Hematology News is the tabloid publication that provides indispensable information relevant to the practice of hematology. Through coverage of important clinical research at medical meetings and published in journals, with commentaries that put these advances in perspective, Hematology News strives to be useful, relevant, and of high interest to the practicing hematologist.

The print-version tabloid Hematology News monthly publication was created in response to the wide acceptance of the Hematology News website. Research has uncovered many unmet needs in hematology that are addressed in Hematology News.

The Hematology News online (www.mdedge.com/hematologynews, part of the MEdge™ web portal) and print franchise is one of the latest product rollouts undertaken by the publishers of Internal Medicine News, who have 50 years of experience in medical news and commentary for specialty physicians. With a staff of experienced medical journalists, the Hematology News brand goes beyond just important papers, opinion pieces, and meeting reports, to address more underlying controversies. It includes unique features and addresses the impact of trends in practice management and healthcare policy.
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
Frank Iorio
Managing Director, MDedge™ Hematology & Oncology
Tel: 973-206-8990
Cell: 917-913-8427
fiorio@mdedge.com

Josh Norton
Associate Director, eBusiness Development
Tel: 512-375-8202
jnorton@mdedge.com

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

Circulation
Jared Sonners
Circulation Director
Tel: 973-206-8091
jsonners@mdedge.com

Digital Business Development
Lee Schweizer
Chief Digital Officer
Tel: 973-206-8982
lschweizer@mdedge.com
Melissa Whitty
Digital Sales Support
mwhitty@mdedge.com

Recruitment and Classified Advertising
Drew Endy
Classified Sales Account Manager
Tel: 215-657-2319
Cell: 267-481-0133
dendy@mdedge.com

Contracts and Insertions
Joan Friedman
Advertising and Financial Services Manager
Tel: 973-290-8211
Fax: 973-206-9378
joanfriedman@mdedge.com

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

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

Editorial Staff
Mary Jo M. Dales
Editor-in-Chief and Editorial Director
Tel: 240-221-2470
mdales@mdedge.com
Mary Ellen Schneider
Editor
Tel: 631-828-2756
mschneider@mdedge.com

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

Hematology News is published by Frontline Medical Communications.
Issuance: Monthly

Established: 2015

Organization Affiliation: Independent

Editorial
Hematology News reports on key findings at medical meetings, including the American Society of Hematology annual meeting, ASCO, The European Hematology Association, the BMT Tandem meetings, the American Association of Blood Banks annual meeting, the American Association for Cancer Research, and the T-cell Lymphoma Forum. The site features conference coverage, latest news, and expert analysis on Aggressive Lymphomas, ALL, AML, Anemia, Bleeding Disorders, Cellular Therapy, CLL, CML, Hodgkin Lymphoma, Mantle Cell Lymphoma, Multiple Myeloma, Myelodysplastic Syndrome, T-cell Lymphomas, and Thrombosis. Policy updates and business of medicine features also a part of the coverage. The site also features the MDedge Daily News podcast, which offers the top medical news across specialties.

Contract and Copy Regulations
a. All contracts and contents of advertisements are subject to FMC’s 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:

January issue:
• Annual T-Cell Lymphoma Forum
  La Jolla, CA; February 1-3, 2018

April issue:
• Acute Leukemia Forum
  Newport Beach, CA; April 12-13, 2018
• Applying Precision Medicine to the
  Treatment of Hematologic Diseases
  Boston, MA; April 28, 2018

May issue:
• American Society of Clinical Oncology
  ASCO
  Chicago, IL; June 1-5, 2018

September issue:
• Association of VA Hematology/Oncology
  Organization
  Chicago, IL; September 28-30, 2018

October issue:
• Leukemia & Lymphoma--Europe and the
  U.S. Linking Knowledge & Practice
  Dubrovnik, Croatia; October 3-5, 2018

November issue:
• American Society of Hematology (ASH)
  San Diego, CA; November 28 - December 4, 2018

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.
CIRCULATION

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Total Qualified</th>
<th>Office based</th>
<th>Residents</th>
<th>Staff</th>
<th>Other*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hematology</td>
<td>1,439</td>
<td>857</td>
<td>24</td>
<td>276</td>
<td>282</td>
</tr>
<tr>
<td>Hematology/Oncology</td>
<td>8,648</td>
<td>5,586</td>
<td>1,558</td>
<td>1,261</td>
<td>243</td>
</tr>
<tr>
<td>Hematology/Pathology</td>
<td>944</td>
<td>636</td>
<td>123</td>
<td>138</td>
<td>47</td>
</tr>
<tr>
<td>Medical Oncology</td>
<td>3,963</td>
<td>2,711</td>
<td>66</td>
<td>734</td>
<td>452</td>
</tr>
<tr>
<td>Hematology/Oncology-Pediatrics</td>
<td>2,522</td>
<td>1,321</td>
<td>454</td>
<td>487</td>
<td>260</td>
</tr>
<tr>
<td>TOTAL</td>
<td>17,516</td>
<td>11,111</td>
<td>2,225</td>
<td>2,896</td>
<td>988</td>
</tr>
</tbody>
</table>

* Does not include 300 NPs and 450 PAs, as identified as Hematology, Hematology/Oncology, Medical Oncology and Hematology/Oncology-Pediatrics

ISSUE AND CLOSING DATES

<table>
<thead>
<tr>
<th>Issue Dates</th>
<th>Space Close</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>December 8, 2017</td>
<td>December 15, 2017</td>
</tr>
<tr>
<td>February</td>
<td>January 18, 2018</td>
<td>January 25, 2018</td>
</tr>
<tr>
<td>March</td>
<td>February 15</td>
<td>February 28</td>
</tr>
<tr>
<td>April</td>
<td>March 20</td>
<td>March 27</td>
</tr>
<tr>
<td>May</td>
<td>April 19</td>
<td>April 26</td>
</tr>
<tr>
<td>June</td>
<td>May 16</td>
<td>May 23</td>
</tr>
<tr>
<td>July</td>
<td>June 15</td>
<td>June 22</td>
</tr>
<tr>
<td>August</td>
<td>July 17</td>
<td>July 24</td>
</tr>
<tr>
<td>September</td>
<td>August 15</td>
<td>August 22</td>
</tr>
<tr>
<td>October</td>
<td>September 18</td>
<td>September 25</td>
</tr>
<tr>
<td>November</td>
<td>October 19</td>
<td>October 26</td>
</tr>
<tr>
<td>December</td>
<td>November 13</td>
<td>November 20</td>
</tr>
</tbody>
</table>

Stated date of Mailing and Class: 15th of publication month. Standard class.
For actual mail date contact your Account Manager.
## ADVERTISING RATES

### Black & White Rates

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>72x</th>
<th>120x</th>
<th>240x</th>
<th>288x</th>
<th>396x</th>
<th>504x</th>
</tr>
</thead>
<tbody>
<tr>
<td>King</td>
<td>$4,725</td>
<td>$4,680</td>
<td>$4,635</td>
<td>$4,590</td>
<td>$4,545</td>
<td>$4,500</td>
<td>$4,455</td>
<td>$4,410</td>
<td>$4,365</td>
<td>$4,320</td>
<td>$4,275</td>
<td>$4,230</td>
<td>$4,190</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>4,435</td>
<td>4,300</td>
<td>4,255</td>
<td>4,210</td>
<td>4,170</td>
<td>4,130</td>
<td>4,090</td>
<td>4,050</td>
<td>4,010</td>
<td>3,970</td>
<td>3,930</td>
<td>3,890</td>
<td>3,850</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2,080</td>
<td>2,060</td>
<td>2,040</td>
<td>2,020</td>
<td>2,000</td>
<td>1,980</td>
<td>1,960</td>
<td>1,940</td>
<td>1,920</td>
<td>1,900</td>
<td>1,880</td>
<td>1,860</td>
<td>1,840</td>
</tr>
</tbody>
</table>

### Black & White (ROB) + 4-Color Rates

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>72x</th>
<th>120x</th>
<th>240x</th>
<th>288x</th>
<th>396x</th>
<th>504x</th>
</tr>
</thead>
<tbody>
<tr>
<td>King</td>
<td>$6,720</td>
<td>$6,675</td>
<td>$6,630</td>
<td>$6,585</td>
<td>$6,540</td>
<td>$6,495</td>
<td>$6,450</td>
<td>$6,405</td>
<td>$6,360</td>
<td>$6,315</td>
<td>$6,270</td>
<td>$6,225</td>
<td>$6,185</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>6,340</td>
<td>6,295</td>
<td>6,250</td>
<td>6,205</td>
<td>6,165</td>
<td>6,125</td>
<td>6,085</td>
<td>6,045</td>
<td>6,005</td>
<td>5,965</td>
<td>5,925</td>
<td>5,885</td>
<td>5,845</td>
</tr>
<tr>
<td>Island Page</td>
<td>5,730</td>
<td>5,695</td>
<td>5,660</td>
<td>5,625</td>
<td>5,590</td>
<td>5,555</td>
<td>5,520</td>
<td>5,485</td>
<td>5,450</td>
<td>5,415</td>
<td>5,380</td>
<td>5,345</td>
<td>5,310</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>5,585</td>
<td>5,550</td>
<td>5,515</td>
<td>5,480</td>
<td>5,445</td>
<td>5,410</td>
<td>5,375</td>
<td>5,340</td>
<td>5,305</td>
<td>5,270</td>
<td>5,235</td>
<td>5,205</td>
<td>5,175</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4,075</td>
<td>4,055</td>
<td>4,035</td>
<td>4,015</td>
<td>3,995</td>
<td>3,975</td>
<td>3,955</td>
<td>3,935</td>
<td>3,915</td>
<td>3,895</td>
<td>3,875</td>
<td>3,855</td>
<td>3,835</td>
</tr>
</tbody>
</table>

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

| Standard color | $875 |
| Matched color | $1,260 |
| Three color | $1,995 |
| Four Color Rates | $1,995 |
| Five Color Rates | $2,330 |

### 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.
SPLIT RUNS

a. Specifications
1. Split runs can be either geographic (state or zip code) or demographic. If FMC matches supplied data, records must include Medical Education (M.E.) numbers.
2. Inserts and run-of-book (ROB) advertising units are accepted.
3. All split-run ROB advertising units must be the same size.
4. Split-run additional production charges are commissionable.
5. Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication’s rates.
6. The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

b. Split-run Rates—Inserts
1. If utilizing less than 25% of the publication’s circulation—rate is 50% of the full-run cost.
2. If utilizing 26-50% of the publication’s circulation—rate is 60% of the full-run cost.
3. If utilizing 51% or more of the publication’s circulation—rate is 100% of the full-run cost.
4. No production charges for inserts.

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.
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 2018. Full year 2017 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2018. 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 (see Order of Print Discounts).

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.

<table>
<thead>
<tr>
<th>2017 Net Spending</th>
<th>$150K</th>
<th>$250K</th>
<th>$500K</th>
<th>$750K</th>
<th>$1.0M</th>
<th>$1.5M</th>
<th>$2.0M</th>
<th>$3.0M+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned 2018 Discount</td>
<td>0.5%</td>
<td>1.0%</td>
<td>1.5%</td>
<td>2.0%</td>
<td>2.5%</td>
<td>3.0%</td>
<td>4.0%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

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

COMBINATION BUYS
Advertise the same product in the same month in any TWO OR MORE FMC publications and receive a 10% discount off the earned rate in Hematology News + receive a 7.5% discount off the earned rate in the other publication(s) (B&W and color). The PowerBuy™ and PowerBuy2™ discounts (see separate rates) supersede this program; additional discounts are not applied to these publications. PowerBuy™ (Family Practice News® + Internal Medicine News®) and PowerBuy2™ (The Journal of Family Practice® + Cleveland Clinic Journal of Medicine®) count as 1 publication. Except for PowerBuy™ and PowerBuy2™, combination discounts are applicable to full-run only.

Evaluate FMC cross market combinations by Media Group in Kantar’s MARS Medical System by selecting Combination Non-Duplicated. Combinations not currently programmed can be upon request.

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available (see next page). Choose either the continuity program or the new business/launch program when using a combination buy. See Full Media Kits available at fronlinerates.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.

For details of programs, rates, metrics, and more, please contact your account manager.
2018 ONCOLOGY JOURNALS ADVERTISING INCENTIVE PROGRAMS

CONTINUITY PROGRAM
Buy 5 insertions and get 6th insertion free. Buy 10, get 11th and 12th free. Ads must be for the same product. Clients must supply materials for free insertions. Free pages count toward earned frequency; free pages do not count toward the corporate discount. Continuity program applies to 12-month period of January 2018 through December 2018 (or 12 month fiscal year where applicable). Advertisers will be short rated if discount is not earned.

NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM
Established products that have not run in Hematology News during 2017 OR new launch products, indications, and formulations can qualify for the new business or launch program. Pages must be full-run to qualify.

CLINICAL TRIAL ENROLLMENT PROGRAM
Place a clinical trial enrollment ad in Hematology News and receive a 25% discount off the earned rate (B&W and color).

Contact your account manager for details and pricing.
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.

<table>
<thead>
<tr>
<th>King Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Size</td>
</tr>
<tr>
<td>King 4 pg</td>
</tr>
<tr>
<td>King 6 pg</td>
</tr>
<tr>
<td>King 8 pg</td>
</tr>
</tbody>
</table>

NEW PRODUCT LAUNCH PROGRAM
Place your new product launch unit in four (4) consecutive issues of Hematology News and receive 50% off the space and color charges of your fourth (4th) insertion. Only new products and line extensions are eligible for this program. Pre-launch ad units are not eligible. Launch ad unit must be same size for all four insertions. Discounted ad unit counts towards earned frequency. All FMC combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

CONTINUITY DISCOUNT PROGRAM
Please select one program. (Programs cannot be combined.)

a. Run an ad for the same product in five (5) issues of Hematology News during 2018 and receive your 6th insertion at no charge. Ads do not need to run consecutively. Varying ad unit sizes will be averaged to determine amount of free ad space. Premium position charges still applicable on free ad. Free ads count toward earned frequency.

b. Run an ad for the same product in every issue (12) of Hematology News during 2018 and receive the 6th and 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 toward earned frequency.

c. Run an ad for the same product in every issue (12) of Hematology News during 2018 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.

DOUBLE IMPACT DISCOUNT PROGRAM
Run two (2) insertions for the same product in the same issue of Hematology 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 applies to full-run ads only.

NEW ADVERTISER PROGRAM
Any advertiser that has not placed space in the last 12 months will earn 10% off each 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. The discounted ad unit counts towards earned frequency. Premium position charges still apply to the fourth ad.
COVER TIPS

FMC will print all standard cover tips. Standard adheres to specs below.
- Cost includes FMC printing of standard cover tips to specifications (one-sided, 4-color) as a value-added service. No rebates will be issued for client-supplied material.
- Issue polybagged per postal regulations
- Cost is non-commissionable
- Non-standard cover tips are also available such as tips with extra flaps, PI’s, etc. These must be client supplied. Please consult with publisher for rate.
- Sample of non-standard cover tips must be supplied to the production manager for approval.

Full run only.

SPACE RESERVATIONS
Available on a first-come, first-served basis.
Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the Publisher.

COVER TIP SPECIFICATIONS
Final Trim: 10” x 6”
Bleed Size: 10 1/4” x 6 1/4” (1/8” bleed on all four sides)
Live Area: 9 1/2” x 5 1/2” (1/4” on all four sides)
Stock: 80# Coated Text
Ink: CMYK
Quantity: As specified in contract. Check with your production manager for spoilage quantity.
Cancellation Policy: Tips can be canceled 60 days prior to the issue space closing date. After this, agreement is considered non-cancelable and will be invoiced in full.

SHIPPING INSTRUCTIONS
Deliver electronic files and color proof to:
Production Department
Hematology 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.

FRONT COVER BANNER AD
- Advertisement runs on the lower right-hand corner of the cover
- Cost is the same as a four-color King page at your earned frequency rate
- Corporate discount applies; commissionable
- Size: 5 5/8” x 1 3/4”
REPRINTS/EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other health care providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

REPRINTS—USA & CANADA ONLY

CONTACT:
Wright’s Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77386
Toll Free: 877-652-5295, ext. 102
Fax: 281-419-5712
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 Hematology News that’s highly read and trusted. Your preprinted Outserts are placed over a current issue and poly-bagged 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.

CLASSIFIED ADS

The MedJobNetwork consists of an interactive recruitment portal (www.medjobnetwork.com) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers The Hematology News’ online Career Center and recruitment e-newsletters with compelling content for our loyal readers seeking new job opportunities.

CONTACT:
Drew Endy
Classified Advertising Account Manager
Tel: 215-657-2319
Cell: 267-481-0133
dendy@mdedge.com
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 1/4” from all trim edges

HALFTONE SCREEN
- 133-line screen recommended

RUN-OF-BOOK REPRODUCTION REQUIREMENTS

a. Black-and-White or Color Advertisements
- PDF/X-1a required
- All images must be CMYK (RGB, 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@mdedge.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 pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability, 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 with bleed (head, face and foot only)
- 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:
Hematology 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:
Hematology News
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Joan Friedman
Phone: 973-290-8211
Fax: 973-206-9378
joanfriedman@mdedge.com

Send all digital files and proofs to:
Hematology News
2275 Research Boulevard
Suite 400
Rockville, MD  20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@mdedge.com
SPECIFICATIONS

King-size Page
- Bleed Size: 10 3/4" x 13 1/4"
- Trim Size: 10 1/2" x 13"

King-size Spread
- Bleed Size: 21 1/4" x 13 1/4"
- Trim Size: 21" x 13"

3/4 Vertical Spread
- Ad Size: 14 3/8" x 11 3/4"

3/4 Vertical
- Ad Size: 7 3/8" x 11 1/4"

Island Page
- Ad Size: 7 3/8" x 10"

Island Spread
- Ad Size: 14 3/8" x 10"

- Ad Size: 17 3/8" x 10"

1/4 Page Vertical
- Ad Size: 4 1/8" x 5 3/8"

1/4 Page Horizontal
- Ad Size: 6 3/8" x 4 1/8"

Island Spread + Island Page
- Ad Size: 14 3/8" x 10"

3/4 Horizontal
- Ad Size: 9 3/8" x 10"

3/4 Horizontal Spread
- Ad Size: 20" x 10"

1/2 Page Horizontal
- Ad Size: 9 3/8" x 5 3/8"

1/2 Horizontal Spread
- Ad Size: 20" x 5 3/8"

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

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

Journal Trim Size: 10 3/8" x 13"  
Live matter: Allow 1/4" safety from all trim edges  
Type of Binding: Saddle Stitch
UNIQUE OPPORTUNITIES

Multi-sponsored Supplements / Special Issues:

Multi-sponsored print and digital supplements and/or themed special issues focus on specific diseases and/or topic areas to provide uniquely relevant in-depth content geared specifically toward physicians and other HCPs with the market.

Available in print, online in a digital edition, and in the app store (where available) these issues provide informative and objective information on a topic of interest that HCPs can refer to again and again. This may include diagnosis and treatment information around a disease state; content devoted to a subgroup of the primary specialty; or content produced on behalf of or in collaboration with any of our medical association, patient advocacy group, or Society partners.

These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond the Hematology News audience as well.

- Supplements polybag and mail with regular issues of Hematology News
- Supplements are posted online on https://www.mdedge.com/hematology-news
- Print supplements receive Bonus Distribution at various medical meetings and events.

PRICING

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

CANCELLATION POLICY

Space may be cancelled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

CLOSING DATES, INSERTS, AND SPECIFICATIONS

Please consult your account manager for closing dates, insert quantity and print/digital advertising specs.
INTEGRATED MEDIA OPPORTUNITIES

AWARENESS, EDUCATION, REACH, ENGAGEMENT, FREQUENCY...NO MATTER YOUR MARKETING OBJECTIVES, FRONTLINE/MDEDGETM HAS SOLUTIONS TO GET YOUR MESSAGE IN FRONT OF THE RIGHT TARGETS AT THE RIGHT TIME.

From Digital Advertising to Custom Programs and Medical Conferences, our 38 multimedia brands in 25 markets provide numerous tactics and unique solutions to achieve in-depth reach, build awareness, generate engagement, and repeat exposures; developed around your targeted goals. As a medical communications leader reaching 1.3 million physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand’s marketing needs at nearly every point along your product's lifecycle.

Let us help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

For print/digital edition advertising rates and unique print opportunities for each MDedge brand, visit Frontlinerates.com and click on the brand's rate card.

FOR DIGITAL ADVERTISING, CUSTOM MULTIMEDIA PROGRAMS, AND CONFERENCES,

→ click here for the latest Integrated Media Kit.
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 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 38 print and digital publications, reaching 25 distinct market segments, circulation surpasses 850,000 healthcare professionals (HCPs), over 1.1M copies each month.
- MDedge™, our state-of-the-art integrated web portal of personalized medical news, features indexed and peer-reviewed clinical content, and interactive learning opportunities.
- Access to 1.3 million physicians, nurse practitioners, physician assistants, HCPs, and other key decision makers through our validated proprietary e-database
- eNewsletters, interactive Web sites, digital editions, and mobile apps deliver content daily
- 22 live events
- Collaboration with notable societies and key medical associations
- Producers of innovative, engaging, educational programs

From 1 to 1M+, MDedge delivers your message to the right audience at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2018 discount programs: corporate-wide earned frequencies based on combined pages, new business/launch programs; continuity discounts; and corporate discounts.

Contact your account manager directly or call 973-206-3434.

Visit www.frontlinemedcom.com or to access all rate cards and our integrated media kit visit www.frontlinerates.com.

Email us at sales@mdedge.com.