

2017 INTEGRATED MEDIA KIT



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 17,000 specialists in pulmonary disease and critical care medicine 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 and policy initiatives. 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.



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CONTACTS

General Information

PRINT ADVERTISING

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


DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE

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

GENERAL INFORMATION

CHEST Physician is published by Frontline Medical Communications.

Issuance: Monthly

Established: 2006

Organization Affiliation: American College of Chest Physicians

Circulation: 17,699

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

jfriedman@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 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, 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
Washington DC; May 19-24, 2017

October Issue:

• American College of Chest Physicians
Toronto, Ontario; Oct. 25-Nov. 2, 2017

CONTACTS

General Information

PRINT ADVERTISING

Circulation

Issue & Closing Dates

Ad Rates

Incentives & Combination Buys

Cover Tips, Banner Ads & Outserts

Printing Information

Unique Print Opportunities

DIGITAL ADVERTISING

MD Edge

HCP Targeting

General Display

Advanced Display

Email

Premium Packages

Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements

Patient Education/Handouts

Custom Microsites/Resource Centers

Research

ABOUT FRONTLINE



[Click here for Standard Terms and Conditions for Advertising](#)



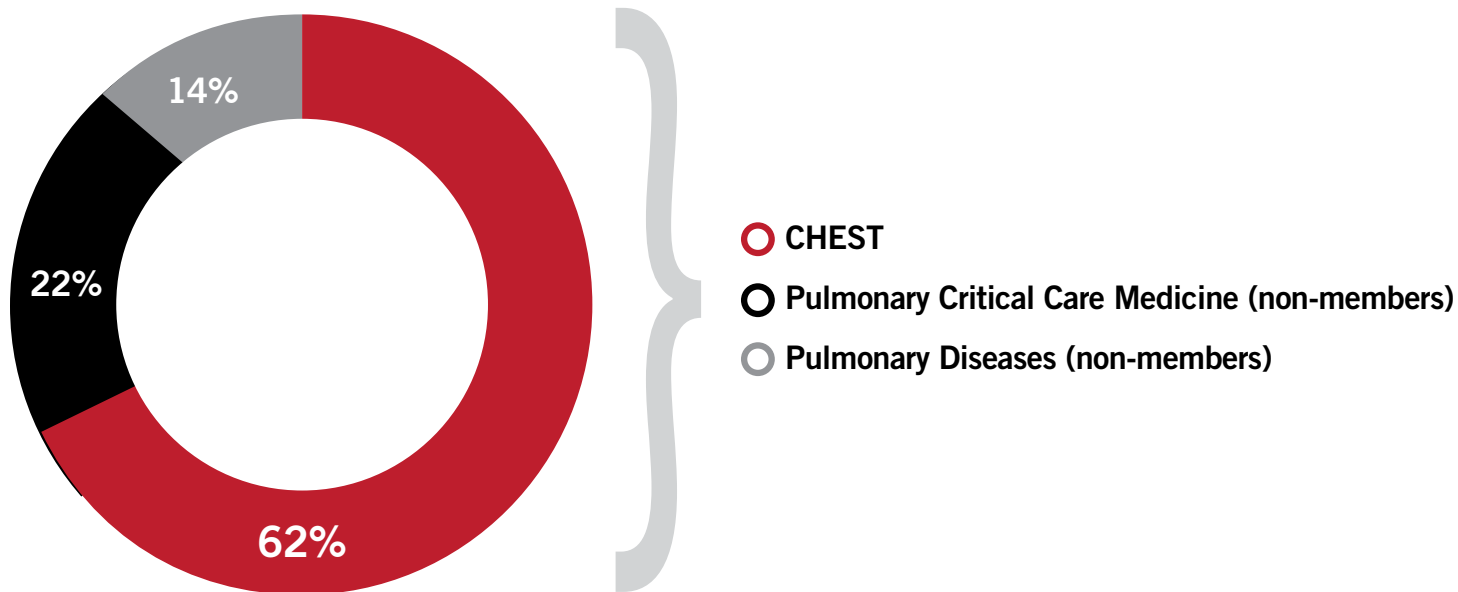
For details of programs, rates, metrics, and more, please contact your account manager.

CIRCULATION

Specialty	Total Qualified	Office Based	Residents	Hospital Based	Members of CHEST
Pulmonary Critical Care Medicine	4,037	2,784	821	1,253	-
Pulmonary Diseases	2,588	2,137	26	425	-
CHEST	11,074	-	-	-	11,074
Total	17,699	4,921	847	1,704	11,074

Source: July 2016 BPA

For more detailed BPA circulation information, [CLICK HERE](#).



CONTACTS

General Information

PRINT ADVERTISING

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


DIGITAL ADVERTISING

MD Edge
 HCP Targeting
 General Display
 Advanced Display
 Email
 Premium Packages
 Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
 Patient Education/Handouts
 Custom Microsites/Resource Centers
 Research

ABOUT FRONTLINE

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ISSUE AND CLOSING DATES

Issue Dates	Space Close	Materials Due
January	December 12, 2016	December 19, 2016
February	January 18, 2017	January 25, 2017
March	February 14	February 23
April	March 17	March 24
May	April 18	April 25
June	May 15	May 22
July	June 16	June 23
August	July 14	July 21
September	August 21	August 28
October	September 18	September 25
November	October 18	October 25
December	November 8	November 15

Stated Date of Mailing and Class: 15th of publication month. Standard class.

CONTACTS

General Information

PRINT ADVERTISING

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

DIGITAL ADVERTISING

MD Edge
 HCP Targeting
 General Display
 Advanced Display
 Email
 Premium Packages
 Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
 Patient Education/Handouts
 Custom Microsites/Resource Centers
 Research

ABOUT FRONTLINE



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ADVERTISING RATES

Black & White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$4,365	\$4,340	\$4,310	\$4,215	\$4,075	\$4,045	\$3,830	\$3,815	\$3,775	\$3,775	\$3,775	\$3,775	\$3,775
3/4 Page	3,925	3,895	3,855	3,790	3,705	3,660	3,560	3,480	3,405	3,405	3,405	3,405	3,405
Island Page	2,935	2,910	2,850	2,770	2,730	2,695	2,550	2,500	2,445	2,445	2,445	2,445	2,445
1/2 Page	2,620	2,590	2,550	2,500	2,445	2,400	2,300	2,245	2,200	2,200	2,200	2,200	2,200
1/4 Page	1,705	1,690	1,660	1,640	1,570	1,555	1,510	1,500	1,450	1,450	1,450	1,450	1,450

Black-and-White (ROB) + 4-Color Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$6,315	\$6,290	\$6,260	\$6,165	\$6,025	\$5,995	\$5,780	\$5,765	\$5,725	\$5,725	\$5,725	\$5,725	\$5,725
3/4 Page	5,875	5,845	5,805	5,740	5,655	5,610	5,510	5,430	5,355	5,355	5,355	5,355	5,355
Island Page	4,885	4,860	4,800	4,720	4,680	4,645	4,500	4,450	4,395	4,395	4,395	4,395	4,395
1/2 Page	4,570	4,540	4,500	4,450	4,395	4,350	4,250	4,195	4,150	4,150	4,150	4,150	4,150
1/4 Page	3,655	3,640	3,610	3,590	3,520	3,505	3,460	3,450	3,400	3,400	3,400	3,400	3,400

Color Rates (In addition to black & white rates)

Standard color	\$1,125
Matched color	1,360
Metallic ink	165
Four Color Rates	1,950
Fifth 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.

CONTACTS

General Information

PRINT ADVERTISING

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


DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE

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Insert Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	\$6,040	\$6,000	\$5,865	\$5,700	\$5,630	\$5,545	\$5,260	\$5,145	\$5,040	\$5,040	\$5,040	\$5,040	\$5,040
2-Page King	8,990	8,940	8,885	8,680	8,390	8,330	7,890	7,855	7,780	7,780	7,780	7,780	7,780
4-Page A-size	12,080	12,000	11,730	11,410	11,260	11,105	10,510	10,295	10,075	10,075	10,075	10,075	10,075
4-Page King	17,990	17,875	17,775	17,350	16,785	16,650	15,780	15,715	15,560	15,560	15,560	15,560	15,560
6-Page A-size	18,135	18,000	17,610	17,115	16,880	16,650	15,770	15,440	15,110	15,110	15,110	15,110	15,110
6-Page King	26,980	26,815	26,650	26,030	25,175	24,980	23,670	23,565	23,340	23,340	23,340	23,340	23,340
8-Page A-size	24,175	24,000	23,475	22,815	22,510	22,205	21,020	20,585	20,150	20,150	20,150	20,150	20,150
8-Page King	35,975	35,750	35,535	34,705	33,570	33,305	31,555	31,430	31,120	31,120	31,120	31,120	31,120

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. No units larger than one king-size page plus one island page will be accepted.
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.

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.

c. Split-run Rates—Run-of-book

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.

4. Split-run Production Charges—Run-of-book: \$900 per split-run page.
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.

CONTACTS

General Information

PRINT ADVERTISING

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


DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE

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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 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 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.

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%

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.

CONTACTS

General Information

PRINT ADVERTISING

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

DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE



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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.

King Conversion

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King 4 pg	\$17,590	\$17,490	\$17,250	\$16,930	\$16,770	\$16,630	\$16,050	\$15,850	\$15,630	\$15,630	\$15,630	\$15,630	\$15,630
King 6 pg	25,410	25,260	24,900	24,420	24,180	23,970	23,100	22,800	22,470	22,470	22,470	22,470	22,470
King 8 pg	33,230	33,030	32,550	31,910	31,590	31,310	30,150	29,750	29,310	29,310	29,310	29,310	29,310

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 same size for all four insertions. Discounted ad unit counts towards 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.)

- Run an ad for the same product in six (6) issues of *CHEST Physician* during 2017 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.
- Run an ad for the same product in every issue (12) of *CHEST Physician* during 2017 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.

- Run an ad for the same product in every issue of *CHEST Physician* during 2017 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.

CONTACTS

General Information

PRINT ADVERTISING

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

DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE



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COVER TIPS

- Cost includes FMC printing of your creative provided to specifications (one-sided, 4-color)
- Issue polybagged per postal regulations
- Cost is non-commissionable

PRICING

Please consult your account manager.

SPACE RESERVATIONS

Available on a first-come, first-served basis. Please consult your sales representative.

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.

SHIPPING INSTRUCTIONS

Deliver electronic files and color proof to:

Production Department

Frontline Medical Communications/

CHEST Physician

2275 Research Boulevard

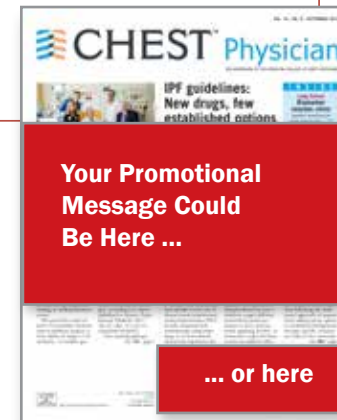
Suite 400

Rockville, MD 20850

240-221-4500

Please indicate the four sides (top, bottom, etc.) of cover tips on the color proof.

Note: Specifications not drawn to actual size



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 account manager.

CONTACTS

General Information

PRINT ADVERTISING

Circulation

Issue & Closing Dates

Ad Rates

Incentives & Combination Buys

Cover Tips, Banner Ads & Outserts

Printing Information

Unique Print Opportunities

DIGITAL ADVERTISING

MD Edge

HCP Targeting

General Display

Advanced Display

Email

Premium Packages

Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS


Special Issues/Supplements

Patient Education/Handouts

Custom Microsites/Resource Centers

Research

ABOUT FRONTLINE

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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:

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
Email: frontline@wrightsmedia.com
website: www.wrightsmedia.com

REPRINTS—ALL OTHER

CONTACT:

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website: www.contentednet.com

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.

CONTACTS

General Information

PRINT ADVERTISING

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

DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE



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

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 1/2" 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 at bleed
- 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
jfriedman@frontlinemedcom.com

Send all digital files and proofs to:

CHEST Physician
Frontline Medical Communications
2275 Research Boulevard
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Phone: 240-221-2417
Fax: 240-221-2543
rslebodnik@frontlinemedcom.com

CONTACTS

General Information

PRINT ADVERTISING

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


DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

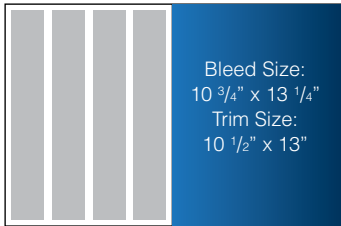
Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE

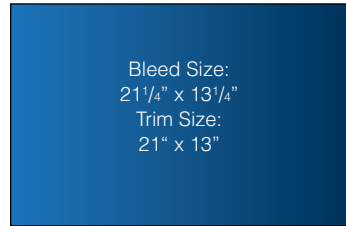
 For details of programs, rates, metrics, and more, please contact your account manager.

SPECIFICATIONS

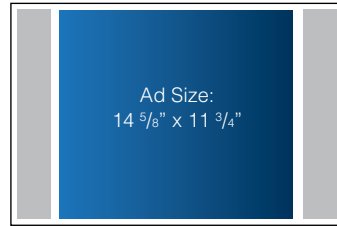
King-size Page



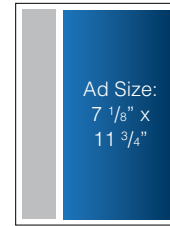
King-size Spread



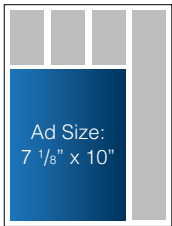
3/4 Vertical Spread



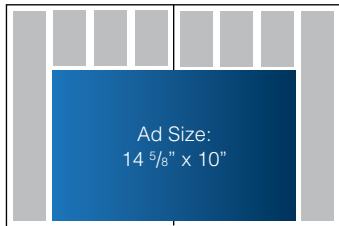
3/4 Vertical



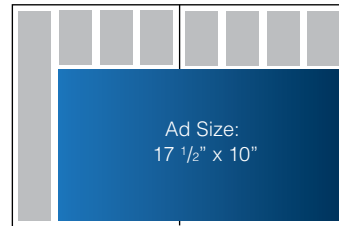
Island Page



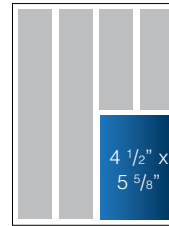
Island Spread



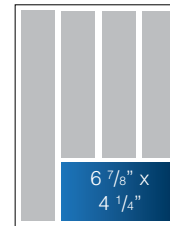
Island Page + 3/4 Page Horiz.



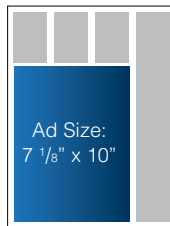
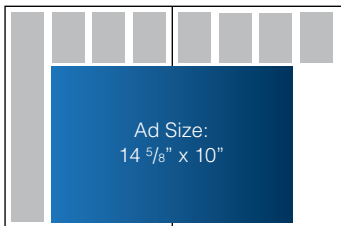
1/4 Page Vertical



1/4 Page Horizontal



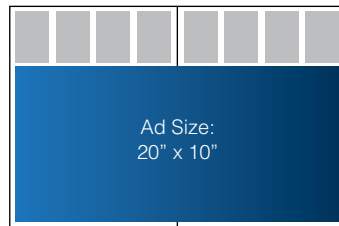
Island Page + Island



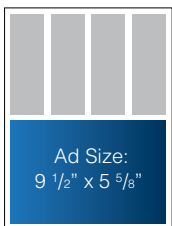
3/4 Horizontal



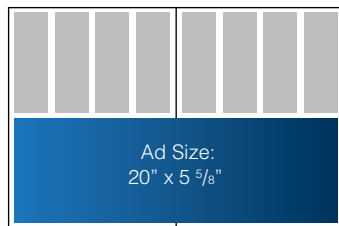
3/4 Horizontal Spread



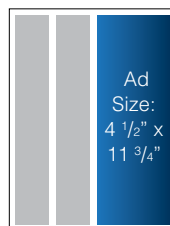
1/2 Page Horizontal



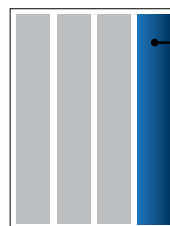
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 ¹/₂" x 13"
Live matter: Allow ¹/₄" safety from all trim edges
Type of Binding: Saddle Stitch

CONTACTS

General Information

PRINT ADVERTISING

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


DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE

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UNIQUE PRINT OPPORTUNITIES

Roundtable Meetings and Supplements

COMPLETE TURNKEY EDUCATIONAL DISCUSSION

From roundtable meeting to print supplement

- Program development and management by Frontline Medical Communications
- Content/outline
- Faculty recruitment and slide development
- Arrange travel for attendees
- Contract for meeting room and AV

ONSITE MANAGEMENT

Frontline Medical Communications will provide onsite program management to ensure the success of the meeting.

TRANSCRIBED ROUNDTABLE DISCUSSION

- Cover design and layout
- Print, polybag, and mail

Customizable Print Supplements

CASE STUDIES

- Custom review of key posters and/or presentations at major medical meetings
- Feature introduction by KOL

PRODUCT THEATER REPORTER

- Summarize the information presented at your product theater and extend the reach beyond the conference room floor

JOURNAL SCAN

- Summarizing previously published, peer-reviewed articles on a given topic or disease state

Distribution & Format

- A-size, 4-24 Pages
 - 4-8 Pages: Inserted or Polybagged with Select Issue
 - 12-24 Pages: Polybagged with Select Issue
- King size, 4 Pages: Inserted or Polybagged
- Non-CME: On label following medical/legal approval
- Ability to include video and audiocast online, upon medical/legal approval

SYMPOSIUM PROCEEDINGS

- Summarize symposium in print to reach a larger audience

CLINICAL UPDATE

- Customize supplement on topic of your choice



CONTACTS

General Information

PRINT ADVERTISING

- Circulation
- Issue & Closing Dates
- Ad Rates
- Incentives & Combination Buys
- Cover Tips, Banner Ads & Outserts
- Printing Information
- Unique Print Opportunities

DIGITAL ADVERTISING

- MD Edge
- HCP Targeting
- General Display
- Advanced Display
- Email
- Premium Packages
- Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues/Supplements
- Patient Education/Handouts
- Custom Microsites/Resource Centers
- Research

ABOUT FRONTLINE

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UNIQUE PRINT OPPORTUNITIES

Key Opinion Leaders (KOL) Best Practices Program

PROGRAM GOAL

- Establish an independent forum to deliver credible, practice-oriented messages to physicians.

PROGRAM DESIGN

- Each Best Practices column focuses on a single message (sponsor can support one Best Practices program or a series of columns)
- One King-size, 4-color page or King-size spread, 4 color pages of editorial, within the pages of *CHEST Physician*
- Design can coordinate with brand marketing colors or establish its own color scheme

BENEFITS/HIGHLIGHTS

- Excellent independent format to meaningfully discuss clinical content
- High visibility for sponsor and Key Opinion Leaders
- Turnkey program; completely handled by FMC
- Call-out box placed on page 2 of the publication
- Posted on www.mdedge.com/chestphysician
- Email blast sent to physicians with a direct link to the online PDF

ADDITIONAL TARGETED DISTRIBUTION OF BEST PRACTICES PROGRAM

- Reprint or repurpose column(s) to publish in other markets within the publication(s) or to distribute with sales reps
- Combine all columns in your series to create a stand-alone compendium

OPTIONAL ADDITIONAL COMPONENT

- Professional staff will produce, edit and post video on site
- Your support includes:
 - Video interview with KOL to accompany web site page where Best Practices is housed upon medical/legal approval



CONTACTS

General Information

PRINT ADVERTISING

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

DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE



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DIGITAL ADVERTISING: INTRODUCTION

CHEST Physician's website, www.chestphysician.org, is the online multimedia destination for *CHEST Physician*, the official newspaper of CHEST (American College of Chest Physicians). Since 2006, *CHEST Physician* has been the leading provider of news and commentary about clinical developments as well as health care policy and regulations that affect the physician's practice.

Physicians now have a place to call home.

With award-winning daily news coverage, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter.

Extend Your Reach beyond medical newspapers.

CHEST Physician offers an array of online advertising and sponsorship opportunities, including run-of-site and targeted advertising, e-newsletters, section and content sponsorships, video sponsorships, podcasts, and microsites.

NEWS

- CONFERENCE NEWS
- EXPERT ANALYSIS
- PATIENT RESOURCES
- PHYSICIAN RESOURCES
- VIDEOS

SPECIALTY FOCUS

- CARDIOVASCULAR DISEASE
- CARDIOTHORACIC SURGERY
- CRITICAL CARE MEDICINE
- LUNG CANCER
- PALLIATIVE & END-OF-LIFE CARE
- PEDIATRIC CHEST MEDICINE
- PULMONARY MEDICINE
- SLEEP MEDICINE

PRACTICE ECONOMICS

- HEALTH REFORM
- REIMBURSEMENT AND MANAGEMENT

FEATURES

- THIS MONTH IN CHEST
- NETWORKS
- PULMONARY PERSPECTIVES
- COMMENTARIES/EDITORIALS
- SLEEP STRATEGIES
- CRITICAL CARE COMMENTARY
- FROM THE PRESIDENT

VIEWS

COMMENTARIES

RESOURCES

- CHEST NETWORKS
- CHEST RESOURCES
- CHEST PUBLICATIONS
- CHEST EDUCATION

NEWS FROM CHEST

CONTACTS

General Information

PRINT ADVERTISING

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

DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE



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DIGITAL ADVERTISING

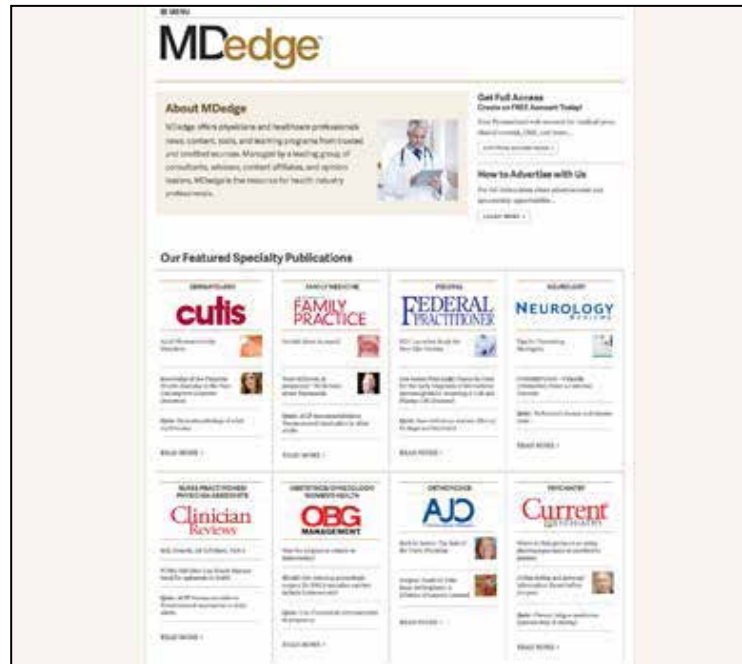
INTRODUCING MDedge™



— a new, state-of-the-art web resource for busy HCPs. MDedge™ is a fully integrated web portal of personalized medical news, clinical content and interactive learning from the trusted equity of FMC's 33 specialty-specific websites and publications.

With the launch of MDedge™, the *Chest Physician* website offers HCPs a streamlined, powerful, and seamless user experience and the latest in time-saving functionality – faster load times, enhanced search, superior navigation, and true multi-channel, responsive design on all their devices.

Advertisers benefit from superior reach, new sponsorship opportunities, and built-in flexibility to optimize use of their own assets. Extensive marketing options range from general awareness and contextual tactics to content development.



HCP TARGETING

Frontline Medical Communications now has the capability to target, track, and evaluate engagement of physicians and other healthcare professionals through multiple touch-points. FMC provides you with the option of targeting our readers/visitors/users across all channels, including multiple screens. Take advantage of this unique opportunity to target multidisciplinary audiences via multiple channels, enabling tailored messages to be delivered to the right audience at the right time.

CONTACTS

General Information

PRINT ADVERTISING

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


DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE

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HCP LEVEL DATA (VALUE-ADD)

FMC can provide up-to-date insights on your strategic tactics through comprehensive analytical reports.

- Tactics available for tracking include display and mobile banners, eNewsletters and eBlasts, text ads, sponsored landing pages, microsites/resource centers and webcasts.
- HCP level reporting will be provided on either a monthly or annual basis.
- Data feeds for client CRMs available.
- Additional costs may apply.
- User data provided:
 - First and last name
 - City, State, Zip code
 - Specialty
 - Title
 - Type of Practice
 - NPI #
- Engagement data provided:
 - Web usage (visits, pageviews, time spent, banner impressions)
 - E-mail usage (delivered, opened, clicks)

Report Examples:

USER DATA									
#	First Name	Last Name	Title	Specialty	Type of Practice	City	State	Zip Code	NPI #
1	Cathy	Brooks	MD	Neurology	Office	Corolla	NC	18728	1029395769
2	Jim	Fulton	MD	Internal Medicine	Hospital	Scottsdale	AZ	88259	2014127053
3	Pam	Leonard	MD	Family Practice	Office	Tulsa	OK	74120	8371125758
4	Richard	Marshall	NP	Psychiatry	Office	Mechanicsburg	PA	17050	6534849345
5	John	Smith	DO	Neurology	Hospital	New York	NY	11021	3987034597

ENGAGEMENT DATA							
#	Tactic	# of Visits	Total Pageviews	Avg. Pages per Visit	Avg. Time Spent	Completions	Time Stamp
1	MDIQ	2	25	12.5	6:29	2	12:14 (May 5) 16:15 (May 17)
2	MDIQ	1	5	5	1:59	0	01:12 (May 6)
#	Tactic	Drops Received	Drops Opened	Email 1 Opened	Email 1 Content Click	Email 1 728x90 Click	Email 1 300x250 Click
1	MDIQ e-Blast	4	4	Yes	2	1	0
2	MDIQ e-Blast	4	2	No	0	0	0

NOTE: HCP Level “User” Data and Engagement Data are included as value-add unless otherwise specified.



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CONTACTS

General Information

PRINT ADVERTISING

Circulation

Issue & Closing Dates

Ad Rates

Incentives & Combination Buys

Cover Tips, Banner Ads & Outserts

Printing Information

Unique Print Opportunities

DIGITAL ADVERTISING

MD Edge

HCP Targeting

General Display

Advanced Display

Email

Premium Packages

Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS


Special Issues/Supplements

Patient Education/Handouts

Custom Microsites/Resource Centers

Research

ABOUT FRONTLINE

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

GENERAL DISPLAY ADVERTISING

SITE-WIDE INTERSTITIALS

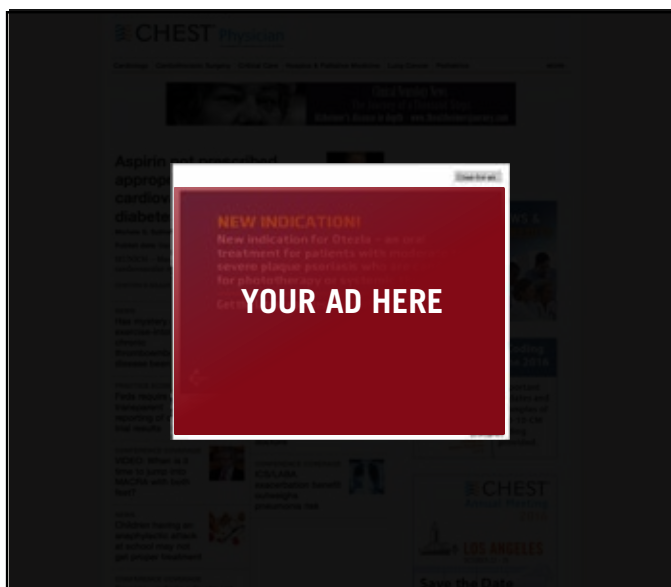
Interstitials are high impact advertising that are available on all Frontline Web sites. The interstitial appears 5-10 seconds after a user visits the site and only displays 1x per visit.

Cost Model: CPD (Cost Per Day)

Asset Type: 300x250 & 640x480 Banners (Rich Media is accepted)

Creative Type: .html5, .swf, IFRAME, .gif and .jpg

[CLICK HERE FOR DETAILED SPECIFICATIONS](#)



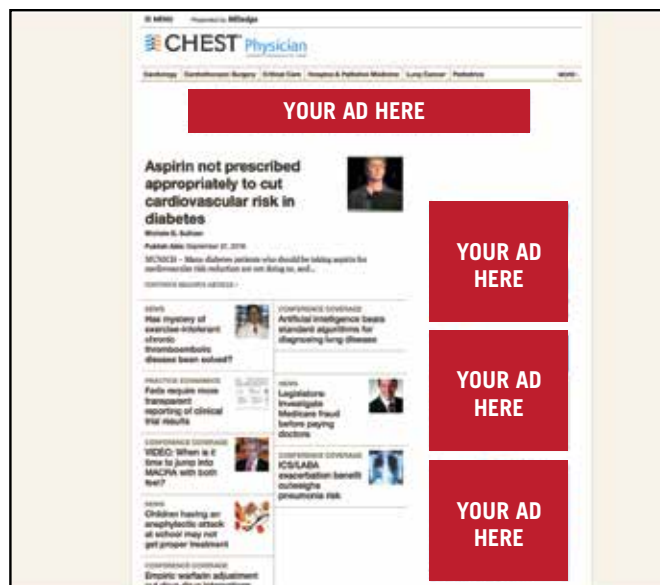
WEB SITE "FROM INDUSTRY" CONTENT BOX

Text Ads are available on all Frontline Web sites and are a great fit for general awareness campaigns. Ads appear on pageviews that are not exclusively sponsored.

Cost Model: CPC (Cost Per Click) or Flat Rate

Asset Type: 150 Character Max (1 Destination URL Max)

Creative Type: Text, Article/Video in pop-up



CONTACTS

General Information

PRINT ADVERTISING

Circulation

Issue & Closing Dates

Ad Rates

Incentives & Combination Buys

Cover Tips, Banner Ads & Outserts

Printing Information

Unique Print Opportunities

DIGITAL ADVERTISING

MD Edge

HCP Targeting

General Display

Advanced Display

Email

Premium Packages

Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements

Patient Education/Handouts

Custom Microsites/Resource Centers

Research

ABOUT FRONTLINE

NOTE: HCP level "User" Data and Engagement Data are included as value-add.



Contact your account manager for details and pricing.



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

ADVANCED DISPLAY ADVERTISING

NATIVE ADVERTORIAL

Native Advertorials allow sponsors to imbed brand assets, text and/or images within Frontline content.

Cost Model: CPC (Cost Per Click) or Flat Rate

Asset Type: Text, Images, Video, PDFs, e-Details, Learning Modules, etc. (2 Destination URLs Max)

Creative Type: .mp4, .mov, .gif, .jpg, .pdf, .html5 or .swf

PROGRAMMATIC MARKETPLACE

Geographic, Behavioral, Contextual or List Match targeting is available on select Frontline Web sites. Partners must be aligned with a Demand Side Platform (DSP) in order to participate. Viewability guarantees are not applicable for this tactic. Minimum monthly commitment may be required in order to participate.

Cost Model: CPM (Cost Per Thousand)

Asset Type: 728x90 & 300x250 Banners (Rich Media is accepted)

Creative Type: .html5, .swf, IFRAME, .gif and .jpg



CONTACTS

General Information

PRINT ADVERTISING

Circulation

Issue & Closing Dates

Ad Rates

Incentives & Combination Buys

Cover Tips, Banner Ads & Outserts

Printing Information

Unique Print Opportunities

DIGITAL ADVERTISING

MD Edge

HCP Targeting

General Display

Advanced Display

Email

Premium Packages

Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements

Patient Education/Handouts

Custom Microsites/Resource Centers

Research

ABOUT FRONTLINE



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EMAIL / ENEWSLETTERS

WEEKLY ENEWSLETTERS

Internal Medicine News eNewsletters puts your ad message in front of a targeted audience that is eager to receive relevant information from a brand they trust. Delivered directly to their email address, your promotional message is seen within an editorial environment that helps drive traffic to your brand. Position exclusivity is per month.

- Client can sponsor any of our regularly scheduled publication eNewsletters with banners and/or text ads. Sponsorship indication is noted at beginning of the email body or in From line.
- The eNewsletter of internalmedicinews.com brings you news and views, e-mailed to your handheld device or desktop.

Advertisers can choose to sponsor one banner or exclusively sponsor an entire deployment. Deployments are mobile optimized for Smartphone users.

Cost Model: Flat or CPS (Cost Per Send)

Asset Type: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: .gif, .jpg, .png & .bmp

[CLICK HERE FOR DETAILED SPECIFICATIONS](#)

ENewsletter Text Ad

Text Ads are available within select eNewsletters and are a great fit for general awareness campaigns. Text ads can appear on any of the available rectangle positions. Ads appear above the fold. Deployments are mobile optimized for Smartphone users.

Cost Model: Flat or CPC (Cost Per Click)

Asset Type: 250 Character Max (2 Destination URLs Max)

Creative Type: Text



Contact your account manager for details and pricing.

DESKTOP



MOBILE



CONTACTS

General Information

PRINT ADVERTISING

Circulation

Issue & Closing Dates

Ad Rates

Incentives & Combination Buys

Cover Tips, Banner Ads & Outserts

Printing Information

Unique Print Opportunities

DIGITAL ADVERTISING

MD Edge

HCP Targeting

General Display

Advanced Display

Email

Premium Packages

Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS


Special Issues/Supplements

Patient Education/Handouts

Custom Microsites/Resource Centers

Research

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EMAIL / ENEWSLETTERS

DISEASE-STATE MASH-UP ENEWSLETTER

Therapeutic specific eNewsletters can be created by each Frontline brand, with multiple forms of content (News, Reviews, Summaries, Quizzes & Multimedia). Disease-State Mash-Up eNewsletters are only available to exclusive sponsors. Deployments are mobile optimized for Smartphone users.

Cost Model: Flat or CPS (Cost Per Send)

Asset Type: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: .gif, .jpg, .png & .bmp

CUSTOM EBLAST (LIST RENTALS)

Each Frontline brand has the ability to deploy commercial messaging on behalf of our sponsors. Each brand's list is well established and comprises "Engaged" HCPs. Partners can deploy up to three drops annually per audience.

Cost Model: Flat or CPS (Cost Per Send)

Asset Type: Finalized .html e-Blast

Creative Type: .html

NOTE: HCP level "User" Data and Engagement Data are included as value-add.

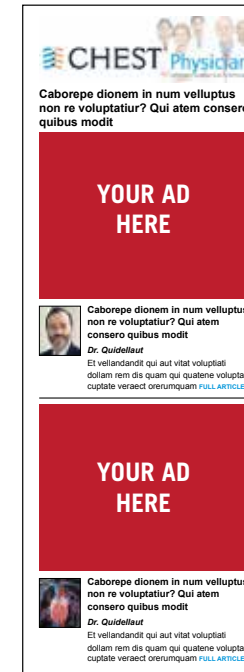


Contact your account manager for details and pricing.

DESKTOP



MOBILE



CONTACTS

General Information

PRINT ADVERTISING

Circulation

Issue & Closing Dates

Ad Rates

Incentives & Combination Buys

Cover Tips, Banner Ads & Outserts

Printing Information

Unique Print Opportunities

DIGITAL ADVERTISING

MD Edge

HCP Targeting

General Display

Advanced Display

Email

Premium Packages

Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS


Special Issues/Supplements

Patient Education/Handouts

Custom Microsites/Resource Centers

Research

ABOUT FRONTLINE

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

PREMIUM PACKAGES (WEB & EMAIL)

SPECIALTY FOCUS CHANNEL SPONSORSHIPS

Specialty Focus Channels are Specialty/Disease-State roadblock packages that are available on all Frontline Web sites. Sponsorships comprise ROS (site), Channel Section (site) and two therapeutic eNewsletters (e-mail). “Rising Star” ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level “User” Data and Engagement Data are included as value-add.

Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: **Web:** .html5, .swf, IFRAME, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp

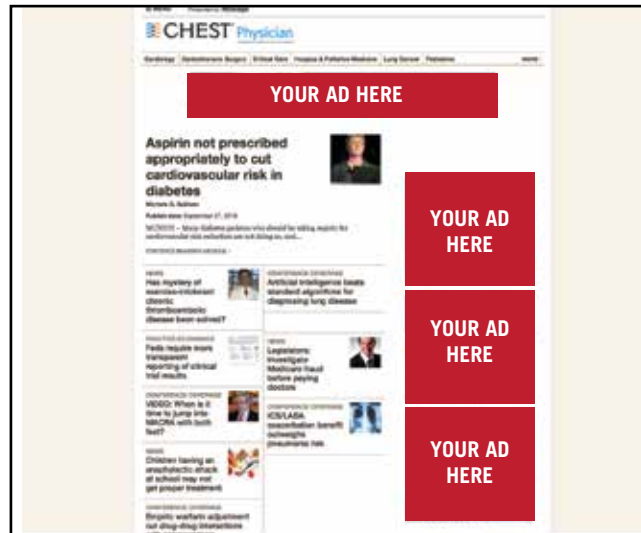
PHYSICIAN EXCLUSIVE

Own advertising rights to a select group of physicians/HCPs based on list match or geographic targeting. Sponsorships can include website visits, video views, HTML eBlasts or eNewsletters, print distribution, and text ads.

Cost Model: CPO (Opens), CPV (Visit)

Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted), 30-second pre-roll video
E-mail: 728x90 and/or 300x250 Banners (static only)

Creative Type: **Web:** .html5, .swf, .mp4, .mov, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp



CONTACTS

General Information

PRINT ADVERTISING

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

DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE



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PREMIUM PACKAGES (WEB & EMAIL)

CLINICALEDGE™ (GENERAL OR THERAPEUTIC FOCUSED)

ClinicalEdge™ is a roadblock package that is available on all Frontline Web sites. Sponsorships comprise the ClinicalEdge Section (site) and 2-4 ClinicalEdge eBlasts (e-mail). ClinicalEdge content includes summaries of must-read clinical literature, guidelines and FDA actions. “Rising Star” ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level “User” Data and Engagement Data are included as value-add.

Cost Model: Flat or CPM (Cost Per Thousand)

Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: **Web:** .html5, .swf, IFRAME, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp

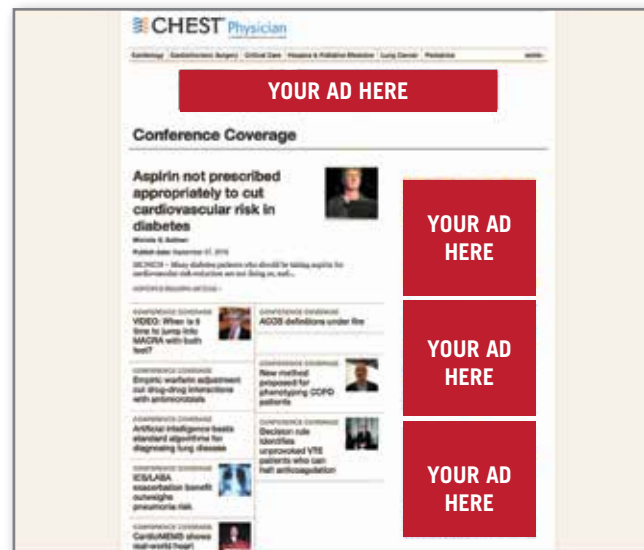
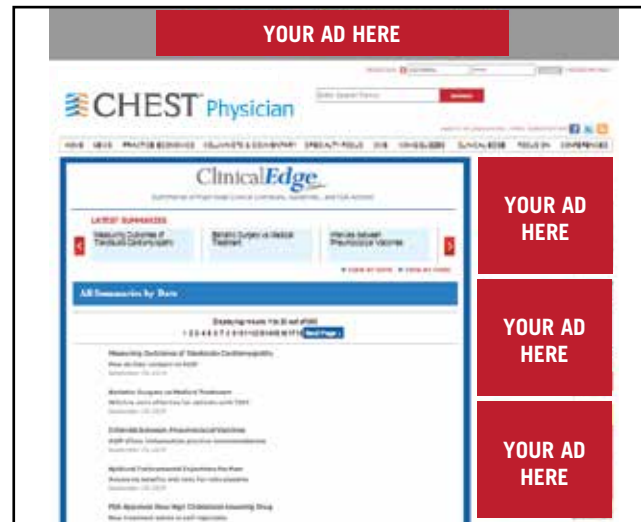
CONFERENCE COVERAGE SPONSORSHIPS

Conference Coverage Sponsorships are available on select Frontline Web sites. Conventions that run 3-5 days are generally ideal. Conference packages include ROS (site), Conference Section (site) and five eBlasts (1 Pre, 3 Dailies & 1 Summary Wrap-Up) (e-mail). “Rising Star” ad units can be included, but guarantees will decrease by 25% (pricing is unaffected). HCP Level “User” Data and Engagement Data are included as value-add.

Cost Model: Flat

Asset Type: **Web:** 728x90 & 300x250 (Rich Media is accepted)
E-mail: 728x90 and/or 300x250 Banners (Static Only)

Creative Type: **Web:** .html5, .swf, IFRAME, .gif and .jpg
E-mail: .gif, .jpg, .png & .bmp



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CONTACTS

General Information

PRINT ADVERTISING

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

DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE



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MEDIA PLACEMENT OPPORTUNITIES

DISEASE-STATE HUB SPONSORSHIP

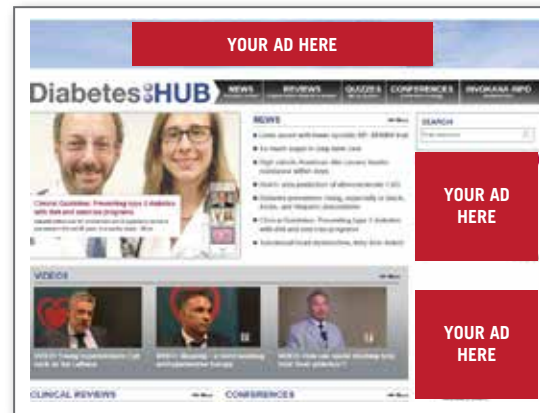
Hubs are the ideal destination for HCPs interested in a specific therapeutic area of interest. Sponsorships may include multiple Frontline properties, which combines FMC's superior CONTENT and REACH (22 + Specialties). Content includes News, Conference Coverage, Reviews, Summaries, Quizzes, and Multimedia. Sponsorships include banner advertising (onsite & within eNewsletters) and the ability to house branded content within "sponsored" tabs.

KOL VIDEO ROUNDTABLES

FMC will organize a KOL video roundtable focused on a topic of your choice. Roundtables will be created in text and/or video and promoted on the participating journals' websites. Sponsors may provide banners and/or additional assets to run alongside the roundtable.

PROJECT "JOURNEY"

The sponsorship includes a patient's "Journey" in a specific therapeutic area, with HCP, Caregiver and Patient perspectives. The interactive video and text format creates an engaging experience, created to offer users a deeper form of content. The sponsorship includes six content modules, e-Blasts promoting each module and banner advertising throughout the "Journey" experience. Sponsors may provide testimonials in the form of modules to live within FMC developed project journey. Asset housing is available in other ways.



CONTACTS

General Information

PRINT ADVERTISING

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

DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE



Contact your account manager for details and pricing.



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

CUSTOM MULTI-MEDIA PROGRAMS

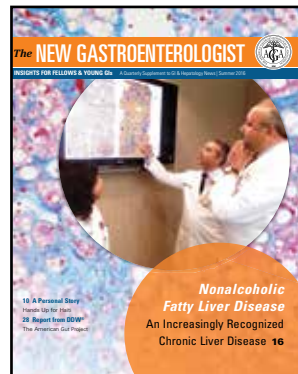
FRONTLINE BRANDS DELIVER MULTICHANNEL, MULTIDISCIPLINARY LEARNING EXPERIENCES

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.



NOTE: Not all Frontline digital programs are available with society-affiliated publications. Please check with your account manager or email mbranca@frontlinemedcom.com.

CONTACTS

General Information

PRINT ADVERTISING

Circulation

Issue & Closing Dates

Ad Rates

Incentives & Combination Buys

Cover Tips, Banner Ads & Outserts

Printing Information

Unique Print Opportunities

DIGITAL ADVERTISING

MD Edge

HCP Targeting

General Display

Advanced Display

Email

Premium Packages

Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS


Special Issues/Supplements

Patient Education/Handouts

Custom Microsites/Resource Centers

Research

ABOUT FRONTLINE

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

CUSTOM MULTI-MEDIA PROGRAMS

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.



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CONTACTS

General Information

PRINT ADVERTISING

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

DIGITAL ADVERTISING

MD Edge
HCP Targeting
General Display
Advanced Display
Email
Premium Packages
Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements
Patient Education/Handouts
Custom Microsites/Resource Centers
Research

ABOUT FRONTLINE



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RESEARCH

Market Research

When you need to gather information and intelligence quickly let us send your query or custom survey to our physician database. 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+

CONTACTS

General Information

PRINT ADVERTISING

- Circulation
- Issue & Closing Dates
- Ad Rates
- Incentives & Combination Buys
- Cover Tips, Banner Ads & Outserts
- Printing Information
- Unique Print Opportunities

DIGITAL ADVERTISING

- MD Edge
- HCP Targeting
- General Display
- Advanced Display
- Email
- Premium Packages
- Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

- Special Issues/Supplements
- Patient Education/Handouts
- Custom Microsites/Resource Centers
- Research

ABOUT FRONTLINE



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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 33 print and digital publications, reaching 22 distinct market segments, circulating to 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
- 18 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.

Access all media kits at www.frontlinerates.com.

Email us at sales@frontlinemedcom.com.

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

<i>ACS Surgery News</i> ®	<i>Internal Medicine News</i> ®
<i>The American Journal of Orthopedics</i> ®	<i>Journal of Hospital Medicine</i> ®
<i>Cardiology News</i> ®	<i>The Hospitalist</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>Neurology Reviews</i> ®
<i>Clinical Psychiatry News</i> ®	<i>OBG Management</i> ®
<i>Clinician Reviews</i> ®	<i>OncologyPractice™</i>
<i>Cosmetic Dermatology</i> ®	<i>Ob.Gyn.News</i> ®
<i>Current Psychiatry</i> ®	<i>Pediatric News</i> ®
<i>Cutis</i> ®	<i>Physicians' Travel & Meeting Guide</i> ®
<i>Dermatology News</i> ®	<i>Rheumatology News</i> ®
<i>Emergency Medicine</i> ®	<i>Seminars in Cutaneous Medicine and Surgery</i> ®
<i>Family Practice News</i> ®	<i>Thoracic Surgery News</i> ®
<i>Federal Practitioner</i> ®	<i>Vascular Specialist</i> ®
<i>Frontline Medical News</i> ®	
<i>GI & Hepatology News</i> ®	
<i>Hematology News</i> ®	
<i>ID Practitioner™</i>	

CONTACTS

General Information

PRINT ADVERTISING

Circulation

Issue & Closing Dates

Ad Rates

Incentives & Combination Buys

Cover Tips, Banner Ads & Outserts

Printing Information

Unique Print Opportunities

DIGITAL ADVERTISING

MD Edge

HCP Targeting

General Display

Advanced Display

Email

Premium Packages

Media Placement Opportunities

CUSTOM MULTI-MEDIA PROGRAMS

Special Issues/Supplements

Patient Education/Handouts

Custom Microsites/Resource Centers

Research

ABOUT FRONTLINE



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