing activities ensuring robust participation levels from these uniquely qualified physicians and clinicians.

- Multi-platform promotion
Your independent symposium will benefit from a high level of promotion before and during the live event on our website, 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: (551) 427-7140
Email: wraupers@mdedge.com

Sally Cioci
Associate Director,
Dermatology Conferences and
SDEF Sponsorships
Tel: (973) 290-8215
Email: scioci@mdedge.com

Devin Gregorie
National Account Manager
Tel: (516) 381-8613
Email: dgregorie@mdedge.com

NOTE: For information on conferences and key contacts, visit globalacademycme.com, Hemedicus.com, jwoodassoc.com.
CONFERENCES (continued)

For a complete listing of all live events, by specialty, visit globalacademycme.com, Hemedicus.com, jwoodassoc.com.

Live Events presented by Global Academy for Medical Education, LLC, in collaboration with Current Psychiatry and Clinical Psychiatry News

Current Psychiatry/ AACP Psychiatry Update 2019:
Solving Clinical Challenges, Improving Patient Care
Encore Presentation
December 8-10, 2019
Las Vegas, NV
www.cpaacp-cme.com/site/encore

Current Psychiatry/ AACP Psychiatry Update:
Solving Clinical Challenges, Improving Patient Care
March 26-28, 2020
Chicago, IL
www.cpaacp-cme.com

Current Psychiatry/ AACP Focus on Neuropsychiatry
June 5-6, 2020
Washington, DC
www.cpaacp-cme.com/site/neuropsych

Psychopharmacology Update
October 2020
Cincinnati, OH
www.globalacademycme.com/conferences/psychopharmacology-update/home

Current Psychiatry/ AACP Psychiatry Update:
Solving Clinical Challenges, Improving Patient Care
Encore Presentation
TBD
Las Vegas, NV
www.cpaacp-cme.com/site/encore

Live Events presented by Global Academy for Medical Education, LLC, in collaboration with Dermatology News and Cutis

Dermatology News | cutis

Caribbean Dermatology Symposium
January 21-25, 2020
Paradise Island, Bahamas
www.globalacademycme.com/dermatology

Skin Disease Education Foundation’s (SDEF)
Hawaii Dermatology Seminar
February 16-21, 2020
Lahaina, Maui, HI
www.globalacademycme.com/dermatology

Coastal Dermatology Symposium
October 15-17, 2020
Santa Rosa, CA
www.globalacademycme.com/dermatology

Skin Disease Education Foundation’s (SDEF)
Las Vegas Dermatology Seminar and Annual Psoriasis Forum
November 5-7, 2020
Las Vegas, NV
www.globalacademycme.com/dermatology

NOTE: For information on conferences and key contacts, visit globalacademycme.com, Hemedicus.com, jwoodassoc.com.
CONFERENCES  (continued)

For a complete listing of all live events, by specialty, visit globalacademycme.com, Hemedicus.com, jwoodassoc.com.

Live Events presented by Global Academy for Medical Education, LLC, in collaboration with OBG Management and Ob.Gyn. News

2019 Pelvic Anatomy and Gynecologic Surgery Symposium (PAGS)
December 12-14, 2019
Las Vegas, NV
Pre-conference workshops: December 11, 2019
www.PAGS-cme.org

2020 Pelvic Anatomy and Gynecologic Surgery Symposium (PAGS)
Dates: TBD
Las Vegas, NV
Pre-conference workshops: TBD
www.PAGS-cme.org

Live Events presented by Global Academy for Medical Education, LLC, in collaboration with Clinician Reviews and Cardiology News

Cardiovascular, Allergy and Respiratory Summit (CARPS)
July 23-25, 2020
Orlando, FL
Pre-conference workshop: July 22, 2020
www.CARPS-cme.org

Live Events presented by Global Academy for Medical Education, LLC, in collaboration with Clinical Endocrinology News and Clinician Reviews

Clinical Endocrinology News.  |  Clinician Reviews

Metabolic and Endocrine Disease Summit (MEDS West)
July 15-18, 2020
Austin, TX
www.MEDSummit-cecme.org

Metabolic and Endocrine Disease Summit (MEDS East)
October 14-17, 2020
Orlando, FL
www.MEDSummit-cecme.org


Dermatology News  |  cutis  |  Pediatric News.

Skin Disease Education Foundation’s (SDEF)
Women’s & Pediatric Dermatology Seminar
June 19-20, 2020
Newport Beach, CA
www.globalacademycme.com/dermatology

NOTE: For information on conferences and key contacts, visit globalacademycme.com, Hemedicus.com, jwoodassoc.com.
CONFERENCE (continued)

For a complete listing of all live events, by specialty, visit globalacademycme.com, Hemedicus.com, jwoodassoc.com.

Live Events presented by Global Academy for Medical Education, LLC, in collaboration with GI & Hepatology News, Internal Medicine News, Family Practice News, and Clinician Reviews

Annual Digestive Diseases: New Advances
March 27-28, 2020
Arlington, VA
www.globalacademycme.com/gastroenterology

Live Events presented by Global Academy for Medical Education, LLC, in collaboration with Rheumatology News, Internal Medicine News and Family Practice News

Perspectives in Rheumatic Diseases
September 10-12, 2020
Las Vegas, NV
www.globalacademycme.com/specialties/rheumatology/conferences

Live Events presented by Global Academy for Medical Education, LLC, in collaboration with The Journal of Family Practice, Family Practice News, Internal Medicine News and Clinician Reviews

Pain Care for Primary Care (PCPC)
Dates: TBD
Orlando, FL
Pre-conference workshop: Dates: TBD
www.PCPC-cme.com

Live Events presented by Global Academy for Medical Education, LLC, in collaboration with Federal Practitioner and Neurology Reviews

Minimally Invasive Surgery Symposium (MISS)
March 16-19, 2020
Las Vegas, NV
www.MISS-cme.org

NOTE: For information on conferences and key contacts, visit globalacademycme.com, Hemedicus.com, jwoodassoc.com.
CONFERENCES (continued)

For a complete listing of all live events, by specialty, visit globalacademycme.com, Hemedicus.com, jwoodassoc.com.

continued

Live Events presented by Jonathan Wood & Associates, in collaboration with Hematology News

Hematology News.

Annual T-Cell Lymphoma Forum
January 30-February 1, 2020
Torrey Pines, CA
www.tcellforum.com

Platelets 2020 International Symposium
May 1-5, 2020
Wellesley, MA
www.platelets2020.org

Live Events presented by Hemedicus, in collaboration with Hematology News

Hematology News.

Acute Leukemia Forum
April 2-3, 2020
Torrey Pines, CA
http://www.hemedicus.com/meetings/alf.html

NOTE: For information on conferences and key contacts, visit globalacademycme.com, Hemedicus.com, jwoodassoc.com.
PRINT/DIGITAL PUBLICATIONS

Frontline Medical Communications (FMC) is one of the industry’s largest medical communications companies with unrivaled HCP access and deep thought-leader relationships. Through more than 30 print and digital medical publications, part of the MDedge Network, reach surpasses 1.2 million physicians, NPs, PAs, and key healthcare decision makers in 20+ distinct markets. As content experts, FMC’s MDedge Network delivers indexed, peer-reviewed clinical reviews and medical news through more than 660,000 issues each month. For advertising and general information on any one of our clinical journals and news publications (see next page), all 2020 rate cards are available here: www.frontlinerates.com.

Cardiology News
Clinical Endocrinology News.
Clinical Neurology News.
Clinical Psychiatry News.

Dermatology News
Family Practice News.
Internal Medicine News.
Hematology News.

HEMATOLOGY–ONCOLOGY BOARD REVIEW
MDedge Infectious Diseases
JCOM

Pediatric News.
Rheumatology News.

Hematology–Oncology

Power Buy

FEDERAL PRACTITIONER
GI Hepatology News

Rheumatology News.

SUPER Power Buy

FAMILY PRACTICE

Rheumatology News.

Current Psychiatry

Rheumatology News.

THE Hospitalist

Visit Sales Contacts at https://www.frontlinemedcom.com/sales-contacts/ to find the phone and email information for each Frontline brand.
As one of the healthcare industry’s largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events. The Company has multichannel “scale” and ranks 1st in combined web and print engagements. Through our MDedge® network of trusted brands and affiliated portal; custom solutions group; BPA® audited print/digital publications; and conferences group, FMC meets the marketing challenges of our clients by optimizing multi-channel advertising programs and multi-faceted sponsorship opportunities.

Our MDedge® integrated web portal is fueled by content from 30 FMC legacy print and digital brands in 20 markets. A single, comprehensive resource, MDedge saves HCP’s time and meets their practice needs through personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, patient/HCP Journeys, board reviews, podcasts, videos, resource centers, practice management, medical education, disease state crossword puzzles, and more. Improved user experience, content categorization, and SEO optimization has increased visits and engagement by 40%.

We provide access to 1.2 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.

• Our pubs rank among the top 5 in readership in (nearly) all measured markets, reaching more than half the measured physician universe at least 1x/month.
• Our websites rank among the top 5 publication-affiliated sites by market, reaching more than one third of the measured physician universe an average of 6x/month.
• Combined with NPs/PAs, we reach more than 65% of these measured clinicians (print + web) 4x/month.
• 20+ disease specific, multi-day live educational events, including hem/onc, globally
• 1,125 active KOLs - authors, editorial/advisory boards, accreditors, etc.
• 40+ partnerships with notable societies and key medical associations
• Producers of innovative, engaging, educational programs.

FMC | MDedge delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our discount programs and incentive programs. For details contact your publisher directly or call 973-206-3434.

Access all rate cards and our integrated media kit at www.frontlinerates.com for an extensive look at our multichannel/platform opportunities.

Email us at sales@mdedge.com and visit www.frontlinemedcom.com.