



Pulmonology News™

from Medscape

2025 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Pulmonology News™ (published by Frontline Medical Communications) launches to provide breaking news, medical meeting coverage, and expert perspectives that can be used daily in practice for more than 20,000 specialists in pulmonology disease, critical care medicine, sleep medicine, interventional pulmonology, and pediatric pulmonology. Independent reporting in Pulmonology News keeps specialists informed on the business of medicine, journal articles, FDA approvals, guidelines, lifestyle issues of being a medical provider, and other related news. With a fresh clean design, each issue of Pulmonology News includes articles that are researched, written, and reported by professional medical journalists, as well as experts in the field. Pulmonology News 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.frontlinrates.com

Medscape

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GENERAL INFORMATION

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

■ **ISSUANCE:** 10 issues

■ **ESTABLISHED:** 2025

■ **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.

■ **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**

Pulmonology News, provides news dealing with the important issues facing cardio-pulmonary 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

EDITORIAL MEETING CALENDAR

Pulmonology News Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
American Thoracic Society (ATS): International Conference	05/16/25	July 2025
European Respiratory Society (ERS): International Congress	09/27/25	October 2025
CHEST 2025	10/19/25	November 2025

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ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January/February	January 16	January 24
March	February 11	February 19
April	April 2	April 9
May	April 25	May 2
June	May 29	June 5
July/August	July 17	July 24
September	August 27	September 5
October	September 19	September 26
November	October 28	November 4
December	November 10	November 17

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

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 . 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 2025 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%

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.

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

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

(cont'd)

(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 frontlinerate.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.

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of Pulmonology 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 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. 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 2025 (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 Pulmonology News 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	\$5,355	\$5,290	\$5,170	\$4,995	\$4,960	\$4,700	\$4,680	\$4,625	\$4,625	\$4,625
3/4 Page	4,810	4,725	4,645	4,545	4,490	4,365	4,270	4,175	4,175	4,175
Island Page	3,595	3,485	3,395	3,350	3,300	3,120	3,070	3,000	3,000	3,000
1/2 Page	3,215	3,120	3,070	3,000	2,935	2,820	2,745	2,700	2,700	2,700
1/4 Page	2,090	2,035	2,015	1,920	1,905	1,855	1,840	1,780	1,780	1,780

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$1,975
Five Color Rates (4C + PMS)	\$3,125

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	\$7,405	\$7,190	\$6,990	\$6,895	\$6,800	\$6,455	\$6,305	\$6,175	\$6,175	\$6,175
2-Page King	11,025	10,890	10,645	10,285	10,215	9,670	9,635	9,545	9,545	9,545
4-Page A-size	14,805	14,380	13,990	13,810	13,625	12,890	12,625	12,355	12,355	12,355
4-Page King	22,060	21,790	21,270	20,570	20,415	19,345	19,260	19,070	19,070	19,070
6-Page A-size	22,235	21,590	20,980	20,690	20,415	19,335	18,930	18,530	18,530	18,530
6-Page King	33,080	32,675	31,905	30,865	30,625	29,020	28,890	28,615	28,615	28,615
8-Page A-size	29,635	28,780	27,975	27,595	27,220	25,765	25,235	24,705	24,705	24,705
8-Page King	44,100	43,560	42,550	41,160	40,825	38,685	38,530	38,145	38,145	38,145

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PRINT ADVERTISING

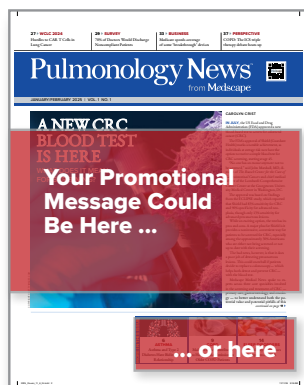
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For further information, contact the sales representative

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: 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.

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 *Pulmonology 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

■ **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:

Pulmonology News

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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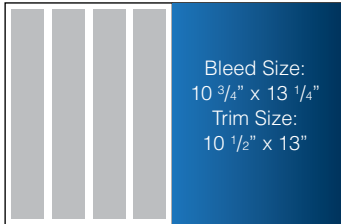
Advertising Rates

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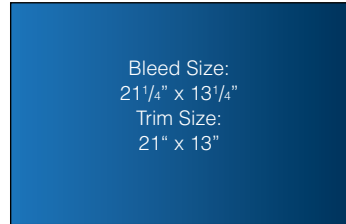
Printing Information

SPECIFICATIONS

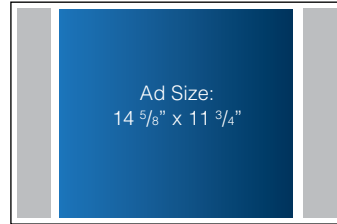
King-size Page



King-size Spread



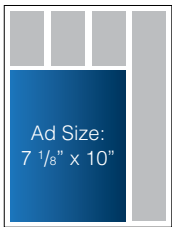
3/4 Vertical Spread



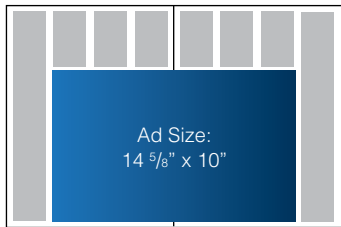
3/4 Vertical



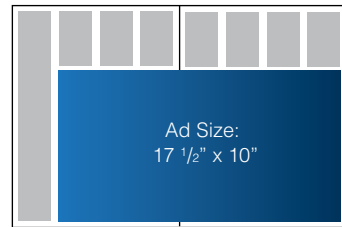
Island Page



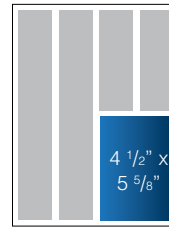
Island Spread



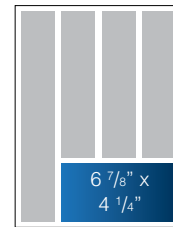
Island Page + 3/4 Page Horiz.



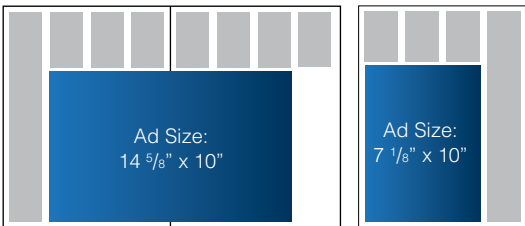
1/4 Page Vertical



1/4 Page Horizontal



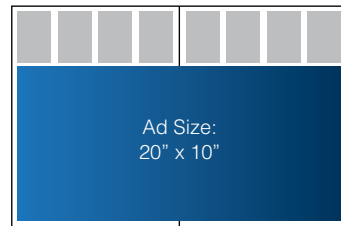
Island Spread + Island Page



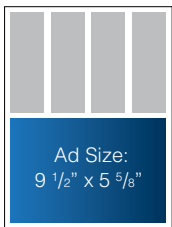
3/4 Horizontal



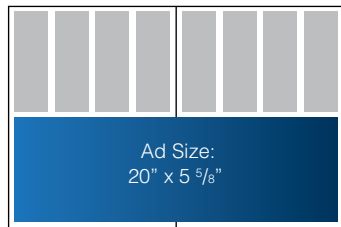
3/4 Horizontal Spread



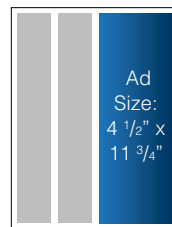
1/2 Page Horizontal



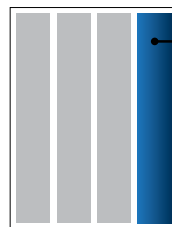
1/2 Horizontal Spread



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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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 *Pulmonology 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 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.

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
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
www.contentednet.com

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