



FEDERAL
PRACTITIONER

MDedge® | FedPrac

2025 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Founded in 1984, *Federal Practitioner*® is a monthly peer-reviewed clinical journal serving more than 35,000 physicians, clinical pharmacists, physician assistants, advanced practice nurses, and medical center administrators working within the Department of Veterans Affairs, the Department of Defense, and the Public Health Service. Journal articles including case reports, clinical review articles, original research, editorials, columns, and in-depth profiles of new programs and procedures within the federal health care system, have been recognized for their quality by the National Library of Medicine and are now included in PubMed Central®. *Federal Practitioner*® aims to meet the unique needs of those practicing within the federal health care community by keeping the readership apprised of practice guidelines pertinent to treating the nation's armed forces and veterans and by recognizing the distinct health care perspective these readers possess. In addition, the *Federal Practitioner*® website (www.mdedge.com/fedprac, part of the MDedge® web portal) is a robust resource that features monthly digital editions and audiocasts, the digital edition of the Directory of VA and DoD Health Care Facilities, webcasts, a blog community, special issues and supplements, and web-exclusive content, all with a federal health care perspective. Fed Prac also has an established app that features all regular issues, special issues, supplements, and the directory.

ADVERTISING/ CONTRACTS/ INSERTION ORDERS

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

PRINT PRODUCTION

DONNA PITURAS
Production Manager.
973-206-8011
dpituras@mdedge.com

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



FRONTLINE
MEDICAL COMMUNICATIONS

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For further information,
contact the sales representative

GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Advisor and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other [Standard Terms and Conditions](#) of our Rate Card (click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

Bonus Distribution Issues for Medical Conferences:

**pending live conferences*

February Issue

AMSUS
National Harbor, MD
March 3-6, 2025

March Issue

APhA Federal Pharmacy Forum
Nashville, TN
March 21-24, 2025

May Issue

USPHS Symposium (US Public Health Service)
Albuquerque, NM
June 9-12, 2025

August Issue

Association of VA Hematology/Oncology (AVAHO)
Phoenix, AZ
Sep 12-14, 2025

Ask about opportunities for conference coverage, newsletters, etc for any of these conferences. Contact [John Molluso](#)

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EDITORIAL

General Editorial Direction

Federal Practitioner[®] is a monthly, peer-reviewed, clinical publication indexed in PubMed Central featuring articles tailored to the more than 36,000 physicians, pharmacists, physician assistants, advanced practice nurses, and medical center administrators who serve in the Department of Veterans Affairs, the Department of Defense, and the Public Health Service. The editorial content includes clinical review articles, original research, case reports, clinical and pharmaceutical news, updates on disease management, practice guidelines, evidence-based medicine protocols, pertinent ethical viewpoints, and in-depth profiles of new programs and procedures within the federal health care system—which represents over 2,300 health care facilities, including hospitals, clinics, and nursing homes.

Average Issue Information (2024)

- **AVERAGE NUMBER OF FEATURE ARTICLES PER ISSUE:** 6.
- **AVERAGE ARTICLE LENGTH:** 6 pages.
- **EDITORIAL COLUMNS AND DEPARTMENTS:**
 - Editorial
 - Commentary
 - Clinical Review
 - Program Profile
 - Original Research
 - Reader Feedback
 - What's Your Diagnosis?
 - Case in Point

Origin of Editorial

- **STAFF WRITTEN (DEPARTMENTS ONLY):** 10%
- **SOLICITED:** 10%
- **AUTHOR SUBMITTED:** 80%
- **PEER REVIEW:** All clinical features are reviewed by at least 2 federal health care professionals

Editorial Research:

Research is conducted through surveys of physicians, pharmacists, physician assistants, and nurse practitioners from the VA, DoD, and PHS. Surveys are also distributed to health care professionals attending the USPHS, AVAHO, and AMSUS annual meetings. The surveys deal with current and future editorial subjects.

Ad Format and Placement Policy

Format:

- Between articles? Yes
- Welled? No
- Stacked? No
- Within articles? No
- Are ads rotated? Yes

Ad/Edit Information: 40/60

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CIRCULATION

Description of Circulation Parameters

Controlled circulation: Physicians, residents, pharmacists, physician assistants, nurse practitioners, and medical center administrators employed by the VA, DoD, and PHS.

Demographic Selection Criteria

- **AGE:** All ages.
- **PRESCRIBING:** Not applicable
- **CIRCULATION DISTRIBUTION:** 100% controlled
- **ASSOCIATION MEMBERS:** Association of VA Hematologists and Oncologists members (AVAHO)
- Paid Circulation: 70
- For Subscription rates, contact: (800) 480-4851

Circulation Verification:

- **AUDIT:** AAM
- **MAILING LIST AVAILABILITY:** [Publisher](#)

Coverage

Have any specialties been combined? No.

[CLICK HERE](#) for the most current BPA statement

ISSUANCE & CLOSING

First Issue: January 1984.

Frequency: Monthly, plus annual directory and data trends.

Issue Date: Month of issuance.

Mailing Date and Class: The 15th of the month. Periodicals class.

Closing Dates:

MONTHLY ISSUE	SPACE CLOSE	MATERIALS DUE	SPECIAL ISSUE	SPACE CLOSE	MATERIALS DUE
January	12/2/24	12/10/24	Cancer Data Trends	1/22/25	2/5/25
February	1/13/25	1/22/25	Mental Health Special Issue	2/20	3/6
March	2/11	2/20	AVAHO HemOnc May Issue	3/27	4/10
April	3/12	3/20	FDP Data Trends	5/19	6/4
May	4/16	4/24	AVAHO HemOnc Aug Issue	6/24	7/9
June	5/12	5/20	AVAHO Abstracts	7/22	8/5
July	6/10	6/18	Neurology Special Issue	8/26	9/11
August	7/15	7/23	Diabetes + CVD Special Issue.	9/25	10/9
September	8/11	8/19	NORD Rare Disease HemOnc	10/20	11/3
October	9/17	9/25	December Directory	11/3	11/21
November	10/15	10/23			
December	11/7	11/17			

CIRCULATION ANALYSIS

	Total	Physicians	Residents	Pharmacists	Administrators	Nurse Practitioners	Physician Assistants	Others
VA	30,450	20,315	195	6,791	162	2,138	428	421
DoD	4,436	4,381	0	18	7	16	10	4
PHS	1,082	244	0	756	10	8	64	0
Unclassified	48	26	0	7	1	1	3	10
Others Allied to the Field	55	32	0	7	0	10	2	4
Total Qualified Circulation	36,071	24,998	195	7,579	180	2,173	507	439

Note 1: Administrators includes directors, assistant or associate directors, and chiefs of staff. VA includes 1,293 AVAHO members. Date and source of breakdown: June 2024 AAM Circulation Statement

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

Effective Date: January 1, 2025

- AGENCY COMMISSION:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices. Not applicable to special issues.
- RATES SUBJECT TO CHANGE WITH 90 DAYS NOTICE:** Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Earned Rates

- 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 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.

Incentive Programs

- CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2025. Full year 2024 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2025. 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 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:

2024 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2025 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

Covers, Positions

Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added).

Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for 1 month.

Covers	
2nd cover*	25% premium above earned B&W rate, plus color charges
4th cover*	50% premium above earned B&W rate, plus color charges
Positions	
Opp Table of Contents	15% premium above earned B&W rate, plus color charges

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

- **THE FEDERAL PRACTITIONER® CONTINUITY PROGRAM:** Buy any 5 insertions, and receive the 6th insertion (regular issue only; of equal or lesser size) FREE*. Continuity program applies to 12-month period of January 2025 through December 2025 (or 12 month fiscal year where applicable.)

* Clients must supply materials for free insertions. Free pages count towards earned frequency. Free pages do not count towards the corporate discount.

- **THE FEDERAL PRACTITIONER® DIRECTORY PROGRAM:** Advertise in 4 issues of *Federal Practitioner*® (paid insertions) and the same ad unit will receive 20% off the earned Directory rate (B&W and color). Advertisers will be short rated if discount is not earned. Advertise in 6 issues of *Federal Practitioner*® (paid insertions) and the same ad unit will receive 30% off the earned Directory rate (B&W and color).
- **REFERENCE GUIDE AND SPECIAL ISSUE DISCOUNT PROGRAM:** Advertise in special issue or reference guide and earn 20% off

insertion in same month regular issue (must advertise the same product in the same month to receive 20% off the earned rate in the regular issue).

- **PRESCRIBING INFORMATION (PI) 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.
- **PREPAYMENT PLAN:** An optional prepayment program is available. Contact: John Molluso, Director Business Development, 201-232-5567 for additional details.

AVAHO HEMATOLOGY AND ONCOLOGY: MAY AND AUGUST

- **INDEPENDENT EDITORIAL DESTINATION**
All articles are physician-authored and peer-reviewed
- **MULTI-CHANNEL:** print, web, and mobile
Key AVAHO Media placement opportunity
- **2 HEMONC AVAHO ISSUES:** May and August 2025
- **MAY ISSUE SPACE CLOSE:** March 2025
- **AUGUST ISSUE SPACE CLOSE:** June 2025
Bonus distribution at medical meetings
- **BONUS ADDED VALUE** – Digital edition

AVAHO HemOnc: 2025	
1 – 2 page ad unit	\$43,000 net
3 – 5 page ad unit	\$51,000 net
6 – 8 page ad unit	\$58,000 net
9 – 10 page ad unit	\$63,000 net
Client Supplied Cover Tip	\$43,000 net



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FEDERAL HEALTH CARE REFERENCE GUIDE RATES

Available in Print, on mdedge.com/FedPrac, and on the free FedPrac App

● **THE FEDERAL PRACTITIONER® RESOURCE GUIDE DISCOUNT PROGRAM:**

Advertise in Data Trends and the annual Directory and receive 5% off each insertion. Both insertion orders must be submitted at the same time to qualify, on or before June 1.

DATA TRENDS ISSUE: July 2025	
ANNUAL DIRECTORY: December 2025	
Full Page (B&W)	\$9,800
1/2 Page (B&W)	\$8,550
BRC	\$9,800
4 Color Rates	
Full Page 4C	\$2,995
1/2 Page 4C	\$4,785
COVER 2: 25% premium above B&W rate, plus color	
COVER 4: 50% premium above B&W rate, plus color	
Color Rates: Same as Federal Practitioner 2025 color rates	

Directory Insert Rates			
2 Page Insert	\$15,655	4 Page Insert	\$33,910
6 Page Insert	\$46,735	8 Page Insert	\$65,925
10 Page Insert	\$79,110	12 Page Insert	\$99,470
16 Page Insert	\$125,755	24 Page Insert	\$195,535

Premium positions are ROFR then first come, first serve.
 Premium placements include Standard TOC, C2, C4, and Disease State in Data Trends or Center of Excellence in Directory.
 Covertips are ROFR, then first come, first serve.

Data Trends: July

- **COVERS AND POSITIONS:** See page 5.
- **SALES INCENTIVE:** See Resource Guides Discount Program.
- **ISSUE DATE:** July 2025
- **EDITORIAL:** This reference tool provides exclusive insight into key disease states that impact the practice of federal medicine, healthcare procedures, and patients. It focuses on incidence, prevalence, demographics, standards of care, etc. and is a multi-channel info-graphic issue.
- **DISTRIBUTION:** Full circulation, see Circulation section.
- **SPACE RESERVATIONS:** May 19, 2025.
- **MATERIALS DUE:** June 4, 2025
- **MAIL DATE:** July 15, 2025.



Directory: December

- **COVERS AND POSITIONS:** See page 5.
- **SALES INCENTIVE:** See Directory Program.
- **ISSUE DATE:** December 2025
- **EDITORIAL:** A directory of VA and DoD health care facilities listed alphabetically by state. Each listing contains the address, description of services offered, and size of the facility, as well as key medical health care professionals and centers of excellence..
- **DISTRIBUTION:** Full circulation, see Circulation section.
- **SPACE RESERVATIONS:** November 3, 2025
- **MATERIALS DUE:** November 21, 2025
- **MAIL DATE:** December 23, 2025
- Pricing: \$34 per copy.



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ADVERTISING RATES

Run-of-Book Rates

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$8,915	\$8,505	\$8,090	\$7,480	\$7,415	\$7,350	\$7,260	\$6,925	\$6,900	\$6,760
1/2 Page	8,015	7,310	6,855	6,390	6,355	6,260	6,205	5,965	5,935	5,820

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
Full Page	\$11,910	\$11,500	\$11,085	\$10,475	\$10,410	\$10,345	\$10,255	\$9,920	\$9,895	\$9,755
1/2 Page	11,010	10,305	9,850	9,385	9,350	9,255	9,200	8,960	8,930	8,815

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 Page Insert	\$17,895	\$17,095	\$16,325	\$14,910	\$14,775	\$14,685	\$14,300	\$13,770	\$13,695	\$13,415
4 Page Insert	35,370	33,790	32,260	29,400	29,155	28,950	28,220	27,160	27,005	26,470
6 Page Insert	N/A	50,880	48,585	44,305	43,930	43,620	42,510	40,910	40,690	39,875
8 Page Insert	N/A	67,585	64,515	58,825	58,330	57,895	56,435	54,315	53,985	52,910
10 Page Insert	N/A	85,085	81,230	74,080	73,475	72,945	71,100	68,460	68,075	66,715
12 Page Insert	N/A	N/A	97,165	88,595	87,860	87,220	85,025	81,850	81,395	79,770
16 Page Insert	N/A	N/A	129,015	117,610	116,650	115,805	112,855	108,610	108,010	105,850
24 Page Insert	N/A	N/A	N/A	175,670	174,210	172,925	168,540	162,165	161,250	158,025

Insert Rates: Client printed and supplied-*Fed Prac* can supply for additional charge. [See insert information on page 11.](#)

COLOR RATES

Four color	\$2,995
Five color (4C + PMS)	\$4,785

SPECIAL POSITIONS

2ND COVER:	25% premium above earned B&W rate, plus color charges
4TH COVER:	50% premium above earned B&W rate, plus color charges
OPP T OF C:	15% premium above earned B&W rate, plus color charges

Contact [John Molluso](#) for details and pricing.

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SPECIAL ISSUES

Federal Practitioner® special issues focus on specific diseases and topic areas to provide uniquely relevant content geared specifically toward federal health care providers. Available in print, in the *Federal Practitioner*® app and online in a digital edition, these issues provide informative and objective information that health care providers can refer to again and again. These special issues offer many media placement opportunities with premium positions offered by right of first refusal or first come first serve. Distribution may expand beyond the *Federal Practitioner*® audience as well.



2025 *Federal Practitioner* Special Issue Calendar

Issue's Specialty Theme	Space Close	Material Due	Mail Date
Cancer Data Trends Special Issue	1/22	2/5	3/18
Mental Health Special Issue	2/20	3/6	4/15
AVAHO HemOnc Special Issue May	3/27	4/10	5/20
Federal Practitioner Data Trends	5/19	6/4	7/15
AVAHO HemOnc Special Issue August	6/24	7/9	8/18
AVAHO Abstracts	7/22	8/5	9/16
Neurology Special Issue	8/26	9/11	10/21
Diabetes + CVD Special Issue	9/25	10/9	11/18
NORD Rare Cancer HemOnc Special Issue	10/20	11/3	12/16
Directory	11/3	11/21	12/23

Contact [John Molluso](#) for details and pricing.

Special issue rates are different from regular issue rates because the special issues are multi-channel and include bonus distribution at medical meetings and to expanded audiences with sister brands in the FMC portfolio. Contact [John Molluso](#) for special issue rates.

- To qualify for early bird discount and right of first refusal on premium positions, insertion orders must be received by deadline.
- Special Issues close two months before regular issues.
- Late insertion orders and materials may result in late fees.

All ads are included in the special digital edition as a value ad unless other arrangements are made in advance. Ads supplied should be approved for digital use. Be sure to indicate on insertion order.

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AVAHO UPDATES MICROSITE ASSOCIATION OF VA HEMATOLOGY/ONCOLOGY

Audience:

Full AVAHO membership + oncologists + hematologists

Fed Prac has an exclusive relationship with AVAHO and is the educational arm of the Association.

Receipt of the *Fed Prac* monthly and Special issues is a perk of AVAHO membership

In collaboration with AVAHO, *Fed Prac* oversees multiple print and digital special issues:

- May: Oncology/Hematology - multi-sponsored
- August: Oncology/Hematology - multi-sponsored
- September: Cancer Data Trends

Avaho Abstracts Monograph

Special Issues Premium Positions:

Current advertisers have the right of 1st refusal on positions when renewed by deadline. See Special Issue Calendar on the next page.

All ads are included in the special digital edition as a value ad unless other arrangements are made in advance. Ads supplied should be approved for digital use. Be sure to indicate on insertion order.

Also includes digital edition to non-VA hematologists and oncologists with MDedge Hem/Onc issue.

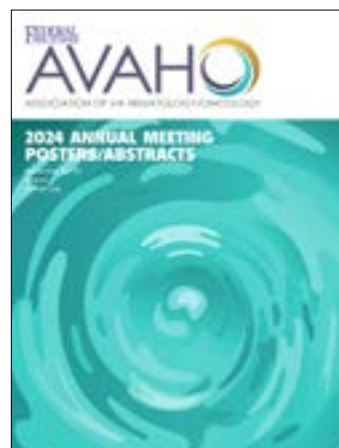
AVAHO Updates Microsite*

- *Fed Prac* manages the AVAHO site and creates new content on a regular, on-going basis
- *Fed Prac* prepares weekly eNewsletters sent on behalf of the president of the Association
- Advertisers with premium positions have ROFR with written commitment by November 1, 2025. Any positions not secured will be offered to other advertisers. Contracts must be received by December 1, 2025 or space will be offered to other advertisers.

*The AVAHO microsite and eNewsletters are considered custom programs and are sponsorships of the site and content.

The AVAHO site is a sponsorship opportunity purchased on a flat rate; therefore, viewability requirements DO NOT apply.

All microsite sponsorships are 12-month commitments and must be contracted in one insertion order/contract. No exceptions



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COVER TIPS/OUTSERTS

This is a great cost-effective way to get your message to an engaged audience of more than 36,000 physicians, pharmacists, physician assistants, advanced practice nurses, and medical center administrators 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



Cover Tip Rates

Specifications	Description	Cost*
Size: 7 1/2" (W) x 5 1/4" (H) 80# stock; no UV coating	2 page-4 page	Please consult the sales representative for pricing
	6 page-8 page	Please consult the sales representative for pricing

- Cover tips must supply a sample or accurate mock-up three weeks prior to materials' due date.
- Any cover tip that includes a folded PI will incur an additional charge and must run as a 4 pager with PI glued on inside and wafer sealed.
- Cancellations of less than 60 days written notice will incur a fee equal to 25% of the cost.
- *Federal Practitioner*® may prepare/produce cover tips for an additional cost.
- Includes space and polybag only; materials supplied by client.
- These prices not applicable on special issues.
- Cost is net; non-commissionable.

Outserts

Print outserts are a great opportunity to capture high visibility through a brand that's highly read and trusted by more than 35,000 physicians, pharmacists, physician assistants, advanced practice nurses, and medical center administrators.

- Placed with a current issue and polybagged for outstanding exposure.
- Samples must be submitted for review. Availability contingent upon approval.

Please contact [John Molluso](#) for detailed pricing.

INSERT INFORMATION

Availability and Acceptance

- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (eg, paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur a premium charge.

Standard Sizes and Specifications

All inserts are to be supplied untrimmed, printed, folded (except single leaf), and ready for binding. Maximum paper stock: 80 lb.; maximum micrometer readings: 0.004". *Fed Prac* can supply for an additional charge, contact [John Molluso](#).

Trimming

Insert delivered size should be 8 1/8" x 11". Trimming of oversize inserts will be charged at cost.

Keep live matter 3/8" from trimmed edges; allow 1/8" head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7 7/8" x 10 3/4".

Insert Quantity: **39,000**.

Shipping

Mark all insert cartons with Federal Practitioner, month of issue, advertiser, product name, and insert quantity.

SAMPLES ONLY SHIP TO:

Quad
Attn: Tony Lechner/Publication Name and Issue Date
N61 W23044 Harry's Way
Sussex, WI 53089-3995

Requests for reprints of special issues and supplements - please contact [John Molluso](#).

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PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

NON-BLEED SIZES		
	Width	Depth
Spread	14 7/8"	10"
Full page	7"	10"
1/2 page (horizontal)	5"	7"
1/2 page (vertical)	3 1/2"	10"
BLEED SIZES		
	Width	Depth
Full page	8 1/8"	11"
Spread	16 1/4"	11"
TRIM SIZES		
	Width	Depth
Full page	7 7/8"	10 3/4"
Spread	16"	10 3/4"

- Hold all live matter in 3/8" from all sides.
- Trim size of journals: 7 7/8" x 10 3/4".

Paper Stock

- **INSIDE PAGES:** 45 lb coated.
- **COVERS:** 70 lb coated.

Type of Binding: Perfect-bound.

Reproduction Requirements

Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines. Maximum density 300%. Body and cover printed heat-set web offset.

Materials Accepted

PDF x 1a and PDF

Send reproduction materials to:
Federal Practitioner®,
 Frontline Medical Communications Inc.,
 Donna Pituras, Production Manager,
dpituras@mdedge.com, 973-206-8011

Digital contract proof accepted but not required.

Ship proofs only to:

Quad

Attn: Tony Lechner/Publication Name and Issue Date
 N61 W23044 Harry's Way
 Sussex, WI 53089-3995

Materials Policy

Materials will be held 1 year from date of last insertion and then destroyed.

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ADVERTORIALS

The advertorial must include the following:

“Advertisement” should be printed horizontally and centered at the top of each advertising unit in 12 pt black type.

The format/presentation of the advertorial should NOT mimic the publication. It should not be confused with editorial content in the publication.

A prominent display of the company name, logo, or both so that readers can quickly ascertain that the information is an advertisement from the company and not part of the journal's editorial content. The point size should be at least 14 pt

The Publisher will send the advertorial for a medical review. Final PDF should be shared with FMC Editorial and Production prior to space close to ensure adequate time for medical review.

ADDITIONAL NOTES:

If the advertorial contains a sponsorship line, the client must also add the following disclaimer:

Neither the Editorial Advisory Board of *Federal Practitioner* nor the publication's reporting or editing staff contributed to this content.

REPRINTS / EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other health care providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

For USA & CANADA ONLY CONTACT:

Wright's Media
2407 Timberloch Place, Suite B
The Woodlands, Texas 77380
Toll: 877-652-5295
Email: frontline@wrightsmedia.com
Website: www.wrightsmedia.com

ALL OTHER CONTACT:

Ray Thibodeau, Executive Vice President
Content Ed Net
196 West Ashland St. Suite 102
Doylestown, PA 18901
Phone: 267-895-1758
Cell: 215-933-8484
Skype: raythibodeau1
Email: Ray.Thibodeau@contentednet.com
Website: www.contentednet.com

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UNIQUE OPPORTUNITIES

Multi-sponsored Special Issue Supplements:

Multi-sponsored print and digital themed special issues focus on specific diseases and/or topic areas to provide uniquely relevant in-depth content geared specifically toward physicians and other HCPs with the market.

Available in print and on-line, these issues provide informative and objective information on a topic of interest that HCPs can refer to again and again. This may include diagnosis and treatment information around a disease state; content devoted to a subgroup of the primary specialty; or content produced on behalf of or in collaboration with any of our medical association, patient advocacy group, or Society partners.

These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Federal Practitioner* audience as well.

- Special issue supplements polybag and mail with regular issues of *Federal Practitioner*
- Special issue supplements are posted online in the education center of www.mdedge.com/fedprac
- Print versions receive Bonus Distribution at various medical meetings and events.

Pricing:

Please consult with the sales representative on advertising rates for each special issue. Cover tips are also available, please consult with Publisher regarding availability and costs. Ads must be approved for both print and digital placements.

Cancellation Policy:

Space may be cancelled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

Closing Dates, Inserts, and Specifications:

Please consult the sales representative for closing dates, insert quantity and print/digital advertising specs.



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