2019 media kit
ModernMedicine Network

Engaging healthcare professionals with content that matters.

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
Medical Economics engages a core audience of primary care physicians with expert advice, shared experiences, tools, and resources to succeed in today’s practice environment. Delivering practical content to reach a qualified audience Medical Economics supports your media plan thru digital, print and in person events.

MedicalEconomics.com

72.8K
US E-News subscribers

191K
Qualified Circulation

281K
Page views/month*

130K
Unique visitors*

2.2
Pages per visit*

5.50
Min. 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 Medical Economics’s objective news and commentary before, during and after major industry events.

PROGRAM MAY INCLUDE:

» Banners and sponsored content links within show coverage area for 3 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.
digital solutions

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>$275/CPM (net)</td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90; 970x90; 1025x100</td>
<td>$255/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>

†See expanded dimensions, where applicable in format guidelines.
**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>3x/week</td>
<td>72,800**</td>
<td>$2,800</td>
<td>$2,800</td>
</tr>
</tbody>
</table>

* Publisher's own data.
** US distribution

Note: Please contact your sales representative for details and related pricing.

**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>
</tr>
</thead>
<tbody>
<tr>
<td>2x/month</td>
<td>90,000</td>
<td>$2,800</td>
<td>$2,800</td>
</tr>
</tbody>
</table>

* Publisher's own data.
** Average US & International Distribution

**ADVERTORIAL e-BLASTS**

**Send your custom message** directly to up to 90,000 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.

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**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
### ADVERTISING CREATIVE FORMAT GUIDELINES

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>Max Initial File Load Size (See note 2 below)</th>
<th>Host-initiated Subload (See note 3 below)</th>
<th>Animation/Video Guidelines (See video notes below)</th>
<th>Z-index Range</th>
<th>Unit-Specific Notes (See General Ad Requirements below)</th>
</tr>
</thead>
<tbody>
<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 “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</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 “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</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 “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<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 “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<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>“Expanding Pushdown ad units “push” page content down rather than expanding over page content.</td>
</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>
<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></td>
</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>
<td>0 - 4,999</td>
<td></td>
</tr>
<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>
</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>
<td></td>
</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>
<td></td>
</tr>
</tbody>
</table>

**Abbreviations:** px = pixel  sec = seconds  fps = frames per second
digital specifications

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.

VIDEO REQUIREMENTS:

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

GENERAL NOTES:

- **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.

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
COVER TIPS

Grab the reader’s attention with an exclusive Cover Tip, an effective way to enhance brand awareness, communicate timely information, or to lead the reader to additional content within the publication. Make a statement and be front of mind with your target audience. Only one cover tip per issue is available, contact your sales representative to take advantage of this powerful opportunity.

Trimming:
Live matter: 6-3/4” x 4-1/2”
Trim size: 7-1/2” x 5-1/4”
Bleed size: 7-3/4” x 5-1/2”
Thickness: Up to four pages maximum 100# Text to minimum, 70# text paper.
Cover tips jog to the bottom.
Keep live matter 3/4” from edges & gutter trim
If client supplies, please provide as trim size; 80# stock weight
Check with publisher for cover tip with different specs than mentioned above.

Consult publisher for availability and pricing.

OUTSERTS

Outserts are poly-bagged with the publication and allow the sponsor to tell a rich story and engage the reader with a journey. This high visibility position can accommodate many sizes and opportunities. Contact your sales representative to explore the options.

Size: should not be smaller than ¾” and larger than the host publication (7.875"x10.75”).
Weight: Max 3.3 Oz
Thickness: cannot exceed 1/4”.
Finishing: Outsert should have closed edges (folded or tabbed) to polybag the outsert.
Other: Outserts must be flexible. Pieces must bend without damage while applying moderate pressure at least 1 inch vertically when lying flat over an edge half the distance of piece.
Please send samples for test run so as to avoid/manage any issues in the press/bindery or with shipping.
Check with publisher for outserts with different specs than mentioned above.

Consult publisher for availability and pricing.
### DISPLAY ADVERTISING

<table>
<thead>
<tr>
<th>Ad Size (inches)</th>
<th>Trim Sizes (Width x Depth)</th>
<th>Bleed Sizes (Width x Depth)</th>
<th>Live area (Width x Depth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>15.75 x 10.75</td>
<td>16 x 11</td>
<td>15 x 10</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.875 x 10.75</td>
<td>8.125 x 11</td>
<td>7.125 x 10</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>5 x 10.75</td>
<td>5.25 x 11</td>
<td>4.25 x 10</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.75 x 5.125</td>
<td>8 x 5.375</td>
<td>7 x 4.375</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.875 x 10.75</td>
<td>4.125 x 11</td>
<td>3.125 x 10</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.625 x 10.75</td>
<td>2.875 x 11</td>
<td>1.875 x 10</td>
</tr>
</tbody>
</table>

### Additional Specifications
- **Live matter:** Hold .375” from trim on all sides.
- **Trim size of journal:** 7.875” x 10.75”
- **Paper Stock:**
  - Text Pages: 50# coated.
  - Covers: 100# coated.
- **Type of Binding:** Perfect bound. Jogs to Foot.

### Total Qualified Distribution*

<table>
<thead>
<tr>
<th>Practice</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Practice</td>
<td>84,005</td>
</tr>
<tr>
<td>Internal Medicine</td>
<td>83,774</td>
</tr>
<tr>
<td>Cardiovascular Diseases</td>
<td>12,373</td>
</tr>
<tr>
<td>General Practice</td>
<td>2,565</td>
</tr>
<tr>
<td>Other Specialties</td>
<td>7,804</td>
</tr>
<tr>
<td>Paid Subscriptions</td>
<td>479</td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td><strong>191,000</strong></td>
</tr>
</tbody>
</table>

* As filed with the BPA, subject to audit.
PRINT DISPLAY ADVERTISING RATES – FULL-RUN:

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>156x</th>
<th>204x</th>
<th>252x</th>
<th>300x</th>
<th>348x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$14,745</td>
<td>$14,300</td>
<td>$13,950</td>
<td>$13,565</td>
<td>$13,365</td>
<td>$12,970</td>
<td>$12,895</td>
<td>$12,810</td>
<td>$12,750</td>
<td>$12,630</td>
<td>$12,450</td>
<td>$12,215</td>
<td>$12,095</td>
<td>$11,965</td>
</tr>
<tr>
<td>2/3 page</td>
<td>11,395</td>
<td>11,040</td>
<td>10,775</td>
<td>10,500</td>
<td>10,355</td>
<td>10,020</td>
<td>9,960</td>
<td>9,935</td>
<td>9,865</td>
<td>9,785</td>
<td>9,705</td>
<td>9,545</td>
<td>9,460</td>
<td>9,355</td>
</tr>
<tr>
<td>1/2 page</td>
<td>10,295</td>
<td>9,985</td>
<td>9,740</td>
<td>9,495</td>
<td>9,315</td>
<td>9,185</td>
<td>9,090</td>
<td>9,065</td>
<td>8,925</td>
<td>8,855</td>
<td>8,805</td>
<td>8,660</td>
<td>8,585</td>
<td>8,490</td>
</tr>
<tr>
<td>1/3 page</td>
<td>6,770</td>
<td>6,550</td>
<td>6,470</td>
<td>6,285</td>
<td>6,175</td>
<td>6,145</td>
<td>6,030</td>
<td>5,965</td>
<td>5,890</td>
<td>5,820</td>
<td>5,755</td>
<td>5,660</td>
<td>5,610</td>
<td>5,560</td>
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<tr>
<td>BRCs</td>
<td>14,745</td>
<td>14,300</td>
<td>13,950</td>
<td>13,565</td>
<td>13,365</td>
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<td>12,895</td>
<td>12,810</td>
<td>12,750</td>
<td>12,630</td>
<td>12,450</td>
<td>12,215</td>
<td>12,095</td>
<td>11,965</td>
</tr>
</tbody>
</table>

**Color:** In addition to earned B&W rates.
- Second Color (magenta, cyan, yellow): ___________________________ $1,655
- Matched Color (all PMS excluding 800 series): ___________________ $2,535
- Sheen/Metallic/Fluorescent color (PMS 800 series): _____________ $2,960
- 3- and 4-color process: ___________________________ $3,395
- 5-color: ___________________________ $5,945

**Covers and Premium Positions (non-cancelable):**

Add the premium for positions to the earned B&W rate (1 page only). Then add charge for color.
- **Cover Rates:** Second cover: 30% | Fourth cover**: 60%
- **Premium Positions:** Opposite Table of Contents: 15% - Must be a minimum of one full page of color.
- **Special Position Charge:** 10%

**Insert Rates**

<table>
<thead>
<tr>
<th>Insert Rates</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>156x</th>
<th>204x</th>
<th>252x</th>
<th>300x</th>
<th>348x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page</td>
<td>$29,490</td>
<td>$28,600</td>
<td>$27,900</td>
<td>$27,130</td>
<td>$26,730</td>
<td>$25,940</td>
<td>$25,790</td>
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<td>$24,260</td>
<td>$24,900</td>
<td>$24,430</td>
<td>$24,190</td>
<td>$23,930</td>
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<td>57,200</td>
<td>55,800</td>
<td>54,260</td>
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<td>50,520</td>
<td>49,800</td>
<td>48,860</td>
<td>48,380</td>
<td>47,860</td>
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<tr>
<td>6 page</td>
<td>85,800</td>
<td>83,700</td>
<td>81,390</td>
<td>80,190</td>
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<td>74,700</td>
<td>73,290</td>
<td>72,570</td>
<td>71,790</td>
<td>70,960</td>
</tr>
<tr>
<td>8 page</td>
<td>114,400</td>
<td>111,600</td>
<td>108,520</td>
<td>106,920</td>
<td>103,760</td>
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<td>99,600</td>
<td>97,720</td>
<td>96,760</td>
<td>95,720</td>
<td>94,600</td>
</tr>
<tr>
<td>10 page</td>
<td>143,000</td>
<td>139,500</td>
<td>135,650</td>
<td>133,650</td>
<td>129,700</td>
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<td>118,350</td>
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<tr>
<td>12 page</td>
<td>167,400</td>
<td>162,780</td>
<td>160,380</td>
<td>155,640</td>
<td>154,740</td>
<td>153,720</td>
<td>153,000</td>
<td>151,560</td>
<td>149,400</td>
<td>146,580</td>
<td>145,140</td>
<td>143,580</td>
<td>142,040</td>
<td>139,660</td>
</tr>
</tbody>
</table>

**Acceptance:** Insert stock weight 80 # text. Contact publisher for approval and pricing for inserts heavier than 80 # text. Submit samples to Production Manager

**Demographic Rates:**
- **ROB ads** available on a limited basis. Rates for demographic ads smaller than 6 pages are calculated by multiplying the percent of circulation requested (minimum 50%) times the applicable earned frequency rate times the total number of pages, plus applicable color rates at full price, plus a $1,650 (non-commissionable) mechanical charge.
- **Rates for demographic ads 6 pages or larger** are calculated by multiplying the percent of circulation requested (minimum 40%) times the applicable earned frequency rate times the total number of pages, plus applicable color rates at full price, plus a $1,650 (non-commissionable) mechanical charge.

**Demographic ads** will count toward a company’s final earned frequency on a page-for-page basis.

**Cancellation Policy with Letter of Agreement:**
- 60 days or more prior to issue ad close deadline, no charge.
- 30–60 days prior to issue ad close deadline, 50% of contract rate.
- 30 days or less prior to issue ad close deadline, 100% of contract rate.
**IM Demo** includes office-based Internists (78,640) and is the #1 IM Specialty Book in all readership and exposure measurements.¹

### IM Demo Advertising – Rob Rates:

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>156x</th>
<th>204x</th>
<th>252x</th>
<th>300x</th>
<th>348x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,785</td>
<td>$6,580</td>
<td>$6,415</td>
<td>$6,240</td>
<td>$6,150</td>
<td>$5,965</td>
<td>$5,930</td>
<td>$5,895</td>
<td>$5,865</td>
<td>$5,810</td>
<td>$5,725</td>
<td>$5,620</td>
<td>$5,565</td>
<td>$5,505</td>
</tr>
<tr>
<td>2/3 page</td>
<td>5,240</td>
<td>5,080</td>
<td>4,955</td>
<td>4,830</td>
<td>4,765</td>
<td>4,610</td>
<td>4,580</td>
<td>4,570</td>
<td>4,540</td>
<td>4,500</td>
<td>4,465</td>
<td>4,390</td>
<td>4,350</td>
<td>4,305</td>
</tr>
<tr>
<td>1/2 page</td>
<td>4,735</td>
<td>4,595</td>
<td>4,480</td>
<td>4,370</td>
<td>4,285</td>
<td>4,225</td>
<td>4,180</td>
<td>4,125</td>
<td>4,105</td>
<td>4,075</td>
<td>4,050</td>
<td>3,985</td>
<td>3,950</td>
<td>3,905</td>
</tr>
<tr>
<td>1/3 page</td>
<td>3,115</td>
<td>3,015</td>
<td>2,975</td>
<td>2,890</td>
<td>2,840</td>
<td>2,825</td>
<td>2,775</td>
<td>2,745</td>
<td>2,710</td>
<td>2,675</td>
<td>2,645</td>
<td>2,605</td>
<td>2,580</td>
<td>2,560</td>
</tr>
</tbody>
</table>

**Color**: In addition to earned B&W rates.

| Second Color (magenta, cyan, yellow) | $760 |
| Matched Color (all PMS excluding 800 series) | $1,165 |
| Sheen/Metallic/Fluorescent color (PMS 800 series) | $1,360 |
| 3- and 4-color process | $1,560 |
| 5-color | $2,735 |

### IM Demo Advertising – Insert Rates:

<table>
<thead>
<tr>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>156x</th>
<th>204x</th>
<th>252x</th>
<th>300x</th>
<th>348x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page</td>
<td>$13,570</td>
<td>$13,160</td>
<td>$12,830</td>
<td>$12,480</td>
<td>$12,300</td>
<td>$11,930</td>
<td>$11,860</td>
<td>$11,790</td>
<td>$11,730</td>
<td>$11,620</td>
<td>$11,450</td>
<td>$11,240</td>
<td>$11,130</td>
</tr>
<tr>
<td>6 page</td>
<td>39,480</td>
<td>38,490</td>
<td>37,440</td>
<td>36,900</td>
<td>35,790</td>
<td>35,580</td>
<td>35,370</td>
<td>34,860</td>
<td>34,350</td>
<td>33,720</td>
<td>33,390</td>
<td>33,030</td>
<td></td>
</tr>
<tr>
<td>8 page</td>
<td>52,640</td>
<td>51,320</td>
<td>49,320</td>
<td>49,200</td>
<td>47,720</td>
<td>47,440</td>
<td>47,160</td>
<td>46,920</td>
<td>46,480</td>
<td>45,800</td>
<td>44,960</td>
<td>44,520</td>
<td>44,040</td>
</tr>
<tr>
<td>10 page</td>
<td>65,800</td>
<td>64,150</td>
<td>62,400</td>
<td>61,500</td>
<td>59,650</td>
<td>59,300</td>
<td>58,950</td>
<td>58,650</td>
<td>58,100</td>
<td>57,250</td>
<td>56,200</td>
<td>55,650</td>
<td>55,050</td>
</tr>
<tr>
<td>12 page</td>
<td>78,980</td>
<td>74,880</td>
<td>73,800</td>
<td>71,580</td>
<td>71,160</td>
<td>70,740</td>
<td>70,380</td>
<td>69,720</td>
<td>68,700</td>
<td>67,440</td>
<td>66,780</td>
<td>66,060</td>
<td></td>
</tr>
</tbody>
</table>

¹ ©Kantar Media, June 2017 Medical/Surgical Study - tables 111 and 211
# IM+CARD DEMO ADVERTISING – ROB RATES:

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>156x</th>
<th>204x</th>
<th>252x</th>
<th>300x</th>
<th>348x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$7,370</td>
<td>$7,155</td>
<td>$6,980</td>
<td>$6,785</td>
<td>$6,685</td>
<td>$6,490</td>
<td>$6,450</td>
<td>$6,400</td>
<td>$6,375</td>
<td>$6,315</td>
<td>$6,215</td>
<td>$6,110</td>
<td>$6,040</td>
<td>$5,985</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$5,690</td>
<td>$5,515</td>
<td>$5,390</td>
<td>$5,255</td>
<td>$5,170</td>
<td>$5,005</td>
<td>$4,975</td>
<td>$4,965</td>
<td>$4,930</td>
<td>$4,895</td>
<td>$4,860</td>
<td>$4,770</td>
<td>$4,730</td>
<td>$4,685</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$5,145</td>
<td>$4,985</td>
<td>$4,875</td>
<td>$4,745</td>
<td>$4,660</td>
<td>$4,590</td>
<td>$4,545</td>
<td>$4,490</td>
<td>$4,455</td>
<td>$4,430</td>
<td>$4,400</td>
<td>$4,335</td>
<td>$4,290</td>
<td>$4,250</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,380</td>
<td>$3,280</td>
<td>$3,230</td>
<td>$3,140</td>
<td>$3,095</td>
<td>$3,065</td>
<td>$3,020</td>
<td>$2,985</td>
<td>$2,945</td>
<td>$2,915</td>
<td>$2,870</td>
<td>$2,830</td>
<td>$2,810</td>
<td>$2,780</td>
</tr>
</tbody>
</table>

**Color:** In addition to earned B&W rates.

- Second Color (magenta, cyan, yellow): $830
- Matched Color (all PMS excluding 800 series): $1,270
- Sheen/Metallic/Fluorescent color (PMS 800 series): $1,475
- 3- and 4-color process: $1,700
- 5-color: $2,970

---

# IM+CARD DEMO ADVERTISING – INSERT RATES:

<table>
<thead>
<tr>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>156x</th>
<th>204x</th>
<th>252x</th>
<th>300x</th>
<th>348x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page</td>
<td>$14,740</td>
<td>$14,310</td>
<td>$13,960</td>
<td>$13,570</td>
<td>$13,370</td>
<td>$12,980</td>
<td>$12,900</td>
<td>$12,800</td>
<td>$12,750</td>
<td>$12,630</td>
<td>$12,430</td>
<td>$12,220</td>
<td>$12,080</td>
</tr>
<tr>
<td>4 page</td>
<td>$29,480</td>
<td>$28,620</td>
<td>$27,920</td>
<td>$27,140</td>
<td>$26,740</td>
<td>$25,960</td>
<td>$25,800</td>
<td>$25,600</td>
<td>$25,500</td>
<td>$25,260</td>
<td>$24,860</td>
<td>$24,440</td>
<td>$24,160</td>
</tr>
<tr>
<td>6 page</td>
<td>$42,930</td>
<td>$41,880</td>
<td>$40,710</td>
<td>$40,110</td>
<td>$38,940</td>
<td>$38,700</td>
<td>$38,400</td>
<td>$38,250</td>
<td>$37,890</td>
<td>$37,290</td>
<td>$36,660</td>
<td>$36,240</td>
<td>$35,910</td>
</tr>
<tr>
<td>8 page</td>
<td>$57,240</td>
<td>$55,840</td>
<td>$54,280</td>
<td>$53,480</td>
<td>$51,920</td>
<td>$51,600</td>
<td>$51,200</td>
<td>$50,000</td>
<td>$50,520</td>
<td>$49,720</td>
<td>$48,880</td>
<td>$48,320</td>
<td>$47,880</td>
</tr>
<tr>
<td>10 page</td>
<td>$71,550</td>
<td>$69,800</td>
<td>$67,850</td>
<td>$66,850</td>
<td>$64,900</td>
<td>$64,500</td>
<td>$64,000</td>
<td>$63,750</td>
<td>$63,150</td>
<td>$62,150</td>
<td>$61,100</td>
<td>$60,400</td>
<td>$59,850</td>
</tr>
<tr>
<td>12 page</td>
<td>$83,760</td>
<td>$81,420</td>
<td>$80,220</td>
<td>$77,880</td>
<td>$77,400</td>
<td>$76,800</td>
<td>$76,500</td>
<td>$75,780</td>
<td>$74,580</td>
<td>$73,320</td>
<td>$72,480</td>
<td>$71,820</td>
<td>$71,820</td>
</tr>
</tbody>
</table>
CORPORATE DISCOUNTS

Earned Rates:
Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Demographic ads will count toward a company’s final earned frequency on a pro-rated basis (e.g., a 4-page unit going to 50% of circulation = 2X). Insertions from a parent company and its subsidiaries are combined to determine earned rate. Advertisers are short-rated or rebated based on year end final level earned. The minimum number of insertions at each level must be met within the 2018 calendar or fiscal year.

Corporate Discount Program:
Effective with January 1, 2019 insertion orders, the Corporate Discount program is based on an advertiser’s 2018 net advertising, including digital spending, plus non-CME promotional project expenditures in all of the UBM Medica media. Please contact your account manager for more information and your discount rate.

<table>
<thead>
<tr>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000 - $250,000</td>
<td>0.50%</td>
<td>$2,500,001 - $3,000,000</td>
<td>5.00%</td>
</tr>
<tr>
<td>$250,001 - $500,000</td>
<td>0.75%</td>
<td>$3,000,001 - $3,500,000</td>
<td>6.00%</td>
</tr>
<tr>
<td>$500,001 - $750,000</td>
<td>1.00%</td>
<td>$3,500,001 - $4,000,000</td>
<td>8.00%</td>
</tr>
<tr>
<td>$750,001 - $1,000,000</td>
<td>1.50%</td>
<td>$4,000,001 - $4,500,000</td>
<td>10.00%</td>
</tr>
<tr>
<td>$1,000,01 - $1,500,000</td>
<td>2.00%</td>
<td>$4,500,001 - $5,000,000</td>
<td>12.00%</td>
</tr>
<tr>
<td>$1,500,001 - $2,000,000</td>
<td>3.00%</td>
<td>$5,000,001 - $5,500,000</td>
<td>14.00%</td>
</tr>
<tr>
<td>$2,000,001 - $2,500,000</td>
<td>4.00%</td>
<td>$5,500,001 - $6,000,000</td>
<td>16.00%</td>
</tr>
</tbody>
</table>

Pre-Payment:
Prepayment discounts are offered to advertisers; please contact Group Publisher for details.

Multiple Page PI Discount:
Ads running more than two pages of prescribing information are offered a discount. Starting with the third PI page of the unit, a 50% discount will be applied to the cost of the pages.

ADVERTISING INCENTIVE DISCOUNTS

Product Incentive Program (PIP Continuity Discount):
- Run a minimum of 5 insertions within the same calendar year in Medical Economics and receive the 6th ad FREE
- Buy an additional 4 insertions within the same calendar year and receive the 5th and 6th ad FREE
- Free pages count toward earned frequency but do not count toward the corporate discount program

Product Incentive Program Criteria:
i) The minimum number of insertions at each level must be met within a calendar or fiscal year.
ii) For simplicity, and maximum savings, the Product Incentive Program percent savings will be taken off the product’s gross insertion expenditure. The PIP discount should be added to your corporation’s Corporate Discount Program earned discount, and the resulting total percentage is taken off of the gross insertion cost.
iii) You can project what Product Incentive Program level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your Medical Economics account manager of your product’s planned Product Incentive Program participation level. If the product does not meet the projected level, or exceeds its projected level, that product will be short rated or rebated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity.
iv) All of a product’s indications work together to attain a product’s insertion level.

ABC (Add A Book Combo):
When you advertise in Medical Economics and run the same product in the same month in another UBM Medica medical publication(s) (i.e., Contemporary OB/GYN, Contemporary Pediatrics, Dermatology Times, Drug Topics, Managed Healthcare Executive, Oncology, Psychiatric Times and Urology Times), you will receive a discount dependent upon the number of publications you run in. The more titles you choose, the deeper the discount.

2 publication buy = 10%  
3 publication buy = 15%  
4+ publication buy = 20%

Note: This discount applies to full run ads only and may not be used when advertising in Ophthalmology Times, Ophthalmology Times Europe, Optometry Times, Dental Products Report, and The Aesthetic Guide. This discount cannot be used in combination with the Product Incentive Plan (PIP) but may be used with the Corporate Discount Program. This discount applies to the nine UBM Medica publications shown only and may be used in any combination. For products with different size ad units, the discount will be calculated based on the mutual number of pages. For example, if 6 pages run in one publication and 4 pages run in the other, under this program, the discount will be applied to the 4 matching pages in each magazine. Free runs do not count toward the discount.
print specifications and display ad requirements

**INSERTS**

**Trimming:**
- Ship folded: 8 1/8” x 11”
- Keep live matter 1/2” from trimmed edges & 1/2” from gutter trim
- Book is jogged to foot

**Quantity:** Full Run: 184,000

**Shipping:** Mark all insert cartons with publication name, date of issue, advertiser, product name, and insert quantity. Include a sample of the insert, identifying front/back or page numbers, and attach this sample to the outside of cartons.

**COVER TIPS**

**Trimming:**
- Live matter: 6-3/4” x 4-1/2”
- Trim size: 7-1/2” x 5-1/4”
- Bleed size: 7-3/4” x 5-1/2”
- Thickness: Up to four pages maximum 100# Text to minimum, 70# text paper.

**Cover tips jog to the bottom.**
- Keep live matter 3/4” from trimmed edges & gutter trim
- If client supplies, please provide as trim size; 80# stock weight

**Furnished Cover tip:**
- **Size:** 7.5”x 5.25”
- **Paper Stock:** 80# to 100#
- **Number of pages:** 2 to 4

Check with publisher for cover tips with different specs than mentioned above.

Please send samples for test run so as to avoid/manage any issues in the press/bindery or with shipping.

**FURNISHED OUTSERTS/SUPPLEMENTS:**

**Size:** should not be Smaller than ¾” and larger than the host publication (7.875”x10.75”).

**Weight:** Max 3.3 Oz

**Thickness:** Thickness of the outsert cannot exceed 1/4”.

**Finishing:** Outsert should have closed edges (folded or tabbed) to polybag the outsert.

**Other:** Outserts must be flexible. Pieces must bend without damage while applying moderate pressure at least 1 inch vertically when lying flat over an edge half the distance of piece.

Check with publisher for outserts with different specs than mentioned above.

Please send samples for test run so as to avoid/manage any issues in the press/bindery or with shipping.

**For anything not matching the specs on cover tips and inserts above, please contact the publisher for special pricing AND send sample for pre-approval to:**

**Medical Economics**
Attn: Karen Lenzen
131 W 1st St, Duluth, MN 55802-2065
Phone: 218-740-7271
Email: klenzen@hcl.com

**Samples are mandatory for Outserts and Outserts/Supplements:**
- Pieces with more than 4 pages
- Folded pieces
- Outserts with PI pages
- Die cut pieces or any other special printing
- Notify corresponding account manager via email that samples are being sent in addition to production manager; Godfrey.Nicholas@hcl.com
- Samples to be sent to Karen Lenzen:
  - **Medical Economics**
    Attn: Karen Lenzen
    131 West 1 Street
    Duluth, MN 55802-2065
    Office: 218-740-7271

Samples are mandatory for Cover tips and Outserts/Supplements.
SCREEN REQUIREMENTS
Density of Tone: 4C ads not exceed 300%; 2C, 190%; B&W, 95%.
1. CMYK is the only accepted mode for 4C ads. Do not use RGB.
2. Do not use spot color unless you are paying for a PMS (Pantone) color.
3. Colors viewed on your monitor may not be representative of final output. Always check monitor color values against CMYK color swatches and the final KODAK APPROVAL color proof or equivalent. Laser color proofs are for identification only. Should proofs not meet specifications, we will print to published SWOP ink densities. C@1.30, M@1.40, Y@.90, and K@1.70.

REPRODUCTION REQUIREMENTS:
Follow “Specifications for Web Offset Publication” (SWOP) Tenth Edition for printing in the new millennium. Medical Economics is printed Web offset. Our preferred ad page material is an electronic digital file furnished as a PDF/X-1a. Any omissions, or color deviation from a submitted proof, other than a quality KODAK APPROVAL or equivalent, will not warrant adjustment for space or color charge.

DISPOSITION OF MATERIAL AND INSERTS:
Inserts and electronic ad files are held for one year from date of last insertion and then destroyed. Supplied disks are not returned or retained.

DIGITAL AD REQUIREMENTS:
1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a $150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to https://ads.ubm.com or contact the production manager.
2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser’s file before publication.
3. Accepted Method of Delivery: The preferred method of delivering ad files to UBM Medica is via a web based ad uploader, https://ads.ubm.com. Files can also be submitted on CD-R or DVD-R disc format.
4. Ad Proofs: To insure that Advertiser’s ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

PROVIDER INFORMATION REQUIRED:
1. Issue date.
2. Advertiser, product, and agency name.
3. Agency contact person and phone number, or vendor name and phone number.
4. List of contents (printout of disk contents).

PRINT PRODUCTION MATERIALS:
Email Insertion orders, contracts, publication-set copy, reproduction materials, electronic files, proofs and other instructions, to: medec.io@hcl.com
Send all non-eMailed print materials and other information to:
Medical Economics
Attn: Karen Lenzen
131 W 1st St, Duluth, MN 55802-2065
Phone: 218-740-7271
Email: klenzen@hcl.com

To submit your ad materials, visit https://ads.ubm.com
<table>
<thead>
<tr>
<th>JANUARY 10 ISSUE</th>
<th>JANUARY 25 ISSUE</th>
<th>FEBRUARY 10 ISSUE</th>
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</thead>
<tbody>
<tr>
<td>» Ad close:</td>
<td>» Ad close:</td>
<td>» Ad close:</td>
</tr>
<tr>
<td>» Materials due:</td>
<td>» Materials due:</td>
<td>» Materials due:</td>
</tr>
<tr>
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**November 21**
- **December 5**
- **December 12/10**

**December 05**
- **December 17**
- **December 20**

**December 19**
- **January 03**
- **January 08**

**Editorial features***:

**Bonus Distribution**: HIMSS - Feb 11-15, Las Vegas, NV

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**January 04**
- **January 07**
- **January 23**

**January 22**
- **February 01**
- **February 06**

**February 05**
- **February 15**
- **February 21**

**Editorial features***:

**Bonus Distribution**: ACP Internal Medicine Meeting, Apr 11-13, New Orleans, LA

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<p>| *Editorial features are subject to change | *Editorial features are subject to change | *Editorial features are subject to change |</p>
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**Editorial Features**:  
**Bonus Distribution**:  

*Editorial features are subject to change*
### Production and Editorial Calendar 2019

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**Editorial Features**:  
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