

HOSPITAL PHYSICIAN®

25 Years of
Board Review
Excellence

HEMOnC BOARD REVIEW MANUAL

7 Century Drive, Suite 302
Parsippany, NJ 07054
www.frontlinrates.com

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ADVERTISING OFFICE

LEA DRAG

National Account Manager

TEL: 973-206-8958

CELL: 732-551-6800

FAX: 973-206-9542

EMAIL: ldrag@frontlinemedcom.com

BRUCE WHITE

Vice President/Group Publisher

TEL: 484-253-1315

CELL: 610-996-5002

EMAIL: brucewhite@frontlinemedcom.com

JOANN WAHL

President, Custom Solutions

TEL: 973-206-8989

EMAIL: jwahl@frontlinemedcom.com

EDITORIAL MISSION STATEMENT

Hospital Physician's HemOnc Board Review Manual emphasizes fundamental skills in the evaluation and treatment of patients with cancer in preparation for their board certification exam. Each manual addresses core topics providing a concise review of essential facts and concepts for board exam followed by an interactive self-assessment section. Content development is under the editorial oversight of experienced academic physicians.

CIRCULATION – PHYSICIANS IN CLINICAL PRACTICE

- Hematology = 1,007
 - Oncology = 3,839
 - Hematology/Oncology = 10,297
- Total = 15,143

2017 GROSS RATES

Agency Commission 15% of gross billings withdrawn on accounts not paid within 30 days of invoice.

Gross Rates per issue includes 4/C charge for all ad pages in position

- Cover 2 = \$22,000 per issue
- TOC = \$20,000 per issue
- First Editorial = \$19,000 per issue
- ROB/Insert = \$18,000 per issue
- Cover 3 & 4 = \$19,000 per issue

PUBLICATION AND CLOSING DATES

Issue	Ad Closing	Ad Materials Due	Inserts Due
January/February	12/7/16	12/9/16	12/15/16
March/April	2/8/17	2/10/17	2/15/17
May/June	4/6/17	4/10/17	4/14/17
July/August	6/7/17	6/9/17	6/15/17
September/October	8/7/17	8/9/17	8/15/17
November/December	10/10/17	10/12/17	10/17/17

PRINT MECHANICAL REQUIREMENTS

Ad Sizes and Bleed Sizes:	Live Area	Bleed Sizes
Spread	15" x 10"	16 ³ / ₈ " x 11"
Full Page	7 ¹ / ₈ " x 10"	8 ¹ / ₈ " x 11"
Half Page Vertical	3 ³ / ₈ " x 10"	3 ⁷ / ₈ " x 11"
Half Page Horizontal	7 ¹ / ₈ " x 4 ³ / ₄ "	8 ¹ / ₈ " x 5 ¹ / ₄ "

Hold live matter in ³/₈" from trim on all sides
Trim size of journal: 7⁷/₈" x 10³/₄"
Minimum ¹/₈" bleed on all sides

Paper Stock:

- Inside pages: 40# machine coated, grade #5
 - Covers: 70# gloss, grade #3
- Halftone Screen Requirements: 133 line screen

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REPRODUCTION REQUIREMENTS:

1. Follow Specifications for Web Offset Publications (SWOP). SWOP specifications at www.swop.org.
2. Advertising materials should be sent in PDF format (PDF-X1a preferred) with all fonts and high resolution images embedded. Native application files will **not** be accepted.
3. Proofing: One comprehensive proof with color bars are required for all materials. Ink hues and densities must conform to SWOP standards.
4. Reproduction material will be held 1 year from date of last insertion and then destroyed unless otherwise specified.
5. Send disks and color proofs to:
Production Department, Hospital Physician®
125 Strafford Avenue, Suite 220, Wayne, PA 19087-3391
e-mail: production@turner-white.com phone: 484-253-1316

SUPPLIED ADVERTISING INSERTS

1. The maximum micrometer reading is not to exceed 0.004". A variance of 5% is allowed to accommodate unevenness in 0.004" stock.
2. All inserts to be full size, supplied untrimmed, printed, folded, and ready for binding.
3. Trimming: Two page inserts delivered to plant 8¹/₈" x 11". One-eighth inch will be trimmed off the face, head, skive, and foot. All inserts jog to the foot.
4. Quantity: 16,500
5. Shipping: Carton packing preferred with publication name, date, and insert quantity clearly marked on pallets that are 42" x 48". Each load should be a maximum of 54" from upper surface of pallet.
6. Ship to: RR Donnelley and Sons Company, Pontiac Division
1600 North Main Street, Pontiac, IL 61764-0140
Attn: Hospital Physician® Customer Service Representative

DIGITAL APP AND WEBSITE VALUE ADDED BENEFITS

- Customized Apple, Android, and Amazon Kindle Fire Apps for Mobile Devices
- Banner ads and full page interstitial ads with full PI in App
- Banner ads on Hospital Physician HemOnc Board Review website

DIGITAL MECHANICAL REQUIREMENTS

iPhone, iPad and Android App Banner Ad Specs

- 320w x 50h pixels (png) – appears on bottom of iPhone and Androids
- 728w x 90h pixels (png) – appears at bottom of iPad
- 960w x 90h pixels (png) – appears on iPad when turned sideways

App Full Page Ad Specs

- Full page ad according to these specs: 8.5w x 11h inches
- 300 DPI high-resolution PDF-X1A
- Minimum ad size - 8.75" x 11.25" (page size plus 1/8" bleed on all sides)
Ad live area - at minimum 0.3333" inside from page edge
- URL for linking purposes

Website Banner Ads for Hospital Physician HemOnc Board Review Website

- 300 x 250 pixels standard banners or 120 x 600 pixels tower banners
- 72 dpi (pixels per inch)
- No third party ad serving
- URL for linking purposes