



**Pediatric News**<sup>®</sup>  
from **Medscape**

# 2025 ADVERTISING RATE CARD

## PUBLISHER'S STATEMENT

Launched in 1967, *Pediatric News*<sup>®</sup> (published by Frontline Medical Communications) is one of the leading independent newspapers for pediatricians. With specialty-focused news and insightful commentary – in a clear, concise, accessible format – *Pediatric News* keeps busy physicians up-to-date on clinical advances that impact their daily practice of medicine. *Pediatric News* is published monthly and circulates to over 57,000 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All news articles are researched, written, and produced by professional medical journalists. *Pediatric News* is the best way for pediatricians to stay up-to-date, save time, and gain perspective.

## ADVERTISING / CONTRACTS / INSERTION ORDERS

### **CHERYL WALL**

Director of Business Development  
978-356-0032  
[cwall@mdedge.com](mailto:cwall@mdedge.com)

## PRINT PRODUCTION

### **REBECCA SLEBODNIK**

Director of Production/Manufacturing  
240-221-2417  
[rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)



**Frontline Medical Communications**  
**283-299 MARKET ST**  
**(2 GATEWAY BUILDING)**  
**4TH FLOOR**  
**NEWARK, NJ 07102**  
**973-206-3434**  
[www.frontlinerate.com](http://www.frontlinerate.com)

**FRONTLINE**  
MEDICAL COMMUNICATIONS

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## MULTI-SPONSORED SUPPLEMENTS

For further information,  
contact the sales representative

## GENERAL INFORMATION

*Pediatric News* is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1967
- **ORGANIZATION AFFILIATION:** Independent; AMM; AAM

- **EDITORIAL/ADVERTISING RATIO**  
55% editorial/45% advertising

### ■ 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 web site 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.

- **ADVERTISERS' INDEX:** Back-of-book

### ■ ADVERTISING SERVICE

- a. Convention Bonus Distribution:  
*\*pending live conferences*

#### September Issue:

American Academy of Pediatrics  
Denver, CO; September 26-30, 2025

Select issues will be distributed at various meetings depending upon publication date. Select issues will be distributed at MedscapeLive Dermatology conferences in 2025; pending live meetings and confirmed dates. Please consult with Publisher for more information.

- b. Sales force bulk subscription discount available.

### ■ 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:** The *Pediatric News* print publication provides practicing physicians with timely and relevant news, conference coverage, and commentary about clinical developments in their field and about the impact of healthcare policy on their specialty and their practice. All news articles are researched, written and produced by professional medical journalists.

News topics range from vaccinations to mental health to dermatology and many others, with commentaries from leaders in the field adding clinical perspective.

Columnists offer insights on issues in behavioral pediatrics, infectious diseases, child psychiatry, transgender health, and ethics.

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## EDITORIAL MEETING CALENDAR

### 2025 Pediatrics Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
American Academy of Allergy, Asthma, & Immunology (AAAAI)	03/06/25	April 2025
American Academy of Dermatology (AAD) Annual Meeting	03/14/25	May 2025
American Academy of Neurology (AAN)	04/10/25	June 2025
Pediatric Academic Societies (PAS)	04/30/25	June 2025
Digestive Disease Week (DDW 2025)	05/12/25	July 2025
American Association of Clinical Endocrinologists (AACE)	05/21/25	July 2025
American Psychiatric Association (APA)	05/26/25	July 2025
American Society of Clinical Oncology (ASCO)	06/06/25	August 2025
EULAR (European League Against Rheumatism): 2025 Congress	06/18/25	August 2025
American Diabetes Association (ADA)	06/26/25	August 2025
Endocrine Society: ENDO 2025	07/18/25	September 2025
American Neurological Association (ANA)	09/19/25	November 2025
American Academy of Pediatrics (AAP): National Conference and Exhibition	10/03/25	December 2025
American Epilepsy Society (AES)	12/12/25	February 2025

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## CIRCULATION Pediatric News reaches over 57,000 specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners.

CIRCULATION ANALYSIS						
Specialty	Office-Based	Residents	Hospital Staff	Osteopaths*	Other Professional Activity	TOTAL QUALIFIED
Pediatrics	41,047	5,324	5,579	3,708	341	55,999
Pediatrics, Infectious Disease	545	133	162	5	14	859
Pediatric Nurse Practitioners	-	-	-	-	-	580
<b>Total Qualified Distribution</b>	<b>41,592</b>	<b>5,457</b>	<b>5,741</b>	<b>3,713</b>	<b>355</b>	<b>57,438</b>

\*NOTE: Osteopaths consists of office-based, hospital-based and other practice.  
Source: July 2024 AAM Circulation Statement.

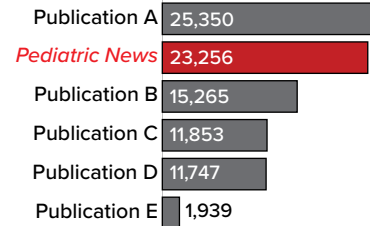
## ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 12, 2024	December 19, 2024
February	January 27	February 3
March	February 20	February 27
April	March 25	April 1
May	April 17	April 24
June	May 19	May 28
July	June 19	June 26
August	July 25	August 1
September	August 19	August 26
October	September 24	October 1
November	October 21	October 28
December	November 18	November 25

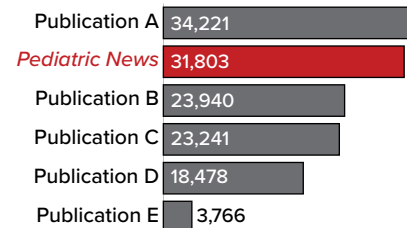
Stated Date of Mailing and Class: 15th of publication month. Periodicals class.

## READERSHIP SCORES

### Average Page Exposures



### Average Issue Readers



Source: Kantar Media, Medical/Surgical May 2024  
Media Measurement Study © Copyright 2024 Kantar

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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 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 listed in the graphic on the right.

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%

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](http://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 *Pediatric News* 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 FMC combination discounts apply. Launch Program may not be combined with Continuity Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

## Continuity Discount Program

Please select one program. (Programs cannot be combined.)

- a. Run an ad for the same product in five (5) issues

- of *Pediatric News* during 2025 and receive your 6th insertion at no charge. Ads do not need to run consecutively. Free ad must be same size as unit (or smaller) than previously placed space. Premium position charges still applicable on free ad. Free ads count toward earned frequency.
- b. Run an ad for the same product in every issue (12) of *Pediatric News* during 2025 and receive the 6th and 12th insertions at no charge. Free ad must be same size as unit (or smaller) than previously placed space. Premium position charges still applicable on free ads. Free ads count toward earned frequency.
- c. Run an ad for the same product in every issue (12) of *Pediatric News* during 2025 and deduct 8.3% off each insertion throughout the year.

Program available to full-run and full-cost split-run advertisers; ROB production charges apply. Cover tips do not get counted towards continuity discount program.

## New Advertiser Program

Any advertiser that has not placed space in the last 12 months earns 10% off each insertion. Ads do not need to be consecutive. Only companies that have not advertised in the publication in the past 12 months are eligible for this program. The discounted ad unit counts towards earned frequency. Premium position charges still apply to the fourth ad.

# ADVERTISING OPPORTUNITIES / INSERTS

## 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	\$8,260	\$8,030	\$7,985	\$7,800	\$7,675	\$7,510	\$7,440	\$7,320	\$7,265	\$7,145
3/4 Page	7,735	7,560	7,400	7,215	7,035	6,830	6,730	6,615	6,495	6,275
Island Page	6,090	5,915	5,810	5,590	5,480	5,345	5,210	5,165	5,135	5,000
1/2 Page	5,955	5,785	5,675	5,375	5,310	5,200	5,090	4,995	4,930	4,880
1/4 Page	2,995	2,910	2,875	2,695	2,675	2,640	2,500	2,475	2,435	2,425

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$11,690	\$11,460	\$11,415	\$11,230	\$11,105	\$10,940	\$10,870	\$10,750	\$10,695	\$10,575
3/4 Page	11,165	10,990	10,830	10,645	10,465	10,260	10,160	10,045	9,925	9,705
Island Page	9,520	9,345	9,240	9,020	8,910	8,775	8,640	8,595	8,565	8,430
1/2 Page	9,385	9,215	9,105	8,805	8,740	8,630	8,520	8,425	8,360	8,310
1/4 Page	6,425	6,340	6,305	6,125	6,105	6,070	5,930	5,905	5,865	5,855

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$3,430
Five Color Rates (4C + PMS)	\$4,885

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 sales representative for additional special positions.

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$12,550	\$12,200	\$11,985	\$11,510	\$11,285	\$11,015	\$10,755	\$10,630	\$10,570	\$10,295
2-Page King	17,005	16,555	16,455	16,075	15,815	15,480	15,330	15,085	14,960	14,730
4-Page A-size	25,095	24,390	23,955	23,030	22,580	22,025	21,485	21,275	21,125	20,590
4-Page King	34,015	33,100	32,920	32,150	31,630	30,955	30,665	30,165	29,920	29,470
6-Page A-size	37,650	36,580	35,935	34,545	33,865	33,050	32,235	31,905	31,700	30,900
6-Page King	51,035	49,655	49,360	48,230	47,445	46,440	45,980	45,260	44,895	44,190
8-Page A-size	50,200	48,785	47,915	46,075	45,145	44,070	42,975	42,545	42,265	41,190
8-Page King	68,050	66,200	65,820	64,305	63,275	61,920	61,315	60,350	59,850	58,920

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## CHILDREN'S SKIN CARE COMBINATION DISCOUNT PEDIATRIC NEWS + DERMATOLOGY NEWS

10% off *Pediatric News* and 7.5% off *Dermatology News*

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Pediatric News* and *Dermatology News*. Full-run only. Insertions count towards earned frequency.

<b>COLOR RATES (In addition to black &amp; white rates)</b>	
Four Color Rates	\$5,245
Five Color Rates (4C + PMS)	\$7,955

<b>BLACK-AND-WHITE RATES</b>										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$11,895	\$11,540	\$11,430	\$11,165	\$10,960	\$10,705	\$10,580	\$10,365	\$10,255	\$10,070
3/4 Page	11,095	10,735	10,445	10,240	10,060	9,855	9,640	9,510	9,140	8,900
Island Page	8,940	8,590	8,430	8,165	8,000	7,795	7,640	7,540	7,455	7,285
1/2 Page	8,680	8,340	8,105	7,765	7,670	7,485	7,290	7,160	7,030	6,965
1/4 Page	4,380	4,190	4,110	3,900	3,860	3,790	3,620	3,585	3,505	3,480

<b>INSERT RATES</b>										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$18,295	\$17,585	\$17,235	\$16,700	\$16,355	\$15,945	\$15,640	\$15,410	\$15,225	\$14,885
2-Page King	24,335	23,620	23,380	22,845	22,405	21,900	21,635	21,210	20,970	20,625
4-Page A-size	36,575	35,170	34,455	33,400	32,710	31,885	31,240	30,820	30,460	29,775
4-Page King	48,660	47,230	46,775	45,705	44,825	43,810	43,290	42,410	41,955	41,245
6-Page A-size	54,845	52,745	51,690	50,090	49,060	47,835	46,860	46,225	45,695	44,670
6-Page King	73,015	70,845	70,155	68,560	67,235	65,715	64,920	63,615	62,950	61,855
8-Page A-size	73,130	70,315	68,930	66,815	65,415	63,775	62,490	61,640	60,920	59,550
8-Page King	97,330	94,440	93,545	91,415	89,670	87,625	86,575	84,820	83,920	82,460

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## 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



## 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](mailto:mdproduction@mdedge.com)

## 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: 7"(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.

## OUTSERTS

Outserts are a great opportunity to capture high visibility through *Pediatric News* 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: 7"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:

Quad  
 Attn: Todd Kelley / *publication name and issue date*  
 N61 W23044 Harry's Way  
 Sussex, WI 53089-3995  
 and  
 Rebecca Slebodnik  
 7222 Talisman Lane  
 Columbia, MD 21045

### FOR APPROVED COVER TIPS / OUTSERTS SHIP TO:

Quad  
 Attn: Tony Lechner/Publication Name and Issue Date  
 N11896 Hwy. 175  
 Lomira, WI 53048

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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](mailto:rslebodnik@mdedge.com)

### ■ **FILE RELEASE INSTRUCTIONS**

Email files to [mdproduction@mdedge.com](mailto: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:*

##### **Quad**

**Attn: Tony Lechner/Publication Name and Issue Date**

**N11896 Hwy. 175  
Lomira, WI 53048**

### ■ **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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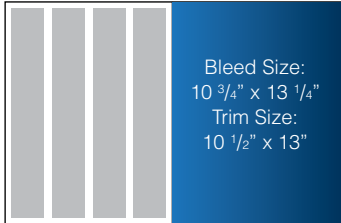
Cover Tips, Outserts, Reprints

Printing Information

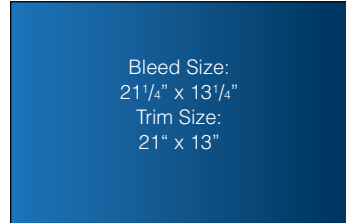
### MULTI-SPONSORED SUPPLEMENTS

# SPECIFICATIONS

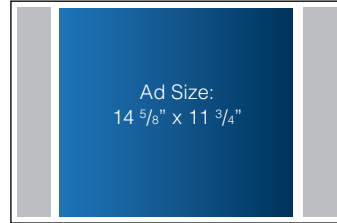
King-size Page



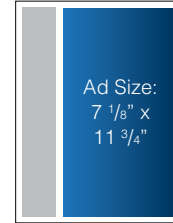
King-size Spread



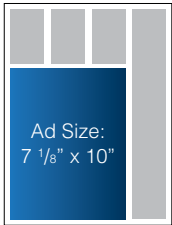
3/4 Vertical Spread



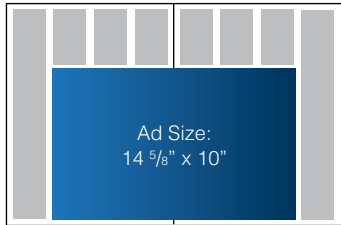
3/4 Vertical



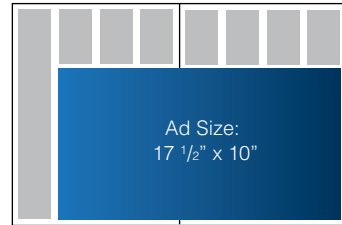
Island Page



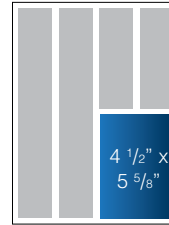
Island Spread



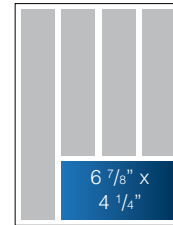
Island Page + 3/4 Page Horiz.



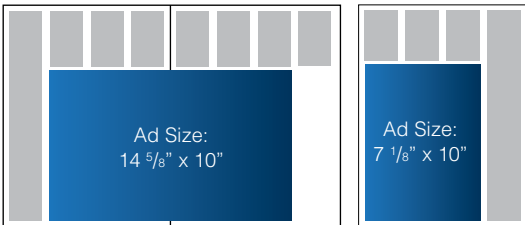
1/4 Page Vertical



1/4 Page Horizontal



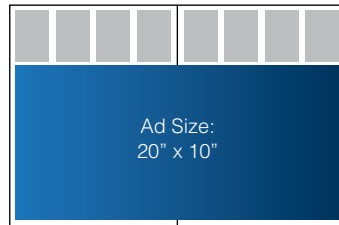
Island Spread + Island Page



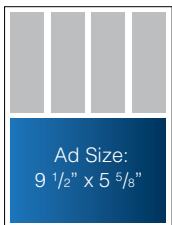
3/4 Horizontal



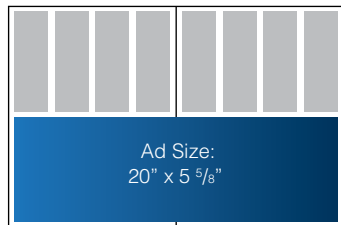
3/4 Horizontal Spread



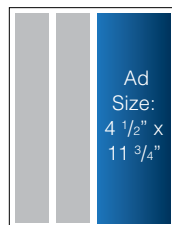
1/2 Page Horizontal



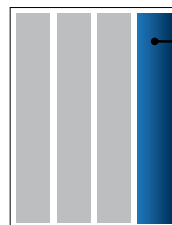
1/2 Horizontal Spread



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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For further information, contact the sales representative

## 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 newspaper’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 *Pediatric News* 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 healthcare 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.

### REPRINTS—USA & CANADA ONLY

#### CONTACT:

Wright’s Media  
2407 Timberloch Place, Suite B  
The Woodlands, TX 77380  
Toll Free: 877-652-5295  
Email: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
[www.wrightsmedia.com](http://www.wrightsmedia.com)

### REPRINTS—ALL OTHER

#### CONTACT:

Ray Thibodeau, Executive Vice President  
Content Ed Net  
350 South Main St., Suite 113B  
Doylestown, PA 18901  
Phone: 267-895-1758  
Cell: 215-933-8484  
Skype: raythibodeau1  
Email: [Ray.Thibodeau@contentednet.com](mailto:Ray.Thibodeau@contentednet.com)  
[www.contentednet.com](http://www.contentednet.com)

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## MULTI-SPONSORED SUPPLEMENTS

Issue	Space Close	Materials Due	Bonus Distribution	Topic
September	07/21/25	08/04/25	See page 2	Pediatric Dermatology

Supplement will polybag and mail with that month's issue.  
 Supplement will be posted online in the medical education library of the newspaper's website.

### RATES

Special rate card is used for multi-sponsored supplements. Monthly *Pediatric News* costs provided in this media kit are not applicable to multi-sponsored supplements. Please consult with the Publisher for advertising rate card for these topic focused issues.

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.

### AD SPECIFICATIONS

- **1 PAGE**  
 Trim size: 7 7/8" x 10 3/4"  
 Bleed size: 8 1/8" x 11"
- **SPREAD:**  
 Trim size: 15 3/4" x 10 3/4"  
 Bleed size: 16" x 11"  
 Live matter: Allow 1/4" safety all sides

### CANCELLATION POLICY

Space may be canceled 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.

Please consult with sales representative on costs for each supplement or to request the multi-sponsored rate card. Cover tips also available; please consult with sales representative regarding availability and costs.

Please note: All 2024 advertisers have FROR on any premium placements. **For any insertion orders issued for above, please state ad is approved for both print and digital placements.**

### Inserts

Please consult with **Cheryl Wall**, for quantity and specs.



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### RUN-OF-BOOK PRODUCTION REQUIREMENTS

- PDF/X-1a required
- All images must be CMYK (RGB not accepted)
- All files must be at 100%
- Digital file will not be altered or manipulated

### UPLOADING INSTRUCTIONS

- Email files to [mdproduction@mdedge.com](mailto:mdproduction@mdedge.com).  
 Indicate in the body of the email:
- Publication name,
  - Issue date,
  - Product,
  - Manufacturer,
  - Contact name, email and telephone number.