

# the SARCOMA JOURNAL

Official Journal  
of The Sarcoma  
Foundation  
of America™



## 2017 INTEGRATED MEDIA KIT

### PUBLISHER'S STATEMENT

The Sarcoma Journal—Official Journal of The Sarcoma Foundation of America™, (SFA), [www.curesarcoma.org](http://www.curesarcoma.org), a leading sarcoma patient advocacy organization, is a conduit to inform and educate physicians and allied healthcare professionals (HCPs) on the latest research and leading treatments for soft/connective-tissue tumors. Published quarterly by Frontline Oncology, *The Sarcoma Journal—Official Journal of The Sarcoma Foundation of America™* ([www.sarcomajournal.org](http://www.sarcomajournal.org)) addresses the needs of oncologists, pediatric oncologists and other HCPs treating sarcomas by providing professional resources covering the most current medical news, diagnosis and treatment information on these cancer types. The journal supports SFA's activities focused on funding research, increasing awareness, and providing information on clinical trials throughout the U.S. By facilitating communication among the medical and scientific community, *The Sarcoma Journal—Official Journal of The Sarcoma Foundation of America™* seeks to support early detection, patient education, and more rapid developments of new and better sarcoma treatments, as part of the continuum of care.

### ADVERTISING OFFICE

**FRANK IORIO**  
Managing Director, Frontline Oncology  
TEL: 973-206-8990  
CELL: 917-913-8427  
E-MAIL: [forio@frontlinemedcom.com](mailto:forio@frontlinemedcom.com)

**KEVIN DUNN**  
Cunningham Associates  
TEL: 201-767-4170  
E-MAIL: [kdunn@cunnasso.com](mailto:kdunn@cunnasso.com)

**DEVIN GREGORIE**  
National Account Manager  
Digital and Oncology Projects  
TEL: 516-381-8613  
E-MAIL: [dgregorie@frontlinemedcom.com](mailto:dgregorie@frontlinemedcom.com)

### DIGITAL BUSINESS DEVELOPMENT

**LEE SCHWEIZER**  
VP, eBusiness Development  
CELL: 973-206-8982  
E-MAIL: [lschweizer@frontlinemedcom.com](mailto:lschweizer@frontlinemedcom.com)

**AMANDA SMITH**  
Digital Sales Support  
E-MAIL: [asmith@frontlinemedcom.com](mailto:asmith@frontlinemedcom.com)

### RECRUITMENT/CLASSIFIED SALES

**DREW ENDY**  
Classified Sales Account Manager  
TEL: 215-657-2319  
CELL: 267-481-0133  
E-MAIL: [dendy@frontlinemedcom.com](mailto:dendy@frontlinemedcom.com)

### CONTRACTS/INSERTION ORDERS

**JOAN FRIEDMAN**  
Advertising and Financial Services Manager  
TEL: 973-290-8211  
E-MAIL: [jfriedman@frontlinemedcom.com](mailto:jfriedman@frontlinemedcom.com)

### PRODUCTION

**MIKE WENDT**  
Director, Journal Manufacturing  
TEL: 973-206-8010  
E-MAIL: [mwendt@frontlinemedcom.com](mailto:mwendt@frontlinemedcom.com)

Frontline Medical Communications  
7 Century Drive, Suite 302  
Parsippany, NJ 07054  
973-206-3434  
[www.frontlinerate.com](http://www.frontlinerate.com)

**FRONTLINE**  
MEDICAL COMMUNICATIONS

### CONTACTS

#### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

#### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

#### ABOUT FRONTLINE

**AMM** Association of Medical Media

**SFA**  
Sarcoma Foundation of America  
*finding the cure, one step at a time*

For further information,  
contact your account manager  
or the publisher

# PRINT ADVERTISING

## RATES & DISCOUNTS

Effective Date: January 1, 2017

- Agency commission and terms: Fifteen percent of gross billings on space, color, cover, and preferred position charges to recognized agencies, contingent on payment within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.
- Rates subject to change with 90 days' notice: Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

### Earned Rates

- **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.

### Incentive Programs

- **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.)

- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2017. Full year 2016 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2017. All manufacturer promotional spend will be credited towards the corporate level, including, electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are:

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

- **FRONTLINE MEDICAL COMMUNICATIONS COMBINATION BUYS AND MARKETDUOS:** Advertise the same product in the same month in any two or more FMC publications and receive a 7.5% discount off the earned rate in each publication (B&W and color). The PowerBuy™ and PowerBuy2™ discounts (see separate rates) supersede this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News*® + *Internal Medicine News*®) and PowerBuy2™ (*The Journal of Family Practice*® + *Cleveland Clinic Journal of Medicine*®) count as 1 publication. Except for PowerBuy™ and PowerBuy2™, combination discounts are applicable to full-run only.

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

Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news content and receive a 7.5% discount off the earned rate (B&W and color) in each of these MarketDUOs published by FMC: *The Journal of Family Practice*®+*Family Practice News*®; *Cutis*®+ *Dermatology News*™; *OBG Management*®+*Ob.Gyn. News*®; *Current Psychiatry*®+*Clinical Psychiatry*

## CONTACTS

### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

### ABOUT FRONTLINE

For further information, contact your account manager or the publisher

*News*®; *The American Journal of Orthopedics*®+*Rheumatology News*®; *The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America*™ + *The Gastric Cancer Journal—Official Journal of No Stomach for Cancer*™. Full-run only.

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. Choose either the continuity program or the new business/launch program when using a combination buy. See Full Media Kits available at [www.frontlinemedcom.com](http://www.frontlinemedcom.com).

- **3-6-9-12 DISCOUNT:** Each product that advertised in 2016 qualifies for the following 4 discounts within the calendar year of January 2017 through December 2017 (or 12 month fiscal year where applicable):
  - 3 insertions (same product): 25% off the 3rd insertion.
  - 6 insertions (same product): 25% off the 3rd insertion and 25% off the 6th insertion.
  - 9 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, and 25% off the 9th insertion.
  - 12 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, 25% off the 9th insertion, and 25% off the 12th insertion.

**NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** New product launches, new indications, or new formulations can qualify for this program. Advertise during 2017 and receive 50% off the 3rd insertion, 50% off the 6th insertion, 50% off the 9th insertion, and 50% off the 12th insertion within the calendar year of January 2017 through December 2017.

\*Clients must supply materials for free insertions. Free pages count toward earned frequency. Free pages do not count toward the corporate discount.

- **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 3<sup>rd</sup> 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.
- **PREPAYMENT PLAN:** An optional prepayment program is available. Contact the [Publisher or your Account Manager](#) for details and pricing.

## Classified Ads

The MedJobNetwork consists of an interactive recruitment portal ([www.medjobnetwork.com](http://www.medjobnetwork.com)) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America*™ online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

See classified rate card or contact Drew Endy, Classified Sales Account Manager, at 215-657-2319 or [dendy@frontlinemedcom.com](mailto:dendy@frontlinemedcom.com).

**Split Run** – advertisers will not qualify for combination, continuity, or new business/launch programs. Split run insertions do count toward earned frequency and corporate discounts do apply. 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.

- Demographic/Split Run rates: Available on a limited basis.

Page rate x % of circulation (minimum 50%) + Production/mechanical charge (commissionable). If ROB add \$1,520; if Insert add \$1,300.

## Covers, Positions

Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added). **Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for one month.**

Covers	
Cover 2	B&W earned rate plus 25%, add color charges
Cover 4	B&W earned rate plus 50%, add color charges
TOC and all others	B&W earned rate plus 10%, add color charges

## CONTACTS

### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

### ABOUT FRONTLINE

For further information, contact your account manager or the publisher

## RATES & DISCOUNTS (CONTINUED)

### Run-of-Book Rates

BLACK-AND-WHITE RATES										
Frequency	1x	6x	12x	18x	24x	36x	48x	60x	72x	96x
Full Page	\$3,350	\$3,250	\$3,150	\$3,100	\$3,050	\$2,980	\$2,875	\$2,850	\$2,800	\$2,725
1/2 Page	1,810	1,755	1,705	1,680	1,650	1,625	1,600	1,570	1,545	1,495
1/4 Page	1,145	1,120	1,090	1,080	1,065	1,040	1,015	990	960	905

### Color Rates

Standard color	\$610
Matched color	\$885
Three & Four color	\$1,760

Bleed: No Charge

BLACK-AND-WHITE + 4 COLOR RATES										
Frequency	1x	6x	12x	18x	24x	36x	48x	60x	72x	96x
Full Page	\$5,110	\$5,010	\$4,910	\$4,860	\$4,810	\$4,740	\$4,635	\$4,610	\$4,560	\$4,485
1/2 Page	3,570	3,515	3,465	3,440	3,410	3,385	3,360	3,330	3,305	3,255
1/4 Page	2,905	2,880	2,850	2,840	2,825	2,800	2,775	2,750	2,720	2,665

### Insert Rates

Frequency	1x	6x	12x	18x	24x	36x	48x	60x	72x	96x
2 Page Insert	\$7,450	\$7,250	\$7,050	\$6,950	\$6,850	\$6,710	\$6,500	\$6,450	\$6,350	\$6,200
4 Page Insert	\$14,150	\$13,750	\$13,350	\$13,150	\$12,950	\$12,670	\$12,250	\$12,150	\$11,950	\$11,650
6 Page Insert	\$20,850	\$20,250	\$19,650	\$19,350	\$19,050	\$18,630	\$18,000	\$17,850	\$17,550	\$17,100
8 Page Insert	\$27,550	\$26,750	\$25,950	\$25,550	\$25,150	\$24,590	\$23,750	\$23,550	\$23,150	\$22,550

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.

### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

### ABOUT FRONTLINE

For further information,  
contact your account manager  
or the publisher

## CIRCULATION

### Description of Circulation Parameters

*The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America™* circulates to Clinical Oncologists and those identified as involved in Sarcomas.

### Demographic Selection Criteria

- **AGE:** Not applicable.
- **PRESCRIBING:** Not applicable.
- **CIRCULATION DISTRIBUTION:** 100% Controlled.
- **FOR SUBSCRIPTION RATES, CONTACT** (800) 480-4851

### Coverage

2017 CIRCULATION ANALYSIS					
	Office-Based	Patient Care Hospital-Based Residents	Staff	Total Patient Care	Totals
Hematology/Oncology	3,687	500	943	5,130	5,130
Oncology	2,674	66	826	3,566	3,566
Pediatric Hem/Onc	670	454	265	1,389	1,389
Surgical, Oncology	262	-	153	415	415
<b>Total Controlled Circulation</b>	<b>7,293</b>	<b>1,020</b>	<b>2,187</b>	<b>10,500</b>	<b>10,500</b>

- Have any specialties been combined in the grid above? No.

### Circulation Verification

- **AUDIT BPA:** Pending
- **MAILING LIST AVAILABILITY:**  
Michael Constantino  
Senior Account Manager  
845-731-2748  
[michael.constantino@infogroup.com](mailto:michael.constantino@infogroup.com)  
800-223-2194 ext 748  
Fax: 845-620-9035

## CONTACTS

### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

### ABOUT FRONTLINE

For further information,  
contact your account manager  
or the publisher

## INSERT INFORMATION

### Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher's approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (e.g., paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur a premium charge.

	PAPER STOCK		MAX MICROMETER
	Maximum	Minimum	Reading
2-page (one leaf) inserts	80# coated	70# coated	0.005"
4-page (two leaf) inserts	80# coated	70# coated	0.007"

### BRCs

Accepted if they accompany a full-page ad and must meet postal regulations. Charge: \$3,350

### Standard Sizes and Specifications

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb.; maximum micrometer readings: 0.004".

### Trimming

Ship folded: 8 1/8" x 11". Trim size of journal is 7 7/8" x 10 3/4". Keep live matter 3/8" from all trim edges. Book is jogged to head. Head trim is 1/8". Foot is 1/8", face and gutter are 1/8" each.

### Insert Quantity:

**FULL-RUN:** 11,600

### Shipping

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity.

**SHIP TO:** Publishers Press

ATTN: Tammy Cristobal

TITLE NAME/ISSUE DATE

13487 South Preston Highway

Lebanon Junction, KY 40150

Tel: 800-627-5801

## ISSUANCE & CLOSING DATES

First Issue: June 2017.

Frequency: Quarterly in 2018—3 issues in 2017: June, September and December.

Issue Date: Month of issuance.

Mailing Date and Class: 10th of each month. Standard class.

Closing Dates (subject to change):

Issue	SPACE	MATERIAL	INSERTS
	Reservation	Due	Due
June	5/16/2017	5/23/2017	5/30/2017
September	8/16/2017	8/23/2017	8/30/2017
December	11/16/2017	11/23/2017	11/30/2017

## CONTACTS

### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

### ABOUT FRONTLINE

For further information,  
contact your account manager  
or the publisher

## COVER TIPS / OUTSERTS

Reach oncologists with this unique and highly visible advertising opportunity. Count on prime exposure when you use a cover tip for:

- A new product launch
- A coming-soon ad
- An upcoming event



### Cover Tip Specs

Specifications	Description	Total Net Cost*
Size: 7.5" x 5.25" Stock: 80# coated text, Supply: FLAT	Single-leaf 4 page - 6 page	Contact your <a href="#">Account Manager</a>

Cost is net; non-commisionable.

Cancellations of less than 60 days written notice will incur a fee equal to 50% of the cost.

Includes space and polybagging for supplied materials. Quotes for affixing PIs, demos, printing or other custom elements are available.

### Outserts

Outserts are a great opportunity to capture high visibility through *The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America™* that's highly read and trusted. Your preprinted Outserts are placed over a current issue and polybagged for outstanding exposure. This is a cost-effective way to get your message to an engaged audience with a brand they trust most.

Samples must be submitted for review. Availability contingent upon approval.

Contact the [Publisher or your Account Manager](#) for details and pricing.

## 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.

### For USA & CANADA ONLY CONTACT:

Brett Petillo, Sales Manager  
Wright's Media  
2407 Timberloch Place, Suite B  
The Woodlands, TX 77386  
Office: 281-419-5725  
Toll Free: 877-652-5295  
Cell: 832-458-9467  
E-mail: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
Website: [www.wrightsmedia.com](http://www.wrightsmedia.com)

### 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  
E-mail: [ray.thibodeau@contentednet.com](mailto:ray.thibodeau@contentednet.com)  
Website: [www.contentednet.com](http://www.contentednet.com)

## CONTACTS

### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

### ABOUT FRONTLINE

For further information, contact your account manager or the publisher

## EDITORIAL

### General Editorial Direction

*The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America™* is peer-reviewed, and paginated as an academic journal. The editorial content will consist of both clinical and non-clinical issues and topics related to sarcomas.

### Origin of Editorial

- INVITED
- SUBMITTED
- NEWS COVERAGE
- CONTENT FROM THE SARCOMA FOUNDATION OF AMERICA.
- **SUBMISSIONS:** All articles must conform to the “Information for Authors,” which is found on our website.

**Editorial Research:** Issues are post-tested periodically to measure readership response to the editorial package.

### Ad Format and Placement Policy

#### FORMAT:

- Between articles? Yes
- Welled? No
- Stacked? No
- Within articles? No
- Are ads rotated? Yes

**AD/EDIT RATIO INFORMATION:** 45/55

## GENERAL INFORMATION

### Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other [Standard Terms and Conditions of our Rate Card](#) – click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication’s editorial format will carry the word “advertisement” in at least 10-point type at the top or bottom. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

**New Product Releases:** Accepted for Product Zone.

### Advertiser Services

2017 Bonus Distribution: [Contact account manager](#)

## CONTACTS

### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

### ABOUT FRONTLINE

For further information,  
contact your account manager  
or the publisher



## PRINTING SPECIFICATIONS

### Ad Sizes and Bleed Sizes

	Width/Depth	
	Ad Sizes	Bleed Sizes
2-page spread	15" x 10"	16 1/4" x 11"
1 page	7" x 10"	8 1/8" x 11"
1/2 page (h)	7" x 4 7/8"	8 1/8" x 5 1/2"
1/2 page (v)	3 3/8" x 10"	4" x 11"

- Hold all live matter in 3/8" from trim on all sides.
- Trim size of journals: 7 7/8" x 10 3/4".

### Paper Stock

- **INSIDE PAGES:** 45# coated.
- **COVERS:** 70# coated.

Type of Binding: Perfect-bound.

### Half-Tone Screen Recommendations

- **COVERS:** 150 line.
- **INSIDE:** 133 line.
- **4-COLOR:** 133 line.

- **DENSITY OF TONE:** 4-color cover 320%, 4-color inside 300%, 2-color inside 180%.

### Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- 133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.

### Materials Accepted:

PDF x1a and PDF. Digital contract color proof required.

Send reproduction materials to:

*The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America™*

Frontline Medical Communications Inc.

7 Century Drive, Suite 302

Parsippany, NJ 07054-4609

Attn: Mike Wendt

### Materials Policy:

Materials, including inserts, discs, and electronic files, will be held one year from date of last insertion and then destroyed.

### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

### ABOUT FRONTLINE

For further information, contact your account manager or the publisher

# CUSTOM MULTI-MEDIA PROGRAMS

---

## Frontline Brands Deliver Multichannel, Multidisciplinary Learning Experiences

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

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

---

## CUSTOM SPECIAL ISSUES / SUPPLEMENTS

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

---

## PATIENT EDUCATION / HANDOUTS

Patient Editions are educational tools at point of care customized based on needs and brand directives. They are available via print (polybagged copies with the journal) 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.

Contact the [Publisher or your Account Manager](#) for details and pricing.

## CONTACTS

### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

### ABOUT FRONTLINE

For further information,  
contact your account manager  
or the publisher

# CUSTOM MULTI-MEDIA PROGRAMS



## CUSTOM CLINICAL QUIZZES

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



## CUSTOM MICROSITES / RESOURCE CENTERS

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



## CUSTOM WEBCASTS / VIDEOS / ROUNDTABLES

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

Contact the [Publisher or your Account Manager](#) for details and pricing.

### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

### ABOUT FRONTLINE

For further information, contact your account manager or the publisher

# RESEARCH

## MARKET RESEARCH

When you need to gather information and intelligence quickly let us send your query or custom survey to our audience of practicing oncologists under *The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America™*. Whether it is a therapeutic category you need more information on or just want to know how our targeted audience perceives your product, you can be sure that you will get a high response rate and answers to your query or survey promptly.

Guaranteed survey completions: 100+

Contact the [Publisher or your Account Manager](#) for details and pricing.



## CONTACTS

### PRINT ADVERTISING

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

### CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

### ABOUT FRONTLINE

For further information, contact your account manager or the publisher



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

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

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

Contact your account manager directly.

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

Visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com) or to access all media kits visit [www.frontlinerates.com](http://www.frontlinerates.com).

E-mail us at [sales@frontlinemedcom.com](mailto:sales@frontlinemedcom.com).

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

<i>ACS Surgery News</i> ®	<i>The Hospitalist</i> ®
<i>The American Journal of Orthopedics</i> ®	<i>ID Practitioner</i> ™
<i>Cardiology News</i> ®	<i>Internal Medicine News</i> ®
<i>CHEST™ Physician</i>	<i>The Journal of Community and Supportive Oncology</i> ®
<i>Clinical Endocrinology News</i> ®	<i>The Journal of Family Practice</i> ®
<i>Clinical Neurology News</i> ®	<i>Journal of Hospital Medicine</i> ®
<i>Clinical Psychiatry News</i> ®	<i>Neurology Reviews</i> ®
<i>Clinician Reviews</i> ®	<i>OBG Management</i> ®
<i>Cosmetic Dermatology</i> ®	<i>Ob.Gyn.News</i> ®
<i>Current Psychiatry</i> ®	<i>OncologyPractice</i> ™
<i>Cutis</i> ®	<i>Pediatric News</i> ®
<i>Dermatology News</i> ®	<i>Physicians' Travel &amp; Meeting Guide</i> ®
<i>Emergency Medicine</i> ®	<i>Rheumatology News</i> ®
<i>Family Practice News</i> ®	<i>The Sarcoma Journal—Official Journal of the Sarcoma Foundation of America</i> ™
<i>Federal Practitioner</i> ®	<i>Seminars in Cutaneous Medicine and Surgery</i> ®
<i>The Gastric Cancer Journal—Official Journal of No Stomach for Cancer</i> ™	<i>Thoracic Surgery News</i> ®
<i>GI &amp; Hepatology News</i> ®	<i>Vascular Specialist</i> ®
<i>Hematology News</i> ®	

**CONTACTS**

**PRINT ADVERTISING**

- Rates, Incentives & Discounts
- Circulation
- Insert Information & Closing Dates
- Cover Tips & Outserts
- Editorial
- General Information
- Printing Specifications

**CUSTOM MULTI-MEDIA PROGRAMS**

- Special Issues / Supplements
- Patient Education / Handouts
- Custom Clinical Quizzes
- Custom Microsites / Resource Centers
- Webcasts / Videos / Audiocasts
- Research

**ABOUT FRONTLINE**

For further information, contact your account manager or the publisher