

# Medical Economics<sup>®</sup>

SMARTER BUSINESS. BETTER PATIENT CARE.

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](http://ModernMedicine.com)

**1.25M+**  
database  
of HCPs

**1.5M**  
unique  
visitors/month

**3.5M**  
average page  
views/month

**780K**  
print  
subscribers

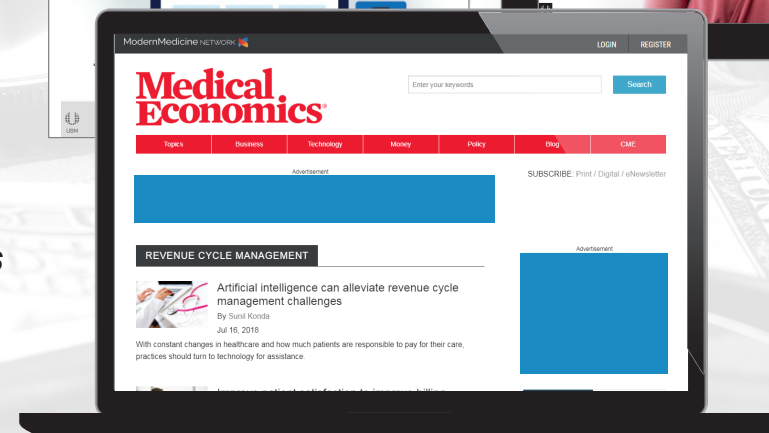
**1000+**  
KOL's on  
Editorial board

# Medical Economics®

SMARTER BUSINESS. BETTER PATIENT CARE.

*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



Highest Ranked Practice Management Publication in the market;  
Providing the tools doctors need to survive!

**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...

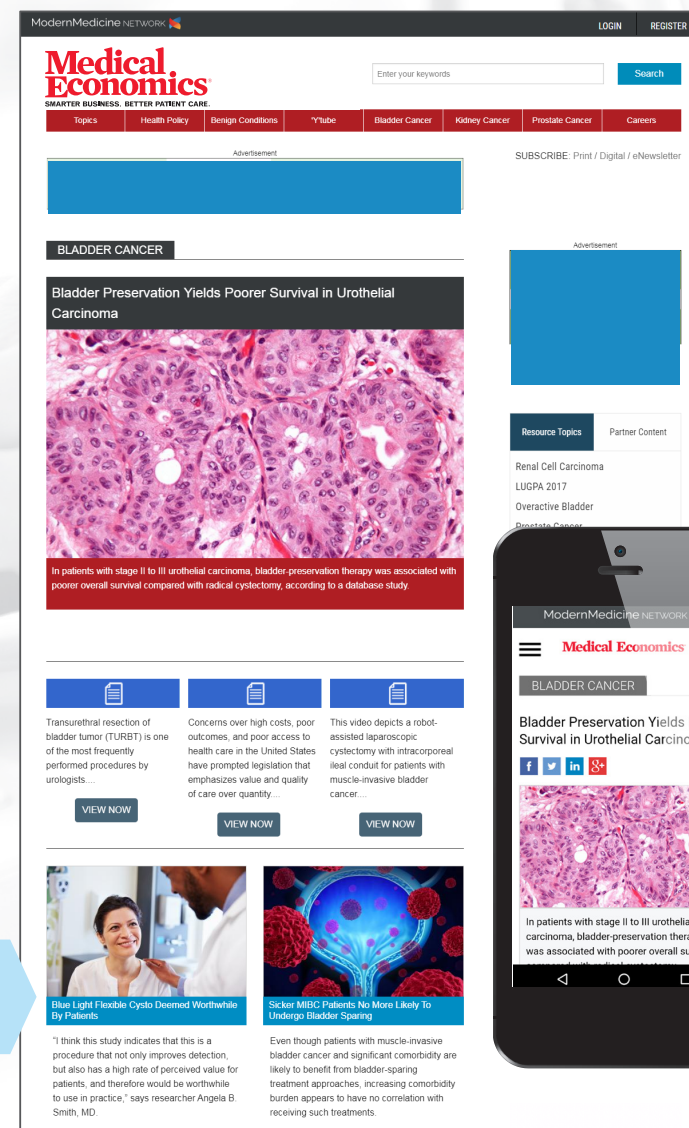
(Previously known as Topic Resource Centers)

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!





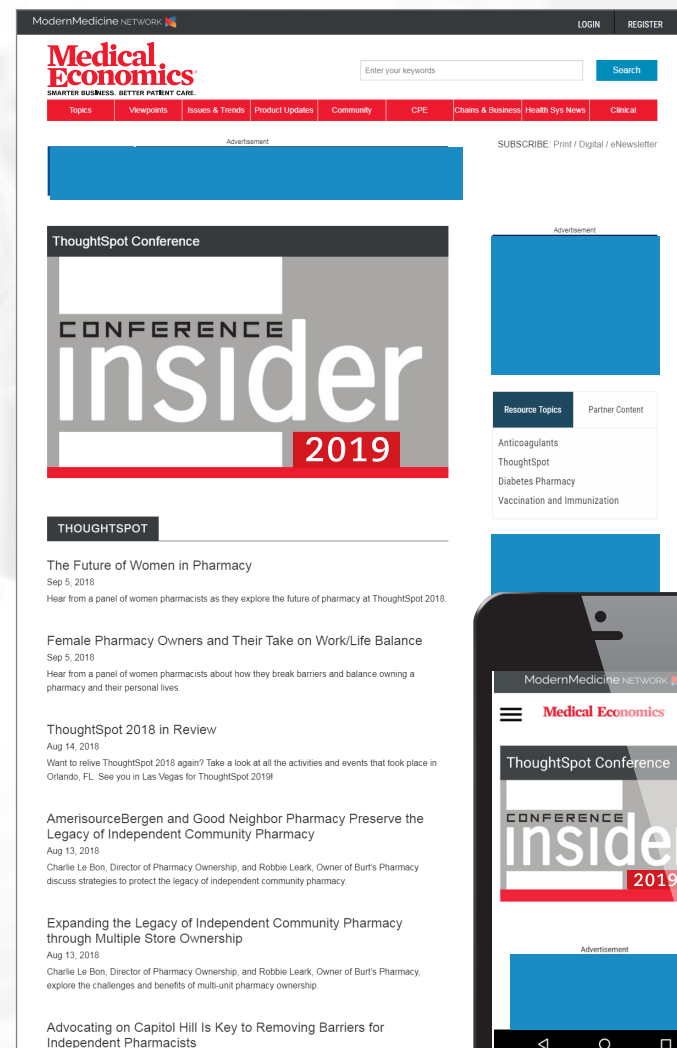
# Conference Coverage

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.**

The screenshot displays the ModernMedicine NETWORK website interface. At the top, there is a navigation bar with 'Home', 'All games', and 'Share' options. The main content area features a 'CHAMPIONS' CHALLENGE banner and a table listing various game rounds. A mobile app interface is overlaid on the right side of the screenshot, showing the same challenge details on a smartphone screen.

GAME NAME AND DESCRIPTION	ROUNDS	STATUS	VALUE
<p><b>Diagnostic Champions' Challenge</b> Cancer Network will host the "Diagnostic Champions' Challenge" for a total of five weeks. Each of these weeks will feature their own set of multiple choice questions to test your diagnostic ability. Every time you choose correctly, you'll win points based upon the level of difficulty. Did you make the high score leaderboard for that week's round? Congratulations! Don't make it? Try again! Build your skills and take the test as many times as you want, but only your first score counts.</p> <p>The preliminary rounds take place for the first four weeks. The top 10 scores for each week (from both the MD and non-MD tracks) will be invited to participate in the "Diagnostic Champions' Final Challenge" - the fifth week's round - to go head-to-head. The top scorer of the final round for the MD and non-MD track will be recognized as the champion!</p>	2	OPEN	21 pts
<p><b>Diagnostic Champions' Challenge #2</b> Cancer Network will host the "Diagnostic Champions' Challenge" for a total of five weeks. Each of these weeks will feature their own set of multiple choice questions to test your diagnostic ability. Every time you choose correctly, you'll win points based upon the level of difficulty. Did you make the high score leaderboard for that week's round? Congratulations! Don't make it? Try again! Build your skills and take the test as many times as you want, but only your first score counts.</p>	2	OPEN	11 pts
<p><b>Testing Game - Default</b> For the next five weeks, Patient Care presents the "Diagnostic Champions' Challenge." Each week features a set of multiple choice clinical dilemmas to test your diagnostic and therapeutic acumen. Every time you choose correctly, you'll win points based upon the level of difficulty. Did you make the high score leaderboard for that week's round? Congratulations! Don't make it? Try again! Build your skills and take the test as many times as you want, but only your first score counts.</p> <p>The preliminary rounds take place for the first four weeks. The top 10 scores for each week (from both the MD and non-MD tracks) will be invited to participate in the "Diagnostic Champions' Final Challenge" in the fifth week's round. The top scorer of the final round for the MD and non-MD track will be recognized as the champion!</p>	2	OPEN	200 pts
<p><b>Testing Game - Sept 12</b> game description text here</p>	11	OPEN	0 pts



# 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.**



The screenshot shows the Medical Economics website interface. At the top, there is a navigation bar with 'Medical Economics' logo, a search bar, and a menu with categories: Topics, Gynecology, Obstetrics, Infertility, Menopause, Practice Management, and Job Board. Below the navigation, the article title 'Pharmacogenomics: A pre-emptive tool for effective medication management' is displayed, dated 'Jun 1, 2018'. The article content includes a text block and a 'Podcasts:' section. Two podcast entries are listed: 'Versatility of CO<sub>2</sub>RE Platform in Treating Gynecological Indications and Women's Health' presented by Falguni Patel, MD, FACOG, and 'Advancement in Gynecological Procedures' presented by Martin A. Garcia, MD. A smartphone on the right side of the screenshot displays the mobile version of the same article.

## 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.

Ad Type	Dimensions (WxH)	Pricing
Leaderboard†; Medium Rectangle†; Skyscraper†; Wide Skyscraper†	728x90; 300x250; 120x600; 160x600	\$125/CPM (net)
Half Page†	300x600	\$150/CPM (net)
Pushdown*	970x90 – expands to 970x415	\$275/CPM (net)
Floating Footer	728x90; 970x90; 1025x100	\$255/CPM (net)

†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

Ad Type	Dimensions (WxH)	Pricing
Wallpaper	150x1050	\$250 CPM (net)

The screenshot shows the Medical Economics website homepage. Key elements include:
 

- Header:** ModernMedicine NETWORK logo, LOGIN, REGISTER, and a search bar.
- Navigation:** Topics, Business, Technology, Money, Policy, (Blog), CME, Job Board.
- Content:** A large article titled 'Payment reform' featuring an image of the US Capitol building with falling dollar signs. Below it, a 'RECENT CONTENT' section lists several articles with their authors and dates.
- Ad Placements:**
  - Leaderboard:** A blue banner at the top.
  - Medium Rectangle:** Two blue banners on the right sidebar.
  - Wallpaper:** Blue vertical banners on the left and right sides.
  - Recent Content:** A blue banner above the article list.
  - Current Issue:** A red banner for the 'CURRENT ISSUE' of 'Medical Economics'.
  - Floating Footer:** A blue banner at the bottom with social media icons.



## 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.

Frequency	Average Engaged Distribution*	Rectangle/Rec 300x250 (Net)	In-Column Text (Net)
3x/week	72,800**	\$2,800	\$2,800

\* 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.

Frequency	Average Engaged Distribution*	Rectangle/Rec 300x250 (Net)	In-Column Text (Net)
2x/month	90,000	\$2,800	\$2,800

\* 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.



### 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

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size (See note 2 below)	Host-initiated Subload (See note 3 below)	Animation/Video Guidelines (See video notes below)	Z-index Range	Unit-Specific Notes (See General Ad Requirements below)
Medium Rectangle	300x250	600x250	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Skyscraper / Wide Skyscraper	120x600, 160x600	600x600	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Leaderboard	728x90	728x315	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Half Page	300x600	600x600	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below	0 - 4,999	Expansion must be user-initiated
Pushdown	970x90	970x415	200 KB	300 KB	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	0 - 4,999	"Expanding Pushdown ad units ""push"" page content down rather than expanding over page content.
Wallpaper	150x1050	Expansion not allowed for this unit	200 KB	Not allowed for this unit	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	0 - 4,999	
In-Banner Video	300x250, 160x600, 728x90, 300x600	Expansion not allowed for these units	200 KB	100 KB	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	0 - 4,999	
Floating Footer	728x90, 970x90, 1025x100	Expansion not allowed for this unit	200 KB	300 KB	15 sec max animation length / Video not allowed for this unit	0 - 4,999	
Mobile Static Banner	300x50	Expansion not allowed for this unit	50 KB	Not allowed for this unit	15 sec max animation length / Video not allowed for this unit	0 - 4,999	
Mobile Wide Static Banner	320x50	Expansion not allowed for this unit	50 KB	Not allowed for this unit	15 sec max animation length / Video not allowed for this unit	0 - 4,999	

**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.

## 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

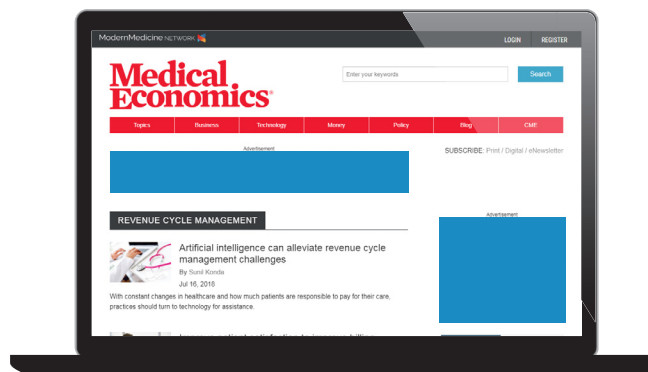
## GENERAL NOTES:

- **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.
- **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).

## 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.

Be seen **first**. Limited availability for this high impact position.

## 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 3/4" 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.



**Published 24 times a year**  
On the 10th and 25th of each month.

DISPLAY ADVERTISING

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

Additional Specifications

**Live matter:** Hold .375" from trim on all sides.

**Trim size of journal:** 7.875" x 10.75"

**Paper Stock:**

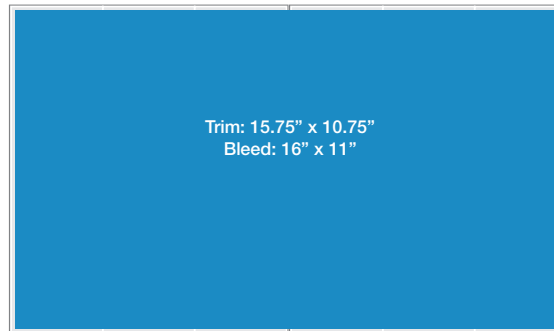
**Text Pages:** 50# coated.

**Covers:** 100# coated.

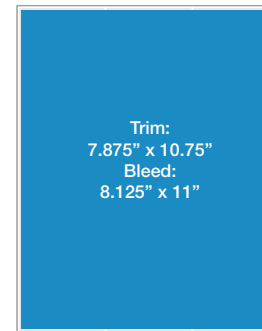
**Type of Binding:**

Perfect bound. Jogs to Foot.

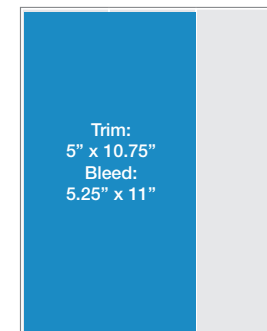
Spread



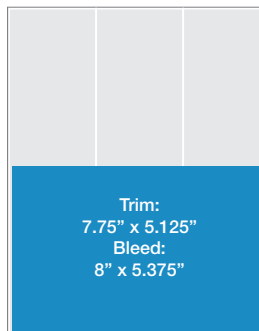
Full Page



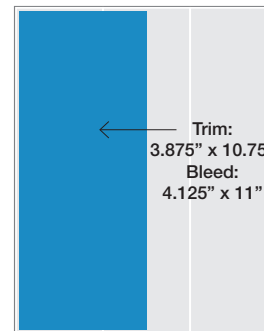
2/3 Page



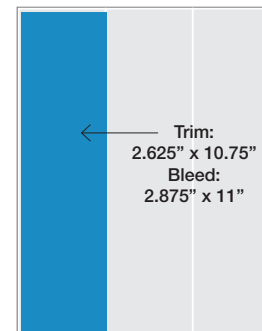
1/2 Page Horizontal



1/2 Page Vertical



1/3 Page Vertical



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
<b>TOTAL QUALIFIED CIRCULATION ....</b>	<b>191,000</b>

\* As filed with the BPA, subject to audit.



## PRINT DISPLAY ADVERTISING RATES – FULL-RUN:

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

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

**Charge per color/page or fraction**

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

**Cover Tips/Outserts:**

Consult publisher for rates and availability.

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.

**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.

**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.

## INSERT ADVERTISING RATES – FULL-RUN:

Insert Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x	156x	204x	252x	300x	348x
2 Page	\$29,490	\$28,600	\$27,900	\$27,130	\$26,730	\$25,940	\$25,790	\$25,620	\$25,500	\$25,260	\$24,900	\$24,430	\$24,190	\$23,930
4 page	58,980	57,200	55,800	54,260	53,460	51,880	51,580	51,240	51,000	50,520	49,800	48,860	48,380	47,860
6 page		85,800	83,700	81,390	80,190	77,820	77,370	76,860	76,500	75,780	74,700	73,290	72,570	71,790
8 page		114,400	111,600	108,520	106,920	103,760	103,160	102,480	102,000	101,040	99,600	97,720	96,760	95,720
10 page		143,000	139,500	135,650	133,650	129,700	128,950	128,100	127,500	126,300	124,500	122,150	120,950	119,650
12 page			167,400	162,780	160,380	155,640	154,740	153,720	153,000	151,560	149,400	146,580	145,140	143,580

**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:**

**Inserts** available on a limited basis. Rates for demographic inserts **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 a \$1,450 (non-commissionable) mechanical charge.

**Rates for demographic inserts 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 a \$1,450 (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.<sup>1</sup>

### IM DEMO ADVERTISING – ROB RATES:

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

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

**Charge per color/page or fraction**

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:

	1x	6x	12x	24x	36x	48x	72x	96x	120x	156x	204x	252x	300x	348x
2 Page	\$13,570	\$13,160	\$12,830	\$12,480	\$12,300	\$11,930	\$11,860	\$11,790	\$11,730	\$11,620	\$11,450	\$11,240	\$11,130	\$11,010
4 page	27,140	26,320	25,660	24,960	24,600	23,860	23,720	23,580	23,460	23,240	22,900	22,480	22,260	22,020
6 page		39,480	38,490	37,440	36,900	35,790	35,580	35,370	35,190	34,860	34,350	33,720	33,390	33,030
8 page		52,640	51,320	49,920	49,200	47,720	47,440	47,160	46,920	46,480	45,800	44,960	44,520	44,040
10 page		65,800	64,150	62,400	61,500	59,650	59,300	58,950	58,650	58,100	57,250	56,200	55,650	55,050
12 page			76,980	74,880	73,800	71,580	71,160	70,740	70,380	69,720	68,700	67,440	66,780	66,060

<sup>1</sup> ©Kantar Media, June 2017 Medical/Surgical Study - tables 111 and 211

### IM+CARD DEMO ADVERTISING – ROB RATES:

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

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

**Charge per color/page or fraction**

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:

	1x	6x	12x	24x	36x	48x	72x	96x	120x	156x	204x	252x	300x	348x
2 Page	\$14,740	\$14,310	\$13,960	\$13,570	\$13,370	\$12,980	\$12,900	\$12,800	\$12,750	\$12,630	\$12,430	\$12,220	\$12,080	\$11,970
4 page	29,480	28,620	27,920	27,140	26,740	25,960	25,800	25,600	25,500	25,260	24,860	24,440	24,160	23,940
6 page		42,930	41,880	40,710	40,110	38,940	38,700	38,400	38,250	37,890	37,290	36,660	36,240	35,910
8 page		57,240	55,840	54,280	53,480	51,920	51,600	51,200	51,000	50,520	49,720	48,880	48,320	47,880
10 page		71,550	69,800	67,850	66,850	64,900	64,500	64,000	63,750	63,150	62,150	61,100	60,400	59,850
12 page			83,760	81,420	80,220	77,880	77,400	76,800	76,500	75,780	74,580	73,320	72,480	71,820



## 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.

2018 Net Corporate Spend	Rate Savings	2018 Net Corporate Spend	Rate Savings
\$100,000 - \$250,000	0.50%	\$2,500,001 - \$3,000,000	5.00%
\$250,001 - \$500,000	0.75%	\$3,000,001 - \$3,500,000	6.00%
\$500,001 - \$750,000	1.00%	\$3,500,001 - \$4,000,000	8.00%
\$750,001 - \$1,000,000	1.50%	\$4,000,001 - \$4,500,000	10.00%
\$1,000,001 - \$1,500,000	2.00%	\$4,500,001 - \$5,000,000	12.00%
\$1,500,001 - \$2,000,000	3.00%	\$5,000,001 - \$5,500,000	14.00%
\$2,000,001 - \$2,500,000	4.00%	\$5,500,001 - \$6,000,000	16.00%

### 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:

- The minimum number of insertions at each level must be met within a calendar or fiscal year.
- 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.
- 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.
- 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.

## 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

Trims: 1/8" head, allow 1/8" for gutter, outside, and foot trim

**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.

### **Medical Economics**

c/o LSC Communications

Attn: Renea Patchin

3401 Heartland Dr

Liberty, MO 64068

Ph: 816-792-6365

## 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 3/4" 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](mailto: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/X1a. 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](mailto: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](mailto:klenzen@hcl.com)

To submit your ad materials,  
visit <https://ads.ubm.com>

## JANUARY 10 ISSUE

- » Ad close: **November 21**
- » Materials due: **December 5**
- » Inserts due: **December 12/10**

### Editorial features\*:

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

## JANUARY 25 ISSUE

- » Ad close: **December 05**
- » Materials due: **December 17**
- » Inserts due: **December 20**

### Editorial features\*:

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

## FEBRUARY 10 ISSUE

- » Ad close: **December 19**
- » Materials due: **January 03**
- » Inserts due: **January 08**

### Editorial features\*:

**Bonus Distribution:**

## FEBRUARY 25 ISSUE

- » Ad close: **January 04**
- » Materials due: **January 17**
- » Inserts due: **January 23**

### Editorial features\*:

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

## MARCH 10 ISSUE

- » Ad close: **January 22**
- » Materials due: **February 01**
- » Inserts due: **February 06**

### Editorial features\*:

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

## MARCH 25 ISSUE

- » Ad close: **February 05**
- » Materials due: **February 15**
- » Inserts due: **February 21**

### Editorial features\*:

**Bonus Distribution:**

\*Editorial features are subject to change

## APRIL 10 ISSUE

- » Ad close: **February 27**
- » Materials due: **March 11**
- » Inserts due: **March 14**

**Editorial features\*:**

**Bonus Distribution:**

## APRIL 25 ISSUE

- » Ad close: **March 13**
- » Materials due: **March 25**
- » Inserts due: **March 28**

**Editorial features\*:**

**Bonus Distribution:**

## MAY 10 ISSUE

- » Ad close: **March 26**
- » Materials due: **April 05**
- » Inserts due: **April 10**

**Editorial features\*:**

**Bonus Distribution:**

## MAY 25 ISSUE

- » Ad close: **April 09**
- » Materials due: **April 19**
- » Inserts due: **April 24**

**Editorial features\*:**

**Bonus Distribution:**

## JUNE 10 ISSUE

- » Ad close: **April 22**
- » Materials due: **May 03**
- » Inserts due: **May 08**

**Editorial features\*:**

**Bonus distribution:**

## JUNE 25 ISSUE

- » Ad close: **May 07**
- » Materials due: **May 17**
- » Inserts due: **May 22**

**Editorial features\*:**

**Bonus Distribution:**

\*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

\*Editorial features are subject to change

## OCTOBER 10 ISSUE

- » Ad close: **August 26**
- » Materials due: **September 06**
- » Inserts due: **September 11**

**Editorial features\*:**

**Bonus Distribution:**

## OCTOBER 25 ISSUE

- » Ad close: **September 09**
- » Materials due: **September 19**
- » Inserts due: **September 24**

**Editorial features\*:**

**Bonus Distribution:**

## NOVEMBER 10 ISSUE

- » Ad close: **September 23**
- » Materials due: **October 04**
- » Inserts due: **October 09**

**Editorial features\*:**

**Bonus Distribution:**

## NOVEMBER 25 ISSUE

- » Ad close: **October 08**
- » Materials due: **October 21**
- » Inserts due: **October 24**

**Editorial features\*:**

**Bonus Distribution:**

## DECEMBER 10 ISSUE

- » Ad close: **October 21**
- » Materials due: **October 31**
- » Inserts due: **November 05**

**Editorial features\*:**

**Bonus distribution:**

## DECEMBER 25 ISSUE

- » Ad close: **November 04**
- » Materials due: **November 14**
- » Inserts due: **November 19**

**Editorial features\*:**

**Bonus Distribution:**

\*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

[ubmmmedica.com/markets-products/primary-care](http://ubmmmedica.com/markets-products/primary-care)

## Business Solutions

[ubmmmedica.com/markets-products/business-solutions](http://ubmmmedica.com/markets-products/business-solutions)

## Practice Management

[ubmmmedica.com/markets-products/practice-management](http://ubmmmedica.com/markets-products/practice-management)

## Cardiology

[ubmmmedica.com/markets-products/cardiology](http://ubmmmedica.com/markets-products/cardiology)

**Medical  
Economics<sup>®</sup>**  
SMARTER BUSINESS. BETTER PATIENT CARE.