2024 ADVERTISING RATE CARD

PUBLISHER’S STATEMENT
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 22,000 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, 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.medge.com/chestphysician (part of the MDedge® webportal), 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. CHEST Physician is the best way for physicians to stay current, save time, and gain perspective.

ADVERTISING/CONTRACTS/INSERTION ORDERS
JOHN MOLLUSO
Director Business Development
201-232-5567
jmolluso@mdedge.com

PRINT PRODUCTION
REBECCA SLEBODNIK
Director of Production/Manufacturing
240-221-2417
rslebodnik@mdedge.com

Frontline Medical Communications
283-299 MARKET ST
(2 GATEWAY BUILDING)
4TH FLOOR
NEWARK, NJ 07102
973-206-3434
www.frontlinerates.com
GENERAL INFORMATION

CHEST Physician® is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 2006
- **ORGANIZATION AFFILIATION:** American College of Chest Physicians

**CONTRACT AND COPY REGULATIONS**

a. All contracts and contents of advertisements are subject to FMC’s approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
b. FMC reserves the right to inspect and approve all website advertising. Proof must be submitted to FMC no later than the ad space closing date.
c. Sweepstakes ads are prohibited by AMA list rental agreement.
d. FMC reserves the right to put the word “Advertisement” on advertising which, in FMC’s opinion, resembles editorial material.
e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
g. Rates are subject to change with 90 days’ notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

**BONUS DISTRIBUTION**

*pending live conferences

- **September Issue:**
  American College of Chest Physicians
  Oct 6-9, 2024
  Boston

**AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS**

a. Agency commission: 15% on all ads.
b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.
c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

**CANCELLATIONS**

a. Notification in writing of space cancellations must be received by space closing deadline.
b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
c. Cover positions are non-cancellable within 60 days of the issue’s closing date.

**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

For further information, contact the sales representative.
## EDITORIAL MEETING CALENDAR

### CHEST Physician Conference Schedule

<table>
<thead>
<tr>
<th>ON SITE MEETING COVERAGE</th>
<th>COVERAGE BEGINS</th>
<th>PRINT EDITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society for Critical Care Medicine (SCCM)</td>
<td>01/24/24</td>
<td>March 2024</td>
</tr>
<tr>
<td>American College of Cardiology (ACC)</td>
<td>04/06/24</td>
<td>May 2024</td>
</tr>
<tr>
<td>Pediatric Academic Societies (PAS)</td>
<td>05/03/24</td>
<td>June 2024</td>
</tr>
<tr>
<td>American Thoracic Society (ATS): International Conference</td>
<td>05/17/24</td>
<td>July 2024</td>
</tr>
<tr>
<td>American Society of Clinical Oncology (ASCO)</td>
<td>05/31/24</td>
<td>July 2024</td>
</tr>
<tr>
<td>Associated Professional Sleep Societies (APSS): Sleep</td>
<td>06/01/24</td>
<td>August 2024</td>
</tr>
<tr>
<td>European Society of Cardiology (ESC)</td>
<td>08/30/24</td>
<td>October 2024</td>
</tr>
<tr>
<td>European Respiratory Society (ERS): International Congress</td>
<td>09/07/24</td>
<td>October 2024</td>
</tr>
<tr>
<td>European Society for Medical Oncology (ESMO) Congress</td>
<td>09/13/24</td>
<td>November 2024</td>
</tr>
<tr>
<td>CHEST 2024</td>
<td>10/6/24</td>
<td>November 2024</td>
</tr>
</tbody>
</table>
CHEST PHYSICIAN reaches over 22,000 specialists.

### CIRCULATION ANALYSIS

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Office-Based</th>
<th>Residents</th>
<th>Hospital Staff</th>
<th>TOTAL QUALIFIED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members of the American College of Chest Physicians</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>15,473</td>
</tr>
<tr>
<td>Pulmonary Critical Care Medicine</td>
<td>3,440</td>
<td>739</td>
<td>652</td>
<td>4,831</td>
</tr>
<tr>
<td>Pulmonary Diseases</td>
<td>1,744</td>
<td>21</td>
<td>388</td>
<td>2,153</td>
</tr>
<tr>
<td>Total Distribution</td>
<td>5,184</td>
<td>760</td>
<td>1,040</td>
<td>22,457</td>
</tr>
</tbody>
</table>

**COVERAGE & MARKET:** All U.S. members of the American College of Chest Physicians (including pulmonologists, critical care physicians, cardiothoracic surgeons, cardiovascular surgeons and cardiologists) and all other U.S. non-member pulmonary disease, and pulmonary critical care medicine specialists in patient care.

**CIRCULATION VERIFICATION:** Independent; AAM

Source: July 2023 AAM Circulation Statement

For more detailed AAM circulation information, click here.

### ISSUE AND CLOSING DATES

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Close</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>December 5, 2023</td>
<td>December 12, 2023</td>
</tr>
<tr>
<td>February</td>
<td>January 10</td>
<td>January 18</td>
</tr>
<tr>
<td>March</td>
<td>February 8</td>
<td>February 15</td>
</tr>
<tr>
<td>April</td>
<td>March 11</td>
<td>March 18</td>
</tr>
<tr>
<td>May</td>
<td>April 10</td>
<td>April 17</td>
</tr>
<tr>
<td>June</td>
<td>May 9</td>
<td>May 16</td>
</tr>
<tr>
<td>July</td>
<td>June 11</td>
<td>June 18</td>
</tr>
<tr>
<td>August</td>
<td>July 11</td>
<td>July 18</td>
</tr>
<tr>
<td>September</td>
<td>August 9</td>
<td>August 16</td>
</tr>
<tr>
<td>October</td>
<td>September 10</td>
<td>September 17</td>
</tr>
<tr>
<td>November</td>
<td>October 10</td>
<td>October 18</td>
</tr>
<tr>
<td>December</td>
<td>November 5</td>
<td>November 13</td>
</tr>
</tbody>
</table>

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

**READERSHIP SCORES**

**Average Page Exposures**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Chest Physician</th>
<th>Publication A</th>
<th>Publication B</th>
<th>Publication C</th>
<th>Publication D</th>
<th>Publication E</th>
<th>Publication F</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,993</td>
<td>4,963</td>
<td>3,824</td>
<td>2,803</td>
<td>1,667</td>
<td>1,247</td>
<td></td>
</tr>
</tbody>
</table>

**Average Issue Readers**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Chest Physician</th>
<th>Publication A</th>
<th>Publication B</th>
<th>Publication C</th>
<th>Publication D</th>
<th>Publication E</th>
<th>Publication F</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,130</td>
<td>7,813</td>
<td>7,519</td>
<td>5,724</td>
<td>4,254</td>
<td>2,921</td>
<td>2,849</td>
</tr>
</tbody>
</table>

**High Readers**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Chest Physician</th>
<th>Publication A</th>
<th>Publication B</th>
<th>Publication C</th>
<th>Publication D</th>
<th>Publication E</th>
<th>Publication F</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,243</td>
<td>3,743</td>
<td>1,199</td>
<td>1,818</td>
<td>1,007</td>
<td>623</td>
<td>314</td>
</tr>
</tbody>
</table>

Source: Kantar Media, Medical/Surgical May 2023 Media Measurement Study

© Copyright 2023 Kantar
Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2024. Full year 2023 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2024. 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 2024 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.

<table>
<thead>
<tr>
<th>2023 Net Spending</th>
<th>$150K</th>
<th>$250K</th>
<th>$500K</th>
<th>$750K</th>
<th>$1.0M</th>
<th>$1.5M</th>
<th>$2.0M</th>
<th>$3.0M+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned 2024 Discount</td>
<td>0.5%</td>
<td>1.0%</td>
<td>1.5%</td>
<td>2.0%</td>
<td>2.5%</td>
<td>3.0%</td>
<td>4.0%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

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.

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. (All FMC publications have the same frequency levels through the 240x.)

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 Integrated Media Kit and Rate Cards available at frontlinerates.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.
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 earned frequency. All combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount.

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.

Split Runs

- 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 are accepted. Run of book splits are accepted for ad units 2 pages and under.
  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.

- 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.

- 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.

- 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.

Continuity Discount Program

Buy 5 insertions and get 6th insertion free. Buy 10, get 11th and 12th free. Ads must be for the same product. Clients must supply materials for free insertions. Free pages count towards earned frequency; free pages do not count toward the corporate discount. Continuity program applies to 12-month period of January through December 2024 (or 12 month fiscal year where applicable). Advertisers will be short rated if discount is not earned.
# Advertising Rates

## Black-and-White Rates

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
<th>240x</th>
</tr>
</thead>
<tbody>
<tr>
<td>King</td>
<td>$5,635</td>
<td>$5,570</td>
<td>$5,440</td>
<td>$5,260</td>
<td>$5,220</td>
<td>$4,945</td>
<td>$4,925</td>
<td>$4,870</td>
<td>$4,870</td>
<td>$4,870</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$5,065</td>
<td>$4,975</td>
<td>$4,890</td>
<td>$4,785</td>
<td>$4,725</td>
<td>$4,595</td>
<td>$4,495</td>
<td>$4,395</td>
<td>$4,395</td>
<td>$4,395</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,200</td>
<td>$2,140</td>
<td>$2,120</td>
<td>$2,020</td>
<td>$2,005</td>
<td>$1,950</td>
<td>$1,935</td>
<td>$1,875</td>
<td>$1,875</td>
<td>$1,875</td>
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</tbody>
</table>

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

- Four Color Rates: $2,195
- Five Color Rates (4C + PMS): $3,470

## Special Positions

- Cover 2/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 account manager for additional special positions.

## Insert Rates

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>144x</th>
<th>192x</th>
<th>240x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page A-size</td>
<td>$7,795</td>
<td>$7,570</td>
<td>$7,360</td>
<td>$7,260</td>
<td>$7,160</td>
<td>$6,795</td>
<td>$6,635</td>
<td>$6,500</td>
<td>$6,500</td>
<td>$6,500</td>
</tr>
<tr>
<td>2-Page King</td>
<td>$11,605</td>
<td>$11,465</td>
<td>$11,205</td>
<td>$10,825</td>
<td>$10,755</td>
<td>$10,180</td>
<td>$10,140</td>
<td>$10,045</td>
<td>$10,045</td>
<td>$10,045</td>
</tr>
<tr>
<td>4-Page A-size</td>
<td>$15,585</td>
<td>$15,135</td>
<td>$14,725</td>
<td>$14,535</td>
<td>$14,340</td>
<td>$13,570</td>
<td>$13,290</td>
<td>$13,005</td>
<td>$13,005</td>
<td>$13,005</td>
</tr>
<tr>
<td>4-Page King</td>
<td>$23,220</td>
<td>$22,935</td>
<td>$22,390</td>
<td>$21,655</td>
<td>$21,490</td>
<td>$20,365</td>
<td>$20,275</td>
<td>$20,075</td>
<td>$20,075</td>
<td>$20,075</td>
</tr>
<tr>
<td>6-Page A-size</td>
<td>$23,405</td>
<td>$22,725</td>
<td>$22,085</td>
<td>$21,780</td>
<td>$21,490</td>
<td>$20,355</td>
<td>$19,925</td>
<td>$19,505</td>
<td>$19,505</td>
<td>$19,505</td>
</tr>
<tr>
<td>6-Page King</td>
<td>$34,820</td>
<td>$34,395</td>
<td>$33,585</td>
<td>$32,490</td>
<td>$32,235</td>
<td>$30,545</td>
<td>$30,410</td>
<td>$30,120</td>
<td>$30,120</td>
<td>$30,120</td>
</tr>
<tr>
<td>8-Page A-size</td>
<td>$31,195</td>
<td>$30,295</td>
<td>$29,445</td>
<td>$29,045</td>
<td>$28,655</td>
<td>$27,120</td>
<td>$26,565</td>
<td>$26,005</td>
<td>$26,005</td>
<td>$26,005</td>
</tr>
<tr>
<td>8-Page King</td>
<td>$46,420</td>
<td>$45,855</td>
<td>$44,790</td>
<td>$43,325</td>
<td>$42,975</td>
<td>$40,720</td>
<td>$40,560</td>
<td>$40,155</td>
<td>$40,155</td>
<td>$40,155</td>
</tr>
</tbody>
</table>
CHEST DATA TRENDS: A CRITICAL RESOURCE

3rd Annual Special Issue

CHEST Key Opinion Leaders will select critical data points focusing on incidence, prevalence, demographics, symptoms, diagnostics, clinical guidelines, standards of care, treatment, drug usage, and more, in this eye-catching infographic format.

CHEST Data Trends provides insight into key disease states that impact the practice of pulmonologists and critical care pulmonologist, health care procedures and patients.

Topics may include: apnea, asthma, COPD, ILD, Lung Cancer, pneumonia, RSV, sleep

Contact John Molluso at jmolluso@mdedge.com for details and pricing.

DISPLAY RATES: all NET costs

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st page</td>
<td>$15,000</td>
</tr>
<tr>
<td>Color after 1st page</td>
<td>$ 7,500</td>
</tr>
<tr>
<td>BW PI</td>
<td>$ 6,000</td>
</tr>
<tr>
<td>2 page Insert</td>
<td>$20,000</td>
</tr>
<tr>
<td>Covertips (client supplied)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Premium +50% Cover 2, cover 4, center spread</td>
<td></td>
</tr>
</tbody>
</table>
COVER TIPS

This is a great cost-effective way to get your message to an engaged audience with the brand they trust most. Count on prime exposure when you use a cover tip for:

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

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 sales representative.

<table>
<thead>
<tr>
<th>SPECIFICATIONS</th>
<th>DESCRIPTION</th>
<th>TOTAL NET COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 10” x 6” or smaller</td>
<td>standard</td>
<td>2 page - single leaf</td>
</tr>
<tr>
<td>Multi page or pita pocket</td>
<td>non standard</td>
<td>minimum size: 4.5”(W) x 5”(H)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>maximum size: 10”(W) x 8”(H)</td>
</tr>
</tbody>
</table>

Costs include tipping to front cover and polybagging. For demos and other custom elements, please consult the sales representative for pricing. Cost is net; non-commissionable. Client provides printed materials.

All Non-Standard cover tips must supply a sample or accurate mock-up at least three weeks prior to materials’ due date.

Any cover tip that includes a folded PI:

- Will incur an additional charge
- PI must be enclosed within the covertip and closed with a wafer seal.

Cancellations of less than 60 days written notice will incur a fee equal to the cost of the secured cover tip.

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”
- Email file to mdproduction@mdedge.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 with a current issue and polybagged for outstanding exposure. Please note: multiple items may appear within a polybag. Disease state exclusivity within the polybag is guaranteed. This is a cost-effective way to get your message to an engaged audience with a brand they trust most. Samples must be submitted for review. Availability contingent upon approval. Minimum size: 5”x5”; minimum weight: on 70# text; outserts over 3.2 oz. may incur additional costs. Please contact sales representative for quantity with spoilage.

SAMPLES ONLY SHIP TO:
Cory Eisenhower / CHEST Physician samples
Fry Communications, Inc.
15 Pleasant View Drive
Building #3
Mechanicsburg, PA 17050

FOR APPROVED COVER TIPS / OUTSERTS SHIP TO:
Fry Communications
Ship Attn: Cory Eisenhower
CHEST Physician / ISSUE DATE
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055

For further information, contact the sales representative.
PRINTING INFORMATION

Frontline Medical Communications (FMC) publications are printed offset in a tabloid news format. Black-and-white, four, and five-color advertisements are accepted.

- **BINDING:** Saddle Stitch
- **AD SPECIFICATIONS**
  See next page for all ad dimensions
  - a. Full Page ads require bleed
    - Bleed size: 10 3/4” x 13 1/4”
    - Trim: 10 1/2" x 13"
    - Live: 9 3/4” x 12 1/4” (keep live matter 3/8” from all trim edges)
  - b. Partial Page Ads do not bleed
- **RUN-OF-BOOK REPRODUCTION REQUIREMENTS**
  - a. PDF/X-1a required
  - All images must be CMYK (RGB not accepted)
  - All files must be at 100%
  - Digital files will not be altered or manipulated
  - Color Proofs accepted but not required

**Production Contact:** Rebecca Slebodnik 240-221-2417, rslebodnik@mdedge.com

- **FILE RELEASE INSTRUCTIONS**
  Email files to mdproduction@mdedge.com. Indicate in the body of the email:
  - Publication name,
  - Issue date,
  - Product,
  - Manufacturer,
  - Contact name, email and telephone number. When uploading multiple files, please place all files in a folder and compress with ZIP.

  When the same ad is running in multiple publications, please only upload once, indicating each publication in the body of the email.

- **INSERTS AND INSERT REQUIREMENTS**
  - a. General Conditions
    - Publication accepts both full King-size and “A-size” (minimum size: 7 3/4” x 10 1/2”) 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 and quantities.
  - b. Mechanical Specifications
    - Maximum Paper Weight:
      - Two-page (single-leaf) and Four-page (double-leaf) inserts: 80 lb. text coated or matte
      - Larger inserts: Consult FMC

**Size Requirements:**
- Full King-size: 10 3/8” x 12 7/8”, must furnish trimmed; no portion will trim with publication
- “A-size”: 7 3/4” x 10 1/2”, must furnish trimmed; no portion will trim with publication
- Note: Multiple-leaf inserts to be furnished folded

**Quantity:**
- Consult FMC Production as quantity varies

**Shipping of Inserts:**
- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.
  - Ship inserts to:
    - CHEST Physician ISSUE DATE
    - Attn: Cory Eisenhower
    - Fry Communications Building 2 - 800 West Church Road Mechanicsburg, PA 17055

**POLYBAGGING GUIDELINES**
Polybagging is available for promotional outserts with all publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Contact your sales representative for details.

For further information, contact the sales representative.
ADVERTORIALS

The advertorial must include the following:
“Advertisement” should be printed horizontally and centered at the top of each advertising unit in 12 pt black type.

The format/presentation of the advertorial should NOT mimic the publication. It should not be confused with editorial content in the publication.

A prominent display of the company name, logo, or both so that readers can quickly ascertain that the information is an advertisement from the company and not part of the newspaper’s editorial content. The point size should be at least 14 pt.

The Publisher will send the advertorial for a medical review. Final PDF should be shared with FMC Editorial and Production prior to space close to ensure adequate time for medical review.

ADDITIONAL NOTES:
If the advertorial contains a sponsorship line, the client must also add the following disclaimer:
Neither the Editorial Advisory Board of CHEST Physician nor the publication’s reporting or editing staff contributed to this content.

REPRINTS / EPRINTS

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

REPRINTS—USA & CANADA ONLY

CONTACT:
Wright’s Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77380
Toll Free: 877-652-5295
Email: frontline@wrightsmedia.com
www.wrightsmedia.com

REPRINTS—ALL OTHER

CONTACT:
Ray Thibodeau, Executive Vice President
Content Ed Net
350 South Main St., Suite 113B
Doylestown, PA 18901
Phone: 267-895-1758
Cell: 215-933-8484
Skype: raythibodeau1
Email: Ray.Thibodeau@contentednet.com
www.contentednet.com

ADVERTISER INCENTIVES & OPPORTUNITIES

Discounts & Combinations
Cover Tips, Outserts, Reprints
Printing Information
Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

Digital Advertising
Custom Programs
Conferences

For further information, contact the sales representative.
UNIQUE OPPORTUNITIES

Multi-sponsored Special Issue Supplements:

Multi-sponsored print and digital 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 and on-line, 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 CHEST Physician audience as well.

- Special issue supplements polybag and mail with regular issues of CHEST Physician
- Special issue supplements are posted online in the education center of www.mdedge.com/chestphysician
- Print versions receive Bonus Distribution at various medical meetings and events.

Pricing:

Please consult with the sales representative on advertising rates for each special issue. Cover tips are 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 the sales representative for closing dates, insert quantity and print/digital advertising specs.
INTEGRATED MEDIA OPPORTUNITIES

Targeted Communications Tactics | Increases Awareness | Informs & Educates | Expands Reach | Frequency

Identify your objectives and work with our sales experts and network of brands to integrate the optimal solutions to get your message in front of the right targets at the right time.

Our wide-array of digital and print advertising tactics, Custom Programs, and Medical Conferences, built around our 25+ print and digital brands in 20+ markets provide unique and tried true opportunities to achieve reach, generate engagement, and reinforce your messaging with multiple exposures, developed around your marketing goals.

As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key health care 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. We’ll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand’s strategic imperatives.

All print advertising rates and unique print opportunities for each MDedge® brand are accessible at Frontlinertates.com.

Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.

Digital ad specifications are available here.
As one of the health care industry’s largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events.

The Company has multichannel “scale”. Through our MDedge® network of trusted brands and affiliated portal; custom solutions group; BPA® audited print/digital publications; and conferences group, FMC meets the marketing challenges of our clients by optimizing multichannel advertising programs and multi-faceted sponsorship opportunities. FMC is #1 in total print physician reach and #2 in total combined web & print physician engagement with 26 million reader/visitor engagements annually among the Kantar Medical/Surgical universe.

Our MDedge® integrated web portal is fueled by content from 20+ print and digital brands in 18+ markets. A single, comprehensive resource, MDedge saves HCPs time and meets their practice needs through personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, videos, resource centers, practice management, medical education, interactive challenge centers, and more. Improved user experience, content categorization, and SEO optimization has increased visits and engagement by 40%.

We provide access to 1.1 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.

- Our pubs rank among the top 5 in readership in (nearly) all measured markets, reaching more than half the measured physician universe at least 1x/month.
- Our websites rank among the top 5 publication-affiliated sites by market, reaching nearly one third of the measured physician universe an average of 7x/month.
- Combined with NPs/PAs, we reach more than 65% of these measured clinicians (print + web) 4x/month.
- 20+ disease specific, multi-day live educational events, including hem/onc, globally.
- We engage with key opinion leaders as authors and editorial/advisory board members.
- Partnerships with notable societies and key medical associations.
- Producers of innovative, engaging, educational programs.

FMC | MDedge delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our discount programs and incentive programs. For details contact the sales representative directly or call 973-206-3434.

Access all rate cards and our integrated media kit at www.frontlinerates.com for an extensive look at our multichannel/platform opportunities.

Email us at sales@mdedge.com and visit www.frontlinemedcom.com.

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