



2024 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

CHEST Physician[®] is the official newspaper of CHEST. Readers rely on *CHEST Physician* for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. Over 22,000 specialists in pulmonary disease, critical care medicine, sleep medicine, pediatric pulmonary medicine, cardiovascular medicine, and cardiothoracic surgery rely on *CHEST Physician* every month to cover the world of medicine with breaking news, medical meeting coverage, and expert perspectives both in print and online. Launched in partnership with CHEST, *CHEST Physician's* independent reporting keeps specialists up-to-date with the latest clinical and practice economics news, and provides news from CHEST to keep members informed on educational opportunities, policy initiatives, and the professional contributions of CHEST's leadership and fellows. All articles are researched, written, and produced by professional medical journalists.

CHEST Physician's website, www.mdedge.com/chestphysician (part of the MDedge[®] webportal), is the online multimedia destination of *CHEST Physician*. This site provides news and views that matter to cardiopulmonary and critical care specialists in a timely and interactive format. With award-winning daily news coverage, physicians can get immediate information online. *CHEST Physician* is the best way for physicians to stay current, save time, and gain perspective.



ADVERTISING/CONTRACTS/ INSERTION ORDERS

JOHN MOLLUSO
 Director Business Development
 201-232-5567
jmolluso@mdedge.com

PRINT PRODUCTION

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

Frontline Medical Communications
 283-299 MARKET ST
 (2 GATEWAY BUILDING)
 4TH FLOOR
 NEWARK, NJ 07102
 973-206-3434
www.frontlinerrates.com
FRONTLINE
 MEDICAL COMMUNICATIONS.

CONTACTS / COVER

PRINT ADVERTISING

- General Information
- Editorial Calendar
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Information
- Unique Opportunities

INTEGRATED MEDIA OPPORTUNITIES

- Digital Advertising
- Custom Programs
- Conferences

ABOUT FRONTLINE

For further information, contact the sales representative

GENERAL INFORMATION

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

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 2006
- **ORGANIZATION AFFILIATION:** American College of Chest Physicians
- **CONTRACT AND COPY REGULATIONS**
 - a. All contracts and contents of advertisements are subject to FMC’s approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
 - b. FMC reserves the right to inspect and approve all website advertising. Proof must be submitted to FMC no later than the ad space closing date.
 - c. Sweepstakes ads are prohibited by AMA list rental agreement.
 - d. FMC reserves the right to put the word “Advertisement” on advertising which, in FMC’s opinion, resembles editorial material.
 - e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.

- f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
- g. Rates are subject to change with 90 days’ notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
- h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

● **BONUS DISTRIBUTION**

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

● **AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS**

- a. Agency commission: 15% on all ads.
- b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency

- jointly and severally liable for such monies due FMC for contracted and published ad space.
- c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

● **CANCELLATIONS**

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

● **EDITORIAL**

CHEST Physician, the official newspaper of CHEST, provides news dealing with the important issues facing cardiopulmonary and critical care specialists. Editorial content includes meeting coverage, expert commentary and clinical trial results, plus reporting on the business and politics affecting specialists in diseases of the chest.

● **EDITORIAL/ADVERTISING RATIO**

55% editorial/45% advertising

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EDITORIAL MEETING CALENDAR

CHEST Physician Conference Schedule

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

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CIRCULATION CHEST Physician reaches over 22,000 specialists.

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

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

CIRCULATION VERIFICATION: Independent; AAM

Source: July 2023 AAM Circulation Statement

For more detailed AAM circulation information, [click here](#).

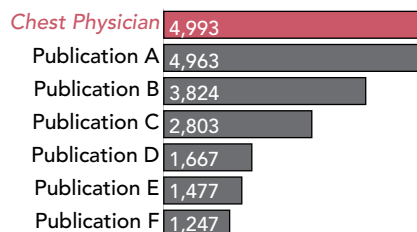
ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 5, 2023	December 12, 2023
February	January 10	January 18
March	February 8	February 15
April	March 11	March 18
May	April 10	April 17
June	May 9	May 16
July	June 11	June 18
August	July 11	July 18
September	August 9	August 16
October	September 10	September 17
November	October 10	October 18
December	November 5	November 13

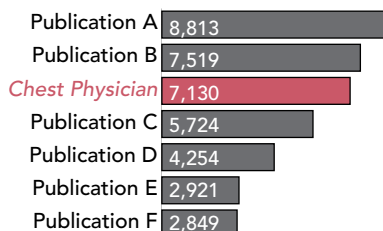
Stated Date of Mailing and Class: 15th of publication month. Standard class.

READERSHIP SCORES

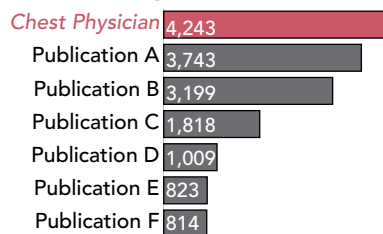
Average Page Exposures



Average Issue Readers



High Readers



Source: Kantar Media, Medical/Surgical May 2023 Media Measurement Study
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ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2024. Full year 2023 NET spend with FMC will establish the minimum discount levels for all advertising purchased in . All manufacturer promotional spend will be credited towards the corporate level, including electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in 2024 regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are listed in the graphic on the right.

2023 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2024 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

Corporate Frequency Discount Program

Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x.)

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available (see next page). Choose either the

continuity program or the new business/launch program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at frontlinerrates.com. Full-run only.

Prescribing Information (PI) Page Discounts:

Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.

Order of print ad discounts (As applicable)

1) Corporate earned frequency; 2) Journal Combination; 3) Journal list match; 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.

Earned Frequency

Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each

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ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

(cont'd)

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of CHEST Physician and receive 50% off the space and color charges of your fourth (4th) insertion. Only new products and line extensions are eligible for this program. Pre-launch ad units are not eligible. Launch ad unit must be same size for all four insertions. Discounted ad unit counts towards earned frequency. All combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount.

Continuity Discount Program

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

Double Impact Discount Program

Run two (2) insertions for the same product in the same issue of CHEST Physician and the second advertising unit is discounted 30% off earned black-and-white rate. When ad units differ in size, the 30% discount is applied to the smaller ad unit. Full color charges apply on both ads; no position guarantees.

Split Runs

• SPECIFICATIONS

1. Split runs can be either geographic (state or zip code) or demographic. If FMC matches supplied data, records must include Medical Education (M.E.) numbers.
2. Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
3. All split-run ROB advertising units must be the same size.
4. Split-run additional production charges are commissionable.
5. Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
6. The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted

demographic/targeted list, unless specifically noted on the insertion order.

• SPLIT-RUN RATES—INSERTS

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost.
4. No production charges for inserts.

• SPLIT-RUN RATES—RUN-OF-BOOK

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
4. Split-run Production Charges—Run-of-book: \$900 per split-run insertion.

• DISCOUNTS

Split-run advertisers do not qualify for combination, continuity, or new business/launch programs. Split-run insertions do count toward earned frequency and corporate discounts do apply.

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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$5,635	\$5,570	\$5,440	\$5,260	\$5,220	\$4,945	\$4,925	\$4,870	\$4,870	\$4,870
3/4 Page	5,065	4,975	4,890	4,785	4,725	4,595	4,495	4,395	4,395	4,395
Island Page	3,785	3,670	3,575	3,525	3,475	3,285	3,230	3,160	3,160	3,160
1/2 Page	3,385	3,285	3,230	3,160	3,090	2,970	2,890	2,840	2,840	2,840
1/4 Page	2,200	2,140	2,120	2,020	2,005	1,950	1,935	1,875	1,875	1,875

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,195
Five Color Rates (4C + PMS)	\$3,470

SPECIAL POSITIONS
Cover 2/Page 3 – Earned king rate + 30% (plus color)
Fourth Cover – Earned king rate + 60% (plus color)
Center Spread – Earned king rate + 25% (plus color)
Please consult account manager for additional special positions.

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

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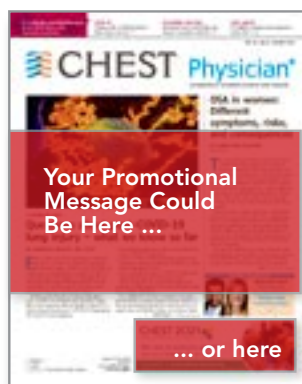
ABOUT FRONTLINE

For further information, contact the sales representative

COVER TIPS

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

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



SPACE RESERVATIONS

Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

SPECIFICATIONS		DESCRIPTION	TOTAL NET COST
Size: 10" x 6" or smaller	standard	2 page - single leaf	Please contact sales representative for pricing.
Multi page or pita pocket	non standard	minimum size: 4.5"(W) x 5"(H) maximum size: 10"(W) x 8"(H)	

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

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

Any cover tip that includes a folded PI:

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

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

FRONT COVER BANNER AD

- Advertisement runs on the lower right-hand corner of the cover
- Cost is the same as a four-color King page at your earned frequency rate
- Corporate discount applies; commissionable
- **SIZE:** 5 5/8" x 1 3/4"
- Email file to mdproduction@mdedge.com

OUTSERTS

Outserts are a great opportunity to capture high visibility through *CHEST Physician* that's highly read and trusted. Your preprinted outserts are placed with a current issue and polybagged for outstanding exposure. Please note: multiple items may appear within a polybag. Disease state exclusivity within the polybag is guaranteed. This is a cost-effective way to get your message to an engaged audience with a brand they trust most. Samples must be submitted for review. Availability contingent upon approval. Minimum size: 5"x5"; minimum weight: on 70# text; outserts over 3.2 oz. may incur additional costs.

Please contact sales representative for quantity with spoilage.

SAMPLES ONLY SHIP TO:

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

FOR APPROVED COVER TIPS / OUTSERTS SHIP TO:

Fry Communications
Ship Attn: Cory Eisenhower
CHEST Physician / ISSUE DATE
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055

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PRINTING INFORMATION

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

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

Production Contact: Rebecca Slebodnik
240-221-2417, rslebodnik@mdedge.com
- **FILE RELEASE INSTRUCTIONS**
Email files to mdproduction@mdedge.com.
Indicate in the body of the email:
 - Publication name,
 - Issue date,
 - Product,

- Manufacturer,
 - Contact name, email and telephone number.
- When uploading multiple files, please place all files in a folder and compress with ZIP.

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

- **INSERTS AND INSERT REQUIREMENTS**
 - a. **General Conditions**
Publication accepts both full King-size and "A-size" (minimum size: 7 3/4" x 10 1/2") inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability and quantities.
 - b. **Mechanical Specifications**
Maximum Paper Weight:
 - Two-page (single-leaf) and Four-page (double-leaf) inserts: 80 lb. text coated or matte
 - Larger inserts: Consult FMC

Size Requirements:

 - Full King-size: 10 3/8" x 12 7/8", must furnish trimmed; no portion will trim with publication

- "A-size": 7 3/4" x 10 1/2", must furnish trimmed; no portion will trim with publication
- Note: Multiple-leaf inserts to be furnished folded

Quantity:
● Consult FMC Production as quantity varies

- Shipping of Inserts:**
- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

Ship inserts to:
CHEST Physician
ISSUE DATE
Attn: Cory Eisenhower
Fry Communications
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055

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

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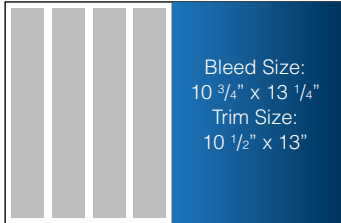
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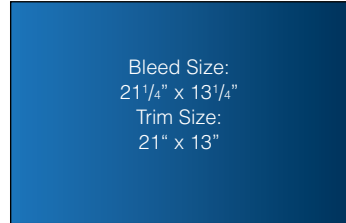
For further information, contact the sales representative

SPECIFICATIONS

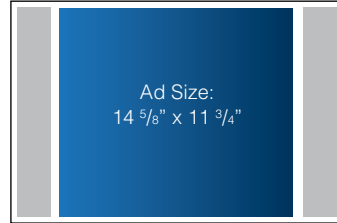
King-size Page



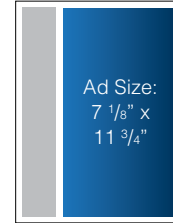
King-size Spread



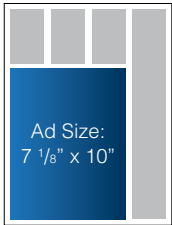
3/4 Vertical Spread



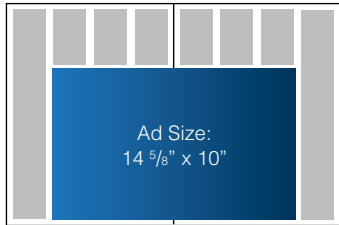
3/4 Vertical



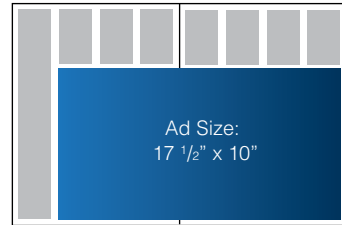
Island Page



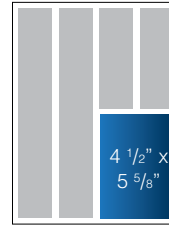
Island Spread



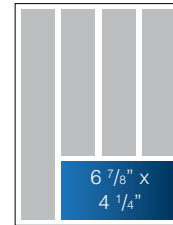
Island Page + 3/4 Page Horiz.



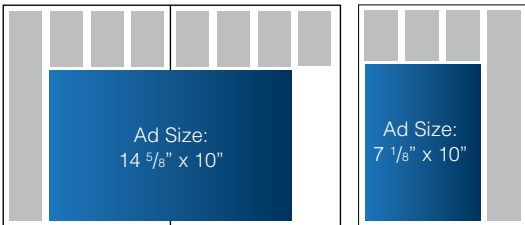
1/4 Page Vertical



1/4 Page Horizontal



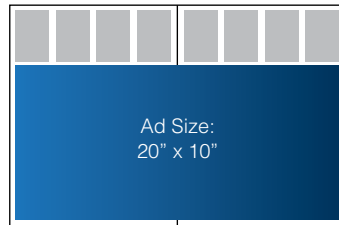
Island Spread + Island Page



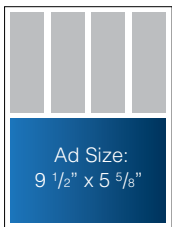
3/4 Horizontal



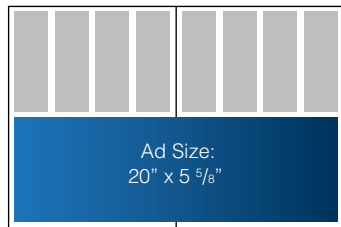
3/4 Horizontal Spread



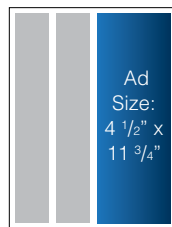
1/2 Page Horizontal



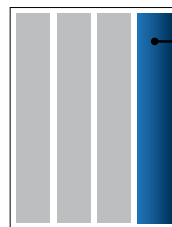
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 ¹/₂" x 13"
Live matter: Allow ³/₈" safety from all trim edges
Type of Binding: Saddle Stitch
Only Full Page Ads Bleed

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