DIGITAL ADVERTISING

A fully integrated HCP web destination; now an independent subsidiary of WebMD/Medscape. Offering personalized medical news, clinical content and interactive learning.

MDedge® offers HCPs a powerful, streamlined user experience with the latest in time-saving functionality. Offering advertisers superior reach, innovative sponsorship opportunities, and built-in flexibility to optimize use of their own assets. Extensive product 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 Therapeutic Updates, 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 CRM’s available.
- Available upon request. If HCP Level Data is included, it must be noted in the contract prior to launch.

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

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

NOTE: Not all Frontline digital advertising or custom programs are available with all FMC brands or society-affiliated publications. Please check with your sales representative for details. Visit Sales Contacts at https://www.frontlinemedcom.com/sales-contacts/ to find the phone and email information for each Frontline brand.
GENERAL AWARENESS

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

Native Advertorial (WEBSITE & EMAIL)
Brand traffic driver allows advertisers the opportunity to reach their key audience more effectively. Native ads allow sponsors to imbed brand assets and text and/or images within Frontline content onsite. Text Ads are available within select eNewsletters

- COST MODEL: Flat
- ASSET TYPE: Text
- WEB: Character Limit: 450 (including spaces). Text, Images, Video, PDFs, e-Details, Learning Modules, etc. (2 Destination URLs Max)
- eNEWSLETTER: Character Limit: 250 (including spaces). Both plain text and HTML allowed. HTML will be accepted upon approval with appearance. No scripting

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 Independent editorial content.

- COST MODEL: Flat
- ASSET TYPE: 728x90 and/or 300x250 Banners (Static Only)

Therapeutic Updates (EMAIL)
Utilize MDedge’s exclusive email channel as a trusted resource to deliver key brand announcements across all devices to your desired physician audience. Offering competitive target list matches. Creative, production and MLR services now available upon request. Maximum of two sends per month permitted with alternate subject lines for each deployment.

- COST MODEL: CPS
- ASSET TYPE: Pre-approved creative & HTML is preferred. However, FMC can now offer creative, production and MLR services, upon request. Static images only, including .jpg, .png and .bmp. The HTML must be a centered 600-800 pixel wide table.

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GENERAL AWARENESS (cont’d)

Network Specialty Takeover (WEBSITE)
Takeover available specialists and specialty content as HCP’s are engaging in some of our most popular journeys across our new Medscape Everywhere Network. 14 day takeover of available specialty content and specialty HCPs across the Medscape, MDedge, and WebMD networks. Exclusive ownership of specialty homepages and associated publication homepages.

• **COST MODEL:** CPM
  • **ASSET TYPE:**
    • **WEB:** Web: 728x90 and 300x250 (Rich media accepted)
    • **MOBILE:** 300x50 or 320x50 accepted in all 3 positions. Can use 300x250 in 2 positions, excluding Bottom Leaderboard. No BLB on partnership brands.

Brand Notifications (WEBSITE & EMAIL)
MDedge Brand Notifications repurpose approved client assets to create a multi-screen, multi-channel short form announcement. This immersive brand experience is integrated within the HCPs preferred online workflow - on MDedge and via email, the announcement is viewable from any device. A quick-to-market solution with guaranteed specialist views over the course of the 90 day flight.

• **COST MODEL:** Cost-per-View & CPS
  • **ASSET TYPE:**
    • **WEB:** 600px wide; content to be sized within 580px. MDedge Logo, Sponsorship Line (modifiable to client/brand name only, Information from Industry, close button/link in SGV. Maximum of 250 words, not including Important Safety Information. Three images (not including logos). Standard CTAs in blue ISI can be accommodated either in-message or as a sticky expandable/collapsible section
    • **ADHESIVE HEADLINE:** Title: Client text up to 80 characters
    • **CTA TEXT:** Client text up to 20 characters. Additional Links, References & Job Codes are supported
    • **MOBILE:** 320px wide; content to be sized within 300px
    • **EMAIL:** Pre-approved creative & HTML is preferred. However, FMC can now offer creative, production and MLR services, upon request. Static images only, including .jpg, .png and .bmp. The HTML must be a centered 600-800 pixel wide table.

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CONTEXTUAL

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

Condition Focus Channel (WEBSITE & EMAIL)

Exclusive content ownership of a specific condition channel on an MDedge Specialty website. Banner placements are aligned where HCPs are actively seeking condition specific content through onsite and eNewsletter inventory. Independent editorial content.

- COST MODEL: CPM
- ASSET TYPE:
  - WEB: 728x90 & 300x250 (Rich Media is accepted)
  - MOBILE: 300x50 or 320x50 accepted in all 3 positions. Can use 300x250 in 2 positions, excluding Bottom Leaderboard. No BLB on partnership brands.
  - EMAIL: 728x90 and/or 300x250 Banners (Static Only)

Clinical Edge Journal Scan (WEBSITE & EMAIL)

Exclusive content ownership surrounding the latest clinical advances & research. Summaries of recent condition-focused literature, guidelines and FDA updates. Allows MDs/HCPs the opportunity to stay up-to-date in an easy to read format. Sponsorship includes expert commentary on select articles. Independent editorial content.

- COST MODEL: CPM
- ASSET TYPE:
  - WEB: 300x50 or 320x50 accepted in all 3 positions. Can use 300x250 in 2 positions, excluding Bottom Leaderboard. No BLB on partnership brands.
  - MOBILE: 300x50 or 320x50. Can use 300x250 on mobile, excluding Bottom Leaderboard position
  - EMAIL: 728x90 and/or 300x250 Banners (Static Only)

MD-IQ™ Sponsorships (WEBSITE & EMAIL)

Opportunity for HCPs to test their knowledge through specific condition focused quizzes. Offers brands exclusive ownership within highly engaging content. Average time spent per quiz is 3-4 minutes. Two new quizzes per month, plus topic archives, with 5 questions per quiz. Includes triggered email. Independent editorial content.

- COST MODEL: CPE (Cost Per Completion)
- ASSET TYPE:
  - WEB: 728x90 & 300x250 (Rich Media is accepted)
  - MOBILE: 300x50 or 320x50 accepted in all 3 positions. Can use 300x250 in 2 positions, excluding Bottom Leaderboard. No BLB on partnership brands.

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CONTEXTUAL (cont’d)

Native Clinical Article (Advertorial) (WEBSITE & EMAIL)
Take advantage of our audience and place your article on MDedge specialty sites. Client will provide full complete content to Frontline/MDedge, and FMC will create and host the article on (publication) site. The article will be labeled “Information from Industry - Sponsored Content” and be housed in the sponsored content section of the publication website once live. The client will also provide MLR approved traffic drivers.

- **COST MODEL:** Flat + Upfront Development Fee
- **ASSET TYPE:**
  - **WEB:** 728x90 and/or 300x250 (Rich media accepted)
  - **MOBILE:** 300x50 or 320x50 accepted in all 3 positions. Can use 300x250 in 2 positions, excluding Bottom Leaderboard. No BLB on partnership brands.
  - **NATIVE ARTICLE:** Recommended 2,500 characters, including links
  - **NATIVE AD:** Max Pixel Wide: 300
  - Onsite Character Limit: 450 (including spaces). Text, Images, Video, PDFs, e-Details, Learning Modules, etc. (2 Destination URLs Max)
- **EMAIL:** .html

MDedge® Crosswords (WEBSITE & EMAIL)
Opportunity for HCPs to learn more on a specific condition or topic while solving an in-depth crossword puzzle. Brand exclusivity lends the opportunity to lock-out the competition with a highly engaging program. Independent editorial content.

- **COST MODEL:** Flat
- **ASSET TYPE:**
  - **WEB:** 728x90 & 300x250 (Rich Media is accepted)
  - **MOBILE:** 300x50 or 320x50 accepted in all 3 positions. Can use 300x250 in 2 positions, excluding Bottom Leaderboard. No BLB on partnership brands.
- **EMAIL:** 728x90 and/or 300x250 Banners (Static Only)

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CONTEXTUAL (cont’d)

Expert Interview Article Series
Expert interview series; made for easy reading on a particular topic. Fast-to-market complimentary content for brand advertising via credible peer perspectives on trending topics or conditions. Approximately 3-5 questions and answers per interview with multiple experts. Each interview is different and most often includes a different expert (for longer series, we may work with the same expert more than once). Includes triggered email. Independent editorial content.

- **COST MODEL**: CPV
- **ASSET TYPE**: 728x90 and/or 300x250 Banners (Static Only)

Disease State Brief eNewsletter
Opportunity to surround the latest condition focused news in one concise email. Brand exclusivity surrounding recent news, reviews, quizzes, video interviews and more focused on a single condition. Take advantage of the opportunity to amplify your message during awareness weeks/months. Independent editorial content.

- **COST MODEL**: Flat
- **ASSET TYPE**: 728x90 and/or 300x250 Banners (Static Only), Native advertorial (250 Character Max, 2 Destination URLs Max)

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CONFERENCE OFFERINGS

Conference Coverage (WEBSITE & EMAIL)
Exclusive lockout surrounding key conferences. Opportunity to extend brand messaging to HCPs at a time of heightened interest through a multi-channel approach. Independent editorial content.
- **COST MODEL:** CPM
- **ASSET TYPE:**
  - **WEB:** 728x90 & 300x250 (Rich Media is accepted)
  - **MOBILE:** 300x50 or 320x50 accepted in all 3 positions. Can use 300x250 in 2 positions, excluding Bottom Leaderboard. No BLB on partnership brands.
- **E-MAIL:** 728x90 and/or 300x250 Banners (Static Only)

Conference MD-IQ™ (WEBSITE & EMAIL)
Opportunity for brands to extend their conference influence. HCPs can test their knowledge through specific condition focused quizzes stemming from the conference. Average time spent per quiz is 3-4 minutes. Six quizzes total over 3 months, with 5 questions per quiz. Includes triggered email. Independent editorial content.
- **COST MODEL:** CPE (Cost Per Completion)
- **ASSET TYPE:**
  - **WEB:** 728x90 & 300x250 Banners (Rich Media is accepted).
  - **MOBILE:** 300x50 or 320x50 accepted in all 3 positions. Can use 300x250 in 2 positions, excluding Bottom Leaderboard. No BLB on partnership brands.

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CONFERENCE OFFERINGS (cont’d)

Conference Wrap-up eNewsletter (EMAIL)

Opportunity to surround conference content in a wrap-up eNewsletter highlighting key data from the meeting. Mails one time, approximately 1-2 weeks post-conference to the full engaged MDedge mailing lists or client target list. Independent editorial content.

- **COST MODEL:** Flat
- **ASSET TYPE:** 728x90 & 300x250 Banners and native advertorial text (250 character max)

TARGETED MEDIA

Programmatic Marketplace (WEBSITE & EMAIL)

- Programmatic buying uses software to purchase digital advertising. Purchased through a system called LayerRX. Our DSP is Proclivity. Inventory can be purchased through - Reserve, Auction, or Direct.
- Partners can also re-target MDedge® HCPs on non-endemic external websites.
- **COST MODEL:** CPM
  - **ASSET TYPE:** 728x90 & 300x250 Banners (Rich Media is accepted).
  - **WEB:** 728x90 and/or 300x250 (Rich media is accepted)
  - **MOBILE:** 300x50 or 320x50 accepted in all 3 positions. Can use 300x250 in 2 positions, excluding Bottom Leaderboard. No BLB on partnership brands.

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DEEP ENGAGEMENT OPPORTUNITIES

Brand Information Hub

Dedicated landing page for branded or unbranded assets that are promoted to MDedge specialty audience(s). Page can house client supplied MLR approved assets such as videos, audiocasts and PDF’s. Branded elements can be implemented if needed (ISI, Logo, Link to PI). The page is templated, utilizing best practices for branded content (sticky ISI, visible links to PI, etc.).

- **COST MODEL:** Flat + Upfront Development Fee
- **ASSET TYPE:**
  - Housing of up to 5 client assets, branded or unbranded
  - Flexible formats - PDFs, videos, slides, etc.
  - Includes link to brand.com

Client Supplied eDrivers:

- 3 eBlasts
- 2 ENL Natives
- 6 mo. ROS Banners
- 6 mo. ROS Natives

- **WEB:** 728x90 and/or 300x250 Banners (Rich Media is accepted)
- **MOBILE:** 300x50 or 320x50 accepted in all 3 positions. Can use 300x250 in 2 positions, excluding Bottom Leaderboard. No BLB on partnership brands.
- **EMAIL:** 728x90 and/or 300x250 Banners (Static Only)

Clinical Briefings ICYMI

MDedge Clinical Brief ICYMI are condition-based websites that serve as a centralized hub to educate health care professionals about a specific condition. Includes updates on the latest clinical news and treatment advances, including conference highlights, monthly in-depth clinical edge journal scans and MD-IQ quizzes. Regular column by experts covering important developments in the field. Includes triggered email. Independent editorial content.

- **ASSET TYPE:** 728x90 and/or 300x250 Banners (Rich media is accepted)
- **COST MODEL:** CPV

KOL Video Roundtables

Exclusive ownership of relevant key topics, with the opportunity to integrate brand assets. Frontline’s editorial team will execute a 20-25 minute discussion utilizing 2-4 KOLs to educate on a specific topic or condition. Program is produced by Frontline/MDedge. Includes brand asset integration (banner, brand notification, resource bucket, native headline, video) and triggered email. Independent editorial content.

- **ASSET TYPE:** 728x90 and/or 300x250 Banners (Rich media is accepted)
- **COST MODEL:** CPV

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DEEP ENGAGEMENT OPPORTUNITIES (cont’d)

Conference ReCAP
Short-form videos featuring a host and/or expert provides an opportunity to share brand messaging around key conferences. Videos highlight important conference abstracts and breaking news. Includes brand asset integration (banner, brand notification, resource bucket, native headline, video) and triggered email. Independent editorial content.
- **ASSET TYPE:** 728x90 and/or 300x250 Banners (Rich media is accepted)
- **COST MODEL:** CPV

Topic ReCAP
Experts synthesize relevant clinical research and advances in an evidence-based, short-form video program. This immersive brand experience is host or expert moderated and offers your brand an exclusive lock-out. Video is 4-8 minutes long. Includes brand asset integration (banner, brand notification, resource bucket, native headline, video) and triggered email. Independent editorial content.
- **ASSET TYPE:** 728x90 and/or 300x250 Banners (Rich media is accepted)
- **COST MODEL:** CPV

Expert Insights Interview Video Series
Leverage thought leader commentary to educate community HCPs on clinical gaps in disease diagnosis and treatment. Brand ownership of advertising placements surrounding valuable peer-to-peer content. Opportunity includes up to 3 expert interviews housed on an MDedge specialty site. Videos are up to 5 minutes in length. Includes triggered email. Independent editorial content.
- **ASSET TYPE:** 728x90 and/or 300x250 Banners (Rich media is accepted)
- **COST MODEL:** CPV

MDedge Challenge Center
Challenge Center includes content focused on one condition utilizing MD-IQ Quizzes, Crosswords, Case Analysis, Trivia, and Image Identification. Includes brand asset integration (banner, brand notification, resource bucket, native headline, video) and triggered email. Independent editorial content.
- **ASSET TYPE:** 728x90 and/or 300x250 Banners (Rich media is accepted)
- **COST MODEL:** CPV

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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 experts 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.

CUSTOM PRINT / DIGITAL SUPPLEMENTS

Custom professional print and digital supplements 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 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.

Topic Collection Supplements

Independent editorial supplement that allows brands to reach their target audience through a topic collection that is designed and proven to meet HCP’s education needs. Includes editorial relevant content on a specific condition. Articles may be physician-authored and peer-reviewed (Clinical Journals) or previously published stories that may include commentary from physicians (News Publications).

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Chapel Hill, NC
Director, Multidisciplinary Lung Cancer Medicine
M. Patricia Rivera, MD, FCCP

Non-small cell lung cancer (NSCLC) outranks breast, prostate, and other cancers as the most common new cancer cases in 2019.1 However, with renewed promise for many who presented with more generalized symptoms of cough and dyspnea in the past, imaging alone does not always provide the potential for progression.

Invasive mediastinal staging is recommended before surgical resection.30 The American College of Chest Physicians Network® (NCCN®) also encourages early and aggressive staging of NSCLC because it shows that despite the recognition of many factors that may be contributing to your seizures, treatment and management situations. Provides readers with insights that can easily be incorporated into their daily practice. Supplement may be client supplied or produced by Frontline in conjunction with the brand. Supplement may be branded or unbranded. Opportunity to incorporate KOL insights.

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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 a 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).

PROMOTIONAL ROUNDTABLES, EXPERT SERIES AND ON-DEMAND WEBCASTS
Frontline/MDedge can work with the client to develop branded or unbranded roundtables, expert article and video series, on-demand webcasts and more. Each program includes promotional drivers to key HCPs. Opportunities available to repurpose assets into supplements and eDetails.

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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.

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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 #1 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. FMC is #1 in total print physician reach, #2 in combined web and print physician reach behind Medscape, and #2 in total combined web & print physician engagement with 20.6 million reader/visitor engagements annually among the Kantar Medical/Surgical universe.

Our MDedge® integrated web portal is fueled by content from 25+ 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, 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 1.1 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 sales representative 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.