2019 media kit
ModernMedicine Network includes over 30 brands, spanning 17 markets to meet the marketing needs of the healthcare industry.

ModernMedicine Network reaches all sectors of the healthcare industry with tactical brands thru multiple touchpoints. We take pride in our creative approach to targeting qualified audiences, understanding those audiences and delivering relevant, practical content to decision makers. From custom solutions to standard display, our team optimizes the diversity and reach of the ModernMedicine Network to meet your expectations.

For more information on ModernMedicine brands and marketing materials go to ModernMedicine.com

1.25M+ database of HCPs
1.5M unique visitors/month
3.5M average page views/month
780K print subscribers
1000+ KOL’s on Editorial board
Contemporary PEDIATRICS
Expert Clinical Advice for Today’s Pediatrician

Contemporary Pediatrics features relevant clinical and peer reviewed articles, summarized guideline updates, and sensible practice management tips that pediatricians can read today and apply tomorrow.

www.contemporarypediatrics.com

25K US E-News subscribers
54K Qualified Circulation
91K Page views/month*
35.1K Unique visitors*
1.7 Pages per visit*
6.5 Mins. Time on Site*

*Based on 6 month rolling average.
Focus On...
(Previously known as Topic Resource Centers)

Keep your brand top-of-mind within an on-site section exploring contextually relevant topics to your target audience.

» Exclusive sponsorship of a dedicated, on-site section and email
» Content including, news, perspectives, resources, articles, videos and slide shows
» No Medical Legal Regulatory review
» Pricing options by audience and impression volume

Custom-designed programs to fit your needs.
Contact your sales representative for pricing and availability.

New Engaging Format!
Conference Coverage

From-the-floor reporting aligns your brand message with *Contemporary Pediatrics*’ objective news and commentary before, during and after major industry events.

**PROGRAM MAY INCLUDE:**

- Banners and sponsored content links within show coverage area for 6 months
- Banners on daily eNewsletters during show to our most engaged subscribers
- Pre-roll on video
- Dedicated eBlast

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
Champions’ Challenge

Peer-to-peer engagement with friendly competition, brand awareness and market research rolled into one successful gaming platform.

» Scalable from 2-12 qualifying rounds with a leaderboard and final, “invitational” round
» Questions may be supplied in a variety of formats, including video

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
Podcasts

Drive engagement on key topics from different perspectives under the authority of our trusted brand.

» Available for download or playback
» Provide co-branded pertinent information with 100% SOV in an enduring format
» “Brought to You By” tagline
» High interest/timely content
» Robust traffic-driving audience generation package included
» Creates engagement
» Under the auspices and credibility of the journal

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
BANNER ADS

Your run-of-site (ROS) ad gets the attention of all professional healthcare site visitors most relevant to your advertising needs. Banner ad pricing assumes IAB Viewability Guidelines (https://www.iab.com/guidelines/state-of-viewability-transaction-2015/); additional viewability requirements may incur premiums.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard*; Medium Rectangle*; Skyscraper*; Wide Skyscraper*</td>
<td>728x90; 300x250; 120x600; 160x600</td>
<td>$125/CPM (net)</td>
</tr>
<tr>
<td>Half Page*</td>
<td>300x600</td>
<td>$150/CPM (net)</td>
</tr>
<tr>
<td>Pushdown*</td>
<td>970x90 – expands to 970x415</td>
<td>$150/CPM (net)</td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90; 970x90; 1025x100</td>
<td>$150/CPM (net)</td>
</tr>
</tbody>
</table>

\*See expanded dimensions, where applicable in format guidelines.

*Expanding pushdown ad units push page content down rather than expanding over page content. Expanded sizes on all ads, where applicable, are listed in Digital Specifications.

HOME PAGE ROAD BLOCK

Utilize all positions for 100% SOV on the homepage. Rates vary based on site traffic; please inquire for pricing.

WALLPAPER ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>$250 CPM (net)</td>
</tr>
</tbody>
</table>
e-NEWSLETTERS

eNewsletters provide additional opportunities to reach opt-in and engaged physicians through a trusted source. These timely resources delivered to healthcare professionals’ in-boxes can contain breaking industry news, regulatory updates, and practice management tips.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Average Engaged Distribution*</th>
<th>Rectangle/Rec 300x250 (Net)</th>
<th>In-Column Text (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x/week</td>
<td>26,000**</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

*Publisher’s own data.
**25,000 - US Only Distribution
**26,000 - US & International Distribution

e-ISSUE ALERTS

e-Issue Alert showcases editorial highlights in the journal as well as notification when the digital edition is ready for download. The mailing is designed to alert readers to specific articles in the current issue, as well as web-only features.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Average Engaged Distribution*</th>
<th>Rectangle/Rec 300x250 (Net)</th>
<th>In-Column Text (Net)</th>
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</thead>
<tbody>
<tr>
<td>Monthly</td>
<td>37,000</td>
<td>$2,000</td>
<td>$2,000</td>
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</tbody>
</table>

*Publisher’s own data.

ADVERTORIAL e-BLASTS

Send your custom message directly to up to 37,000 of our highly engaged audience. e-Blasts are a way to send your targeted message efficiently and effectively to a large opt-in user base.

Contact your account representative for more details and program pricing.

Static Ad Specification
Max File Size: 40K
Formats Accepted: GIF or JPG plus 1 Live Click URL provided by client
Ad unit sizes: 728x90 and 300x250
No Flash/Rich Media accepted for e-News

In-Column Text Ad Specification
Header: 60 characters, Body text: 210 characters.
Maximum character allowances including spaces: 270
CONTEMPORARY PEDIATRICS APP

A rich engagement opportunity that can take your online and mobile promotional messages directly to your targeted audience.

APP SPONSORSHIP
One App Sponsorship opportunity available per issue

Includes:
» Cover 2 ad (free Interactive Ad upgrade)
» Banner ad on every editorial page
» Sponsorship of promotional materials (email, social media and push notifications)

Cost: $6,500/issue

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>App Only</th>
<th>Multi-Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Tips</td>
<td>$4,800/insertion</td>
<td>$3,600/insertion</td>
</tr>
<tr>
<td>Interactive Ad (fully immersive)</td>
<td>$4,320/insertion</td>
<td>$3,300/insertion</td>
</tr>
<tr>
<td>Standard Ad (with hyperlink)</td>
<td>N/A</td>
<td>$1,200/insertion</td>
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</tbody>
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APP PRODUCTION SCHEDULE

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Ad close:</td>
<td>December 06</td>
<td>January 07</td>
<td>February 05</td>
<td>Ad close:</td>
<td>March 11</td>
<td></td>
<td></td>
<td>Ad close:</td>
<td>December 08</td>
<td>November 06</td>
<td></td>
</tr>
<tr>
<td>Materials due:</td>
<td>December 21</td>
<td>January 24</td>
<td>February 21</td>
<td>Materials due:</td>
<td>March 26</td>
<td></td>
<td></td>
<td>Materials due:</td>
<td>September 09</td>
<td>November 21</td>
<td></td>
</tr>
<tr>
<td>Ad close:</td>
<td>April 08</td>
<td>May 08</td>
<td>June 10</td>
<td>Ad close:</td>
<td>July 09</td>
<td></td>
<td></td>
<td>Ad close:</td>
<td>October 08</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials due:</td>
<td>April 23</td>
<td>May 23</td>
<td>June 25</td>
<td>Materials due:</td>
<td>July 24</td>
<td></td>
<td></td>
<td>Materials due:</td>
<td>October 24</td>
<td></td>
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</tr>
<tr>
<td>Ad close:</td>
<td>August 08</td>
<td>September 09</td>
<td>October 08</td>
<td>Ad close:</td>
<td>November 06</td>
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<td>Ad close:</td>
<td>November 24</td>
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<td>August 26</td>
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<td>November 21</td>
<td></td>
<td></td>
<td>Materials due:</td>
<td>November 21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creative Unit Name</td>
<td>Initial Dimensions (WxH in pixels)</td>
<td>Maximum Expanded Dimensions (WxH in pixels)</td>
<td>Max Initial File Load Size (See note 2 below)</td>
<td>Host-initiated Subload (See note 3 below)</td>
<td>Animation/Video Guidelines (See video notes below)</td>
<td>Z-index Range</td>
<td>Unit-Specific Notes</td>
<td>Unit-Specific Notes (See General Ad Requirements below)</td>
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<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper / Wide Skyscraper</td>
<td>120x600, 160x600</td>
<td>600x600</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
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</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x315</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
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<tr>
<td>Half Page</td>
<td>300x600</td>
<td>600x600</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
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<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>970x415</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td>&quot;Expanding Pushdown ad units push page content down rather than expanding over page content.</td>
<td></td>
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</tr>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
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</tr>
<tr>
<td>In-Banner Video</td>
<td>300x250, 160x600, 728x90, 300x600</td>
<td>Expansion not allowed for these units</td>
<td>200 KB</td>
<td>100 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
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<td></td>
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<tr>
<td>Floating Footer</td>
<td>728x90, 970x90, 1025x100</td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Mobile Static Banner</td>
<td>300x50</td>
<td>Expansion not allowed for this unit</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
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</tr>
<tr>
<td>Mobile Wide Static Banner</td>
<td>320x50</td>
<td>Expansion not allowed for this unit</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
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</tbody>
</table>

**Abbreviations:** px = pixel  sec = seconds  fps = frames per second
GENERAL AD REQUIREMENTS (APPLY TO ALL ADS):

- **File Format:** Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted
- **Interest-Based Advertising (IBA):** Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size)
- **Audio:** Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- **Hotspot:** Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.

**Defining ad space:** Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

- **Max CPU:** Ad not to exceed 30% CPU usage during host-initiated execution.
- **Submission lead time:** Minimum lead time for ad file submission is 6 days before campaign start.
- **Max number of host-initiated file requests:** Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

**File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines http://html5.iabtechlab.com/needauth?redir.

**Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.

**Tags Accepted:** 1x1, VAST, VPAID JS (html), all tags must be SSL only

**Video length:** 15/30 sec

**FPS:** 24

**Host-initiated subload:** where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

**User-initiated file size:** Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

**Video REQUIREMENTS:**

- **File type:** .mp4
- **Max file size:** 20mb
- **Ratio:** 16:9
- **Dimensions:** 1280x720 (responsive to the page level)

**HTML5 NOTES:**

HTML5 provides / introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (http://www.iab.com/html5) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

**HTML5 design industry standards info:**
http://www.iab.com/html5
We know healthcare. We get results.

We partner with our clients to deliver strategic, integrated communications solutions to key decision-makers through the proven strength of our brands, when and where our clients need it.

Pediatrics
ubmmedica.com/markets-products/pediatrics