eular Congress News

2014 RATE CARD

Issuance

Organization Affiliation
Published by Frontline Medical Communications (FMC) in partnership with the European League Against Rheumatism (EULAR).

Distribution
EULAR Congress News will be widely distributed both onsite and online to ensure maximum exposure for your message.

PREVIEW: The EULAR Congress News Preview is a digital edition emailed to nearly 40,000 specialists in rheumatology using the official EULAR database. The Preview enables you to reach the largest number of rheumatologists before the Congress with your product and symposium information.

ONSITE: The first onsite issue will be included in the EULAR registration bags provided to approximately 16,000 registrants at the meeting in Paris. All three issues will also be available through distribution bins strategically placed throughout the convention centre. In addition, copies will be distributed each day by hand to attendees entering the Congress.

ONLINE: Each issue of EULAR Congress News will be available simultaneously online at www.eularcongressnews.eu. Online distribution in PDF format includes advertising, which extends the reach of your message to thousands of physicians unable to attend the meeting in Paris.

THE EULAR REPORT: Like the Preview, The EULAR Report is a digital edition e-mailed to the EULAR database and posted online at eularcongressnews.eu and eular.org. Both the Preview and The EULAR Report mailings have open rates of nearly 40% and extend the life of your message once the Congress concludes.

Editorial
Preview and meeting highlights of the 15th Annual European Congress.

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 put the word “Advertisement” on advertising which, in FMC’s opinion, resembles editorial material.
c. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
d. 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.

Editorial Staff
Executive Editor: Mary Jo Dales
Editor: Jeff Evans

Advertising Sales
Aaron Wattenberg
973-290-8212 • awattenberg@frontlinemedcom.com
Mark Branca
973-290-8246 • mbranca@frontlinemedcom.com

Advertising Agencies
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.

Cancellations
a. Notification in writing of space cancellations must be received by space closing deadline.
b. If space is canceled after deadline or material received too late, the advertiser will be charged for the insertion.
c. Cover positions are noncancelable.
ONSITE PLUS ONLINE

Issues & Closing Dates

<table>
<thead>
<tr>
<th>Issue Dates</th>
<th>Space Close</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 11, 12, and 13/14</td>
<td>May 1</td>
<td>May 8</td>
</tr>
</tbody>
</table>

Rates

Rates—Black & White Rates (Net US Dollars)

<table>
<thead>
<tr>
<th>Page Size</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabloid</td>
<td>$7,600</td>
<td>$7,500</td>
<td>$7,400</td>
<td>$7,300</td>
</tr>
<tr>
<td>Standard</td>
<td>6,900</td>
<td>6,800</td>
<td>6,700</td>
<td>6,600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>5,000</td>
<td>4,900</td>
<td>4,800</td>
<td>4,700</td>
</tr>
</tbody>
</table>

Color

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$1,850</td>
</tr>
<tr>
<td>4C</td>
<td>2,800</td>
</tr>
</tbody>
</table>

PREMIUM POSITIONS

a. Page 3: Tabloid black & white rate + 50% (plus color)
b. Cover 4: Tabloid black & white rate + 60% (plus color)
c. Cover Tips: $20,000 net per issue

DIGITAL: PREVIEW ISSUE $6,900 US NET

Issues & Closing Dates

<table>
<thead>
<tr>
<th>Closing Date</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 15</td>
<td>April 22</td>
</tr>
</tbody>
</table>

NEW! Regardless of ad unit size, your Preview ad is one low price of $6,900 US net. You must be an advertiser in the onsite print edition to take advantage of this opportunity. The digital Preview edition is mailed to nearly 40,000 specialists in rheumatology through the official EULAR database.

Sizes are standard page. See specifications on page 5 for details.

DIGITAL: THE EULAR REPORT $6,900 US NET

Issues & Closing Dates

<table>
<thead>
<tr>
<th>Closing Date</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 5</td>
<td>August 12</td>
</tr>
</tbody>
</table>

NEW! Like the Preview, your EULAR Report ad is one low price of $6,900 US net. You must be an advertiser in the onsite print edition to take advantage of this opportunity. The digital EULAR Report edition is mailed through the official EULAR database.

Sizes are standard page. See specifications on page 5 for details.

The first onsite issue will be included in the EULAR registration bags provided to approximately 16,000 registrants at the meeting in Paris.

Each issue of EULAR Congress News will be available simultaneously online at www.eularcongressnews.eu.
**Full-Page Bleeds**
Bleed size: 10 3/4” x 13 1/4”
(Metric—27.3cm wide x 33.7cm long)
Trim: 10 1/2” x 13” (Metric—26.7cm x 33cm)
Keep live matter 1/2” (1.3cm) from all trim edges.

**Printing**
FMC publications are printed offset in a tabloid news format.

**Paper Stock**
High-quality gloss stock

**Binding**
Saddle Stitch

**Halftone Screen**
133-line screen recommended.

**Reproduction Requirements**

a. Black-and-white or color advertisements
- PDFs required. We accept CD-ROM or the file may be transmitted to our FTP site.
  - Host: ftp.digilink-inc.com
  - Starting Directory: /eular
  - User: eular
  - Password: eular_dl
  (Host and User are not case sensitive, Password is case sensitive and should be all lower case).
- Please contact Rebecca Slebodnik (001 240-221-2417 or rslebodnik@frontlinemedcom.com) with the name of the file when uploading ad.
- File name must include name of product.
- All files must be 100%. Digital files will not be altered.
- Trapping must be included in file.
- All images must be CMYK (RGB images cannot be processed). Third-party fonts are not accepted.
- For further questions, please contact Rebecca Slebodnik at 001 240-221-2417 or rslebodnik@frontlinemedcom.com.

b. Color Proofs
- Provide a digital proof with color bars.
- Color laser proofs are not accepted as color guidance.
- Proofs must be provided at 100% size.

c. Provider Information
Please provide the following with your media:
- Publication name and issue date
- Advertiser, product and agency name
- Contact name and phone number
- Directory of disk or CD

**Shipping Instructions**
Send all contracts and insertion orders to:
EULAR Congress News
Frontline Medical Communications
7 Century Drive
Parsippany, NJ 07054  USA
Attn: Joan Friedman
Phone: (973) 290-8211 | Fax: (973) 206-9378

Send all digital files and proofs to:
EULAR Congress News
Frontline Medical Communications
5635 Fishers Lane, Suite 6100
Rockville, MD 20852  USA
Attn: Advertising Production
Phone: 240-221-2417 | Fax: 240-221-2543

**Mechanical Specifications**

**Tabled**
Bleed: 10 3/4” x 13 1/4” (27.3cm x 33.7cm)
Trim Size: 10 1/2” x 13” (26.7cm x 33cm)

“Standard” Page

7 1/8” x 10”
(18.1cm x 25.4cm)

1/2 Horizontal Page

9 1/2” x 5 5/8”
(24.1cm x 14.3cm)
**Advertising Dimensions**

Full page Bleed size: 8 1/2” x 11 1/8”
Trim: 8 1/4” x 10 7/8”
Spread bleed size: 16 3/4” x 11 1/8”
Spread Trim: 16 1/2” x 10 7/8”

Keep live matter 1/2” from all trim edges.

**Reproduction Requirements**

**Color Advertisements**
- PDFs required. We accept CD-ROMs or the file may be transmitted to our FTP site.
  - Host: ftp.digilink-inc.com
  - Starting Directory: /eular
  - User: eular
  - Password: eular_dl
  (Host and User are not case sensitive, Password is case sensitive and should be all lower case).
- Please contact Rebecca Slebodnik when files have been sent to the FTP site. Include the name of the file as well.
- All files must be 100%. Digital files will not be altered. Trapping must be included in file. All images must be CMYK (RGB images cannot be processed). Third-party fonts are not accepted.

**Contact Information**

Rebecca Slebodnik
rslebodnik@frontlinemedcom.com
240-221-2417

**Provider Information**

Please provide the following with your media:
- Publication name and issue date
- Advertiser, product and agency name
- Contact name and phone number
- Directory of disk or CD

**Shipping Instructions**

Send all contracts and insertion orders to:
EULAR Congress News Preview
FMC Society Partners
7 Century Drive
Parsippany, NJ 07054
Attn: Joan Friedman
Tel: 973-290-8211 / Fax: 973-206-9535

Send all digital files and proofs to:
EULAR Congress News Preview
FMC Society Partners
5635 Fishers Lane, Suite 6100
Rockville, MD 20852
Attn: Advertising Production
rslebodnik@frontlinemedcom.com
Tel: 240-221-2417 / Fax: 240-221-2543

**Advertising Sales Contacts**

Aaron Wattenberg
973-290-8212
awattenberg@frontlinemedcom.com

Mark Branca
973-290-8246
mbranca@frontlinemedcom.com
NOTE: Unless otherwise notified, Frontline Medical Communications accepts this insertion order as a written contract for advertising with the client. Please check in the spaces provided below those issues you wish to include in your purchase. Thank you!

ISSUE(S):

____  3 Onsite Issues (11, 12, 13-14 June 2014)
____  Issue #1  _____  Issue #2  _____  Issue #3
____  Preview (May 2014)
____  The EULAR Report (September 2014)

COMPANY: ____________________________________________

PRODUCT: ____________________________________________

SPACE UNIT: __________________________________________

COLOR: ______________________________________________

HEADLINE: ___________________________________________

POSITION: ____________________________________________

PRICE: $ ____________________________ US Net

AD:  _____ New  _____ Pick-up ______________________________________

MATERIALS TO:  Frontline Medical Communications
                  5635 Fishers Lane, Suite 6100
                  Rockville, MD 20852 USA
                  Attn: Rebecca Slobodnik
                  Tel: 240-221-2417  •  rslebodnik@frontlinemedcom.com

AGENCY: ________________________________

PHONE: ________________________________

FAX: _________________________________

E-MAIL: ______________________________

SIGNATURE: __________________________

TITLE: _______________________________

DATE: _______________________________

PLEASE FAX OR E-MAIL THIS ORDER TO:  Joan Friedman  •  Frontline Medical Communications
                                           Tel: 973-290-8211  •  Fax: 973-206-9378  •  jfriedman@frontlinemedcom.com