CHEST Physician is the official newspaper of CHEST. Readers rely on CHEST Physician for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. Over 19,000 specialists in pulmonary disease, critical care medicine, sleep medicine, pediatric pulmonary medicine, cardiovascular medicine, and cardiothoracic surgery rely on CHEST Physician every month to cover the world of medicine with breaking news, on-site medical meeting coverage, and expert perspectives both in print and online. Launched in partnership with CHEST, CHEST Physician’s independent reporting keeps specialists up to date with the latest clinical and practice economics news, and provides news from CHEST to keep members informed on educational opportunities, policy initiatives, and the professional contributions of CHEST’s leadership and fellows. All articles are researched, written, and produced by professional medical journalists.

CHEST Physician’s website, www.mdedge.com/chestphysician, is the online multimedia destination of CHEST Physician. This site provides news and views that matter to cardiopulmonary and critical care specialists in a timely and interactive format. With award-winning daily news coverage, physicians can get immediate information online. They can join the conversation through commentary, blogs, Facebook and Twitter. CHEST Physician is the best way for physicians to stay current, save time, and gain perspective.
CONTACTS

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10.2.17
GENERAL INFORMATION

CHEST Physician is published by Frontline Medical Communications.

Issuance: Monthly  
Established: 2006  
Organization Affiliation: American College of Chest Physicians  
Circulation: 19,407  
Coverage & Market: All US members of the American College of Chest Physicians (including pulmonologists, critical care physicians, cardiothoracic surgeons, cardiovascular surgeons and cardiologists) and all other US non-member pulmonary disease and pulmonary critical care medicine specialists in patient care.  
Circulation Verification: Independent; BPA Worldwide

Editorial: CHEST Physician, the official newspaper of CHEST, provides news dealing with the important issues facing cardiopulmonary and critical care specialists. Editorial content includes meeting coverage, expert commentary and clinical trial results, plus reporting on the business and politics affecting specialists in diseases of the chest.

Editorial/Advertising Ratio  
55% editorial/45% advertising

Space Cancellations  
Notification in writing of space cancellations must be received by space close deadline. Cover positions are noncancelable within 60 days of the issue's closing date. If space is cancelled after the deadline or ad materials are received after due date, the advertiser will be charged for the insertion.

Contracts and Insertion Orders  
Send all contracts and insertion orders to: CHEST Physician  
Frontline Medical Communications  
7 Century Drive, Suite 302  
Parsippany, NJ 07054  
Fax: 973-206-9378  
joanfriedman@frontlinemedcom.com

Contract and Copy Regulations  

a. All contracts and contents of advertisements are subject to the approval of the Publisher. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.

b. Publisher reserves the right to put the word “Advertisement” on advertising which, in the Publisher’s opinion, resembles editorial material.

c. Publisher guarantees uniform rates and discount to all advertisers using same amount and kind of space. No exceptions to published rates.

d. Only insertions of a parent company and its subsidiaries are combined to determine earned rate.

e. Rates are subject to change with 90 days notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond the last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

f. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, the Publisher reserves the right to repeat a former ad.

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 for contracted and published ad space.
c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

Policy on Placement of Advertising  
Interspersed

Bonus Distribution  
May Issue:  
• American Thoracic Society  
San Diego, CA; May 18-23, 2018  
September Issue:  
• American College of Chest Physicians  
San Antonio, TX; October 6-10, 2018

Click here for Standard Terms and Conditions for Advertising
CIRCULATION

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Total Qualified</th>
<th>Office Based</th>
<th>Residents</th>
<th>Hospital Based</th>
<th>Members of CHEST</th>
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<tr>
<td>Pulmonary Critical Care Medicine</td>
<td>3,676</td>
<td>2,515</td>
<td>789</td>
<td>1,161</td>
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<tr>
<td>Pulmonary Diseases</td>
<td>2,158</td>
<td>1,768</td>
<td>20</td>
<td>390</td>
<td>-</td>
</tr>
<tr>
<td>CHEST</td>
<td>13,573</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>13,573</td>
</tr>
<tr>
<td>Total</td>
<td>19,407</td>
<td>4,283</td>
<td>809</td>
<td>1,551</td>
<td>13,573</td>
</tr>
</tbody>
</table>

Source: July 2017 BPA
For more detailed BPA circulation information, CLICK HERE.

- CHEST
- Pulmonary Critical Care Medicine (non-members)
- Pulmonary Diseases (non-members)
## ISSUE AND CLOSING DATES

<table>
<thead>
<tr>
<th>Issue Dates</th>
<th>Space Close</th>
<th>Materials Due</th>
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<tbody>
<tr>
<td>January</td>
<td>December 8, 2017</td>
<td>December 18, 2017</td>
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<tr>
<td>February</td>
<td>January 17, 2018</td>
<td>January 24, 2018</td>
</tr>
<tr>
<td>March</td>
<td>February 14</td>
<td>February 22</td>
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<tr>
<td>April</td>
<td>March 19</td>
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<td>May</td>
<td>April 17</td>
<td>April 24</td>
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<td>June</td>
<td>May 15</td>
<td>May 22</td>
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<tr>
<td>July</td>
<td>June 14</td>
<td>June 21</td>
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<tr>
<td>August</td>
<td>July 16</td>
<td>July 23</td>
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<tr>
<td>September</td>
<td>August 21</td>
<td>August 28</td>
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<tr>
<td>October</td>
<td>September 17</td>
<td>September 24</td>
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<td>November</td>
<td>October 18</td>
<td>October 25</td>
</tr>
<tr>
<td>December</td>
<td>November 9</td>
<td>November 16</td>
</tr>
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</table>

Stated Date of Mailing and Class: 15th of publication month. Standard class.
## 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>
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</thead>
<tbody>
<tr>
<td>King</td>
<td>$4,495</td>
<td>$4,470</td>
<td>$4,440</td>
<td>$4,415</td>
<td>$4,395</td>
<td>$4,370</td>
<td>$4,345</td>
<td>$4,325</td>
<td>$4,300</td>
<td>$4,275</td>
<td>$4,250</td>
<td>$4,225</td>
<td>$4,200</td>
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<tr>
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<td>2,995</td>
<td>2,965</td>
<td>2,935</td>
<td>2,905</td>
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<td>2,725</td>
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<td>1/2 Page</td>
<td>2,700</td>
<td>2,670</td>
<td>2,640</td>
<td>2,610</td>
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<td>2,520</td>
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<td>2,460</td>
<td>2,430</td>
<td>2,400</td>
<td>2,370</td>
<td>2,340</td>
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<tr>
<td>1/4 Page</td>
<td>1,755</td>
<td>1,740</td>
<td>1,710</td>
<td>1,680</td>
<td>1,650</td>
<td>1,620</td>
<td>1,590</td>
<td>1,560</td>
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<td>1,500</td>
<td>1,470</td>
<td>1,440</td>
<td>1,410</td>
</tr>
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</table>

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

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
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<th>6x</th>
<th>12x</th>
<th>24x</th>
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<th>120x</th>
<th>240x</th>
<th>288x</th>
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<td>$6,210</td>
<td>$6,180</td>
<td>$6,150</td>
<td>$6,120</td>
<td>$6,090</td>
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<tr>
<td>3/4 Page</td>
<td>5,995</td>
<td>5,970</td>
<td>5,940</td>
<td>5,910</td>
<td>5,880</td>
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<td>5,730</td>
<td>5,700</td>
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<td>1/2 Page</td>
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<td>4,590</td>
<td>4,560</td>
<td>4,530</td>
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<td>4,380</td>
<td>4,350</td>
<td>4,320</td>
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</tbody>
</table>

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

| Standard color | $1,125 |
| Matched color | $1,360 |
| Metallic ink | $165 |
| Four Color Rates | $1,950 |
| Five Color Rates | $3,085 |

### 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.
Insert 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>
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<th>288x</th>
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<th>504x</th>
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</thead>
<tbody>
<tr>
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<td>$6,180</td>
<td>$6,100</td>
<td>$5,870</td>
<td>$5,800</td>
<td>$5,710</td>
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<td>$5,190</td>
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<td>$8,580</td>
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<tr>
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<td>$17,290</td>
<td>$17,150</td>
<td>$16,255</td>
<td>$16,185</td>
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<td>$24,380</td>
<td>$24,270</td>
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<td>$36,600</td>
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<td>$32,055</td>
<td>$32,055</td>
<td>$32,055</td>
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</tbody>
</table>

ADVERTISING OPPORTUNITIES / INSERTS

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.

da. Discounts
Split-run advertisers do not qualify for combination, continuity, or new business/lunch programs. Split-run insertions do count toward earned frequency and corporate discounts do apply.

d. 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.
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.

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>
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<th>$1.5M</th>
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<th>$3.0M+</th>
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<td>Earned 2018 Discount</td>
<td>0.5%</td>
<td>1.0%</td>
<td>1.5%</td>
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<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 AND MARKET DUOS
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.

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 www.frontlinemedcom.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.
ADVERTISING INCENTIVE PROGRAMS

NEW PRODUCT LAUNCH PROGRAM
Place your new product launch unit in four (4) consecutive issues of CHEST Physician 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 the same size for all four insertions. Discounted ad unit counts towards earned frequency. All combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount.

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

a. Run an ad for the same product in six (6) issues of CHEST Physician during 2018 and receive 50% off your 7th insertion. Ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.
b. Run an ad for the same product in every issue (12) of CHEST Physician during 2018 and receive the 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 towards earned frequency.
c. Run an ad for the same product in every issue of CHEST Physician during 2018 and deduct 8.3% off each insertion throughout the year.

DOUBLE IMPACT DISCOUNT PROGRAM
Run two (2) insertions for the same product in the same issue of CHEST Physician 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.
COVER TIPS

• 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 of non-standard cover tips.
• Sample of non standard cover tips must be supplied to the production manager for approval. Full run only.

PRICING
• Cost: $19,500 (Does not include printing)

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
CHEST Physician
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”

PRICING
Please consult your sales representative.
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.

OUTSERTS

Outserts are a great opportunity to capture high visibility through CHEST Physician 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.

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CONTACTS

PRINT ADVERTISING

Circulation
Issue & Closing Dates
Ad Rates
Incentives & Combination Buys
Cover Tips, Outserts, Reprints
Printing Information
Unique Opportunities

DIGITAL ADVERTISING

CUSTOM MULTI-MEDIA PROGRAMS

CONFERENCES

ABOUT FRONTLINE
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@frontlinemedcom.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:
CHEST Physician
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:
CHEST Physician
Frontline Medical Communications
7 Century Drive, Suite 302
Parsippany, NJ 07054
Attn: Joan Friedman
Phone: 973-290-8211
Fax: 973-206-9378
joanfriedman@frontlinemedcom.com

Send all digital files and proofs to:
CHEST Physician
2275 Research Boulevard
Suite 400
Rockville, MD  20850
Attn: Advertising Production
Phone: 240-221-2417
rslebodnik@frontlinemedcom.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 3/4"
- **Trim Size:** 21" x 13"

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

#### 3/4 Vertical
- **Ad Size:** 7 3/4" x 11 3/4"

#### 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 3/8" x 5 5/8"

#### 1/4 Page Horizontal
- **Ad Size:** 6 5/8" x 4 3/8"

#### 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 1/2" x 5 3/4"

#### 1/2 Horizontal Spread
- **Ad Size:** 20" x 5 3/4"

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

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

**Journal Trim Size:** 10 1/2" x 13"

**Live matter:** Allow 3/16" safety from all trim edges

**Type of Binding:** Saddle Stitch
UNIQUE OPPORTUNITIES

Multi-sponsored Supplements / Special Issues:

Multisponsored 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 CHEST Physician audience as well.

- Supplements polybag and mail with regular issues of CHEST Physician
- Supplements are posted online in the medical education library/education center of http://www.mdedge.com/CHESTPhysician
- 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.
FMC’S INTEGRATED MEDIA OPPORTUNITIES

AWARENESS, EDUCATION, REACH, ENGAGEMENT, FREQUENCY... NO MATTER YOUR MARKETING OBJECTIVES, FRONTLINE 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 Frontline 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 Frontline 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 more than 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+, 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 2018 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 or call 973-206-3434.

Visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com) or to access all rate cards and our integrated media kit visit [www.frontlinerates.com](http://www.frontlinerates.com). Email us at [sales@frontlinemedcom.com](mailto:sales@frontlinemedcom.com).

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

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<th>Publication</th>
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<td>ACS Surgery News®</td>
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