

Cosmetic DERMATOLOGY®

2008 ADVERTISING RATES AND SPECIFICATIONS

The Official Publication of the
American Society of Cosmetic
Dermatology & Aesthetic Surgery

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RATES

Cosmetic Dermatology® 2008 B&W RATES

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
1 Page	\$2,415	\$2,385	\$2,365	\$2,335	\$2,290	\$2,265	\$2,195	\$2,145	\$2,085	\$2,045	\$1,935	\$1,870	\$1,815
1/2 Page	\$1,755	\$1,710	\$1,685	\$1,670	\$1,650	\$1,635	\$1,600	\$1,560	\$1,525	\$1,510	\$1,445	\$1,390	\$1,350

1. Effective Date and Discounts:

- Effective rate date:** January 2008.
- Agency commission and cash discount:** 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 Withdrawn on accounts not paid within 30 days of invoice date.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.
- 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.

2. Earned Rates:

- Full run:** Earned rates are based on frequency of advertising insertions from individual corporate entities within the 12-month period beginning January 2008 and ending December 2008. The earned rate is determined by the number of pages. A full page and a fractional page count as single insertions. Each page charged for an insert counts as one insertion.

2008 COLOR RATES

2-color process	\$745	Metallic	\$1,100
2-color matched	\$960	5 color (4 color + matched)	\$2,360
3- & 4-color process	\$1,400	4 color + metallic	\$2,500

b. Incentive Programs:

Combination Frequency Program: Corporations may combine pages in *Cosmetic Dermatology* and *Cutis*® for the highest frequency discount. (The highest frequency available is 144x on both journals combined.)

Product Launch Program: Commit to advertise a launch product in 5 consecutive issues and receive a 25% discount on the 3rd insertion and the 6th insertion free.* Average of unit size will determine free ad unit* (prelaunch ads do not count).

*Client must supply materials for free insertions. Free pages count toward frequency.

RATES continued

Continue your launch schedule for 3 additional consecutive issues and receive 25% off the 9th insertion; run for 3 additional consecutive issues and earn 25% off your 12th insertion.

3-6-9-12 Discount: Each product that advertised in 2007 qualifies for the following 4 discounts within the calendar year of January 2008 through December 2008:

- 3 insertions (same product): 25% off the 3rd insertion.
- 6 insertions (same product): 25% off the 3rd insertion and 25% off the 6th insertion.
- 9 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, and 25% off the 9th insertion.
- 12 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, 25% off the 9th insertion, and 25% off the 12th insertion.

New Business Incentive Program: Established products that have not run in *Cosmetic Dermatology* during 2007 can qualify for the new business incentive program. Advertise a new product in 5 issues and receive 25% off the 3rd insertion and the 6th insertion free*; continue and receive 25% off the 9th insertion and 25% off the 12th insertion within the calendar year of January 2008 through December 2008. The 6th insertion must be the same size as or smaller than those placed for the qualifying previous 5 insertions.

*Client must supply materials for free insertions. Free pages count toward frequency.

Quadrant Corporate Discount: Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2008. Full year 2007 NET spending (combined ad space and non-CME projects, including Internet, minus all discounts) with Quadrant will establish the minimum discount levels for all advertising purchased in 2008. Discounts will be applied to only advertising purchased in Quadrant professional publications. Spend levels and associated discounts are:

2007 NET Spending	Earned 2008 Discount
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%
\$1,500,000	7%
\$2,000,000	9%

Order of Discount Calculations as Applicable:

1. Combination Frequency
2. Combination Buy
3. Other Journal Discounts Applied Individually
4. Corporate Discount
5. Agency Discount

Quadrant Prepayment Plan: Quadrant HealthCom Inc. offers an optional prepayment program. Contact Sharon Finch, Senior VP/Group Publisher, (973) 206-8952, for additional details.

3. Color:

In addition to earned black-and-white (B&W) rates, color rates are per page and apply to full or partial pages. (See color grid on first page for rates.)

4. Bleed: No charge.

5. Preferred Positions and Covers:

Current year cover and position advertisers have first right of refusal on positions maintained. For 2008, advertisers must commit in writing to all paid positions before December 1, 2007. All paid positions require 90-day written notice prior to cancellation.

- **2nd COVER:** Earned B&W rate plus 25%, add color charges.
- **3rd COVER:** Earned B&W rate plus 15%, add color charges.
- **4th COVER:** Earned B&W rate plus 50%, add color charges.
- **OPP TOC:** Earned B&W rate plus 10%, add color charges.

6. Classified Rates:

National Account Executives:
 Tim LaPella, ext. 138
 Drew Endy, ext. 109
 Valley Forge Publishing Group
 2570 Boulevard of the Generals, Suite 220
 Norristown, PA 19403
 (866) 312-8805 or (610) 854-3770
 Fax: (610) 854-3780

INSERT INFORMATION

7. Availability and Acceptance:

- a. **Availability:** 2- to 8-page inserts are available. BRCs are accepted. Please call Jaime Serra for specifications.
- b. **Acceptance:** *Cosmetic Dermatology* follows AMP insert guidelines.

8. Charges:

- a. **Inserts:** Billed at the earned B&W page rate for each printed page of insert.
- b. **Backup charges:** Not applicable.
- c. **BRC charge:** \$2,415.

9. Commissions: Fees that result from demographic runs or splits that occur in addition to the regular insert charges are noncommissionable.

10. 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".

11. Trimming:

Ship folded: 8¹/₈" x 11".
Trims: 1/8" head, 1/8" foot, 1/8" gutter and face.
 Book is jogged to head. Keep live matter 3/8" from trim edges.
Final trim: 7⁷/₈" x 10³/₄".

12. Insert Quantity: 17,500.

13. Shipping: Carton packing preferred marked with title of journal, month of issue, advertiser, product name, and insert quantity.

Ship to:
Cosmetic Dermatology®
 RR Donnelley & Sons, Inc.
 1600 North Main Street
 Pontiac, IL 61764-0140
 Attn: Steve Sullivan
 (815) 844-1831

ISSUANCE AND CLOSING

14. First Issue: November 1988.

15. Frequency: Monthly.

16. Issue Date: 1st of each month.

17. Mailing Date & Class:

10th of publication month;
periodicals class.

18. Closing Dates:

Issue Date	Closing for ROB & Inserts	Materials Due	Inserts Due	Issue Date	Closing for ROB & Inserts	Material Due	Inserts Due
January	12/3/07	12/7/07	12/26/07	July	6/2/08	6/9/08	6/26/08
February	1/4/08	1/11/08	1/25/08	August	7/3/08	7/10/08	7/25/08
March	2/4/08	2/11/08	2/26/08	September	8/4/08	8/11/08	8/25/08
April	3/3/08	3/10/08	3/26/08	October	9/4/08	9/12/08	9/25/08
May	4/4/08	4/11/08	4/25/08	November	10/3/08	10/10/08	10/24/08
June	5/2/08	5/9/08	5/26/08	December	11/3/08	11/10/08	11/26/08

EDITORIAL

19. Special Issues:

January: University Issue I/AAD Issue (Bonus Distribution).

April: Feature Article on Acne, Feature Article on Rosacea.

May: University Issue II.

July: Summer AAD Issue (Bonus Distribution).

August: Feature Article on Acne, Feature Article on Rosacea.

October: University Issue III.

November: Bonus Distribution at ASCDAS.

20. General Editorial Direction:

Cosmetic Dermatology is a clinical peer-reviewed journal that covers appearance-related dermatology through original articles, case reports, review articles, and monthly columns. All editorial is selected to enhance the physician's ability to repair, improve, and renew the skin.

21. Average Issue Information:

a. Average number of articles per issue: 6.

b. Average article length: 4 pages.

c. Editorial columns and department features:

Bench Top to Bedside
Cosmetic Consultation
Industry Buzz
Noted & Quoted
Practice Management
The Art of Medical Photography

22. Origin of Editorial:

a. Solicited: 75% of articles.

b. Submitted: 25% of articles.

c. Peer review: All articles submitted are peer reviewed by 2 Editorial Board members.

CIRCULATION

CIRCULATION BREAKDOWN

	Total Qualified	Office-Based Practice	Full-Time Residents	Full-Time Hospital Staff	Total Patient Care	Teaching & Other Professional Activity	DO O/H Practice
Dermatology	10,001	8,208	1,039	233	9,480	198	323
Facial Plastic Surgery	386	350	3	13	366	11	9
Cosmetic Surgery	63	61		1	62	1	
General Practice	131	123		4	127	1	3
Family Medicine/Family Practice	907	625		14	639	12	256
Internal Medicine	286	268		6	274	4	8
Gynecology	47	45			45		2
Obstetrics & Gynecology	163	156		2	158	1	4
Pediatrics	480	466		6	472	2	6
Dermatologic Surgery	111	105		4	109	2	
Obstetrics	3	3			3		
Unspecified	26	8	15		23	3	
Total Physicians	12,604	10,418	1,057	283	11,758	235	611
Dermatology Physician Assistants	694						
Nurse Practitioners	75						
Aestheticians	763						
Other	30						
Total Circulation	14,166						

CIRCULATION continued

23. Description of Circulation Parameters:

Sent on a controlled circulation basis to dermatologists, all residents, and facial plastic surgeons. Also included are other physicians with either a secondary specialty in dermatology or high-prescribing status, based on Wolters Kluwer Health Power Profiler® data as provided by Direct Medical Data, in these classes: acne preparations, antifungals, anti-infectives, systemic antivirals, other dermatology preparations, and topical corticosteroids. These physicians, dermatology physician assistants, and dermatology nurse practitioners are further qualified as requesters. Aestheticians included by dermatologist request.

24. Demographic Selection Criteria:

- a. Age: Up to 65, request only over 65.
- b. Prescribing: See 23.

- c. Circulation distribution: 100% controlled; Request rate, 71.7%.
- d. Paid information: Paid, 288.
- e. Subscription rates effective 2008: For subscription rates, contact 1-800-480-4851
- f. Renewal rate: Not available.

25. Circulation Verification:

- a. Audit: BPA
- b. Mailing house: Direct Medical Data.

26. Coverage:

- a. Have any specialties been combined in the grid on previous page? Yes.
- b. Date and source of breakdown: BPA®, January 2007 issue.
- c. Circulation breakdown: See grid on previous page.

GENERAL INFORMATION

27. Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approvals 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 terms and conditions of our Rate Card), 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.

28. New Product Releases: Accepted for Industry Buzz.

29. Editorial Research: Post-testing.

30. Ad Format and Placement Policy:

- a. Format
 - 1. Between articles? Yes
 - 2. Welled? No
 - 3. Stacked? No
 - 4. Within articles? Rarely
- b. Are ads rotated? Yes.

31. Ad/Edit Ratio Information: 50/50.

32. Services:

- a. Ad studies: Consult Publisher.
- b. Omnibus studies: Consult Publisher.
- c. Bonus distribution: January, July, and November.
- d. Publication of special supplements
- e. Reprints
- f. Customized patient editions

MECHANICAL SPECIFICATIONS

33. Ad Sizes and Bleed Sizes:

- a. Trim size of journal is 77/8" X 103/4"
- b. Hold live matter 3/8" from all sides

	Width/Depth	
	Ad Sizes	Bleed Sizes
2-page spread	15"×10"	16 1/4"×11"
1 page	7"×10"	8 1/8"×11"
1/2 page (h)	7"×4 7/8"	8 1/8"×5 1/2"
1/2 page (v)	3 3/8"×10"	4"×11"

34. Paper Stock:

- a. Inside pages: 45 lb. coated.
- b. Covers: 70 lb. coated.

35. Type of Binding: Perfect bound.

36. Reproduction Requirements:

- a. Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- b. 133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.

37. Materials Accepted:

Electronic files. PDF x1a, PDF, and InDesign. Digital contract color proof required.

Send reproduction materials to:

Cosmetic Dermatology®
 Quadrant HealthCom Inc.
 7 Century Drive, Suite 302
 Parsippany, NJ 07054-4609
 Attn: Jaime Serra
 (973) 206-8011
 Fax: (973) 206-9535

38. Materials Policy:

Materials, including inserts, film, and electronic files, will be held one year from date of last insertion and then destroyed.