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
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 must 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>
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<td>2/3 Page</td>
<td>5 x 10.75</td>
<td>5.25 x 11</td>
<td>4.25 x 10</td>
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<tr>
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<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*

- **Family Practice** ........................................... 84,005
- **Internal Medicine** ........................................ 83,774
- **Cardiovascular Diseases** ............................... 12,373
- **General Practice** ......................................... 2,565
- **Other Specialties** ......................................... 7,804
- **Paid Subscriptions** ....................................... 479
- **TOTAL QUALIFIED CIRCULATION** ........................ 191,000

*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>
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<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>
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<td>9,985</td>
<td>9,740</td>
<td>9,495</td>
<td>9,315</td>
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<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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<td>BRCs</td>
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<td>13,365</td>
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<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
- Sheet/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%

* Does not apply to color charges. Cover positions must be full page units
** Cover 4 must be bought in combination with Cover 3, however, premium applies to one page B&W only.

### INSERT ADVERTISING RATES – FULL-RUN:

<table>
<thead>
<tr>
<th>Insert Rates</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
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<th>156x</th>
<th>204x</th>
<th>252x</th>
<th>300x</th>
<th>348x</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 page</td>
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<td>55,800</td>
<td>54,260</td>
<td>53,460</td>
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<td>50,520</td>
<td>49,800</td>
<td>48,860</td>
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<tr>
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<td>76,860</td>
<td>76,500</td>
<td>75,780</td>
<td>74,700</td>
<td>73,290</td>
<td>72,570</td>
<td>71,790</td>
<td>70,920</td>
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<tr>
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<td>114,400</td>
<td>111,600</td>
<td>108,520</td>
<td>106,920</td>
<td>103,760</td>
<td>103,160</td>
<td>102,480</td>
<td>102,000</td>
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<td>145,140</td>
<td>143,580</td>
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</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.

**BRCs:** BRC must accompany a minimum of a full-page ad. Please contact your sales manager.
**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>
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<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>
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<td>4,285</td>
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<td>4,105</td>
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<td>4,050</td>
<td>3,985</td>
<td>3,950</td>
<td>3,905</td>
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<tr>
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<td>3,115</td>
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<td>2,975</td>
<td>2,890</td>
<td>2,840</td>
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<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:

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<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
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<th>96x</th>
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<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>
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<td>$11,620</td>
<td>$11,450</td>
<td>$11,240</td>
<td>$11,130</td>
<td>$11,010</td>
</tr>
<tr>
<td>6 page</td>
<td>39,480</td>
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<td>37,440</td>
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<td>35,580</td>
<td>35,370</td>
<td>35,190</td>
<td>34,860</td>
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<td>33,720</td>
<td>33,390</td>
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</tr>
<tr>
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<td>49,200</td>
<td>47,720</td>
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<td>45,800</td>
<td>44,960</td>
<td>44,520</td>
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</tr>
<tr>
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<td>65,800</td>
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<td>56,200</td>
<td>55,650</td>
<td>55,050</td>
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</tr>
<tr>
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<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>66,060</td>
<td>66,060</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>
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<th>156x</th>
<th>204x</th>
<th>252x</th>
<th>300x</th>
<th>348x</th>
</tr>
</thead>
<tbody>
<tr>
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<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>
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<td>4,860</td>
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<td>4,400</td>
<td>4,335</td>
<td>4,290</td>
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<td>3,230</td>
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<td>3,095</td>
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<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>
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<th>96x</th>
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<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>
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<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>
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<td>28,620</td>
<td>27,920</td>
<td>27,140</td>
<td>26,740</td>
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<td>25,260</td>
<td>24,860</td>
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</tr>
<tr>
<td>6 page</td>
<td>42,930</td>
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<td>40,710</td>
<td>40,110</td>
<td>38,940</td>
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<td>37,290</td>
<td>36,660</td>
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<td>57,240</td>
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<td>64,500</td>
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<td>63,750</td>
<td>63,150</td>
<td>62,150</td>
<td>61,100</td>
<td>60,400</td>
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<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>
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</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 one insertion. 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>
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</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>
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<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>$1,000,001 - $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

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 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 tip 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

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.

Samples are mandatory for Cover tips 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></th>
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<th>JANUARY 25 ISSUE</th>
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<tr>
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<td>December 05</td>
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<td>December 17</td>
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<td><strong>Bonus Distribution: HIMSS - Feb 11-15, Las Vegas, NV</strong></td>
<td><strong>Bonus Distribution: HIMSS - Feb 11-15, Las Vegas, NV</strong></td>
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<td><strong>Bonus Distribution: ACP Internal Medicine Meeting, Apr 11-13, New Orleans, LA</strong></td>
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*Editorial features are subject to change*
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*Editorial features are subject to change
### JULY 10 ISSUE
- **Ad close:** May 28
- **Materials due:** June 07
- **Inserts due:** June 12

**Editorial features***:
**Bonus Distribution:**

### JULY 25 ISSUE
- **Ad close:** June 11
- **Materials due:** June 21
- **Inserts due:** June 26

**Editorial features***:
**Bonus Distribution:**

### AUGUST 10 ISSUE
- **Ad close:** June 25
- **Materials due:** July 08
- **Inserts due:** July 11

**Editorial features***:
**Bonus Distribution:**

### AUGUST 25 ISSUE
- **Ad close:** July 09
- **Materials due:** July 19
- **Inserts due:** July 24

**Editorial features***:
**Bonus Distribution:** **AAFP, Sep 24-28, New Orleans, LA**

### SEPTEMBER 10 ISSUE
- **Ad close:** July 29
- **Materials due:** August 08
- **Inserts due:** August 13

**Editorial features***:
**Bonus Distribution:** **AAFP, Sep 24-28, New Orleans, LA; MGMA, Oct 13-16, New Orleans, LA**

### SEPTEMBER 25 ISSUE
- **Ad close:** August 12
- **Materials due:** August 23
- **Inserts due:** August 28

**Editorial features***:
**Bonus Distribution:** **MGMA, Oct 13-16, New Orleans, LA**
<table>
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<th>Ad Close</th>
<th>Materials Due</th>
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<td><strong>NOVEMBER 10 ISSUE</strong></td>
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<td><strong>DECEMBER 10 ISSUE</strong></td>
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<td><strong>DECEMBER 25 ISSUE</strong></td>
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<td>November 14</td>
<td>November 19</td>
</tr>
</tbody>
</table>

*Editorial features are subject to change*
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.

Primary Care
ubmmedica.com/markets-products/primary-care

Business Solutions
ubmmedica.com/markets-products/business-solutions

Practice Management
ubmmedica.com/markets-products/practice-management

Cardiology
ubmmedica.com/markets-products/cardiology