

### STAFF



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www.cosderm.com

#### Sales/Publishing Staff:

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#### Executive Staff:

**President/CEO:** Stephen Stoneburn



### RATES (Circulation: 14,091)

#### 2010 B&W RATES

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
<b>1 Page</b>	\$2,515	\$2,485	\$2,460	\$2,430	\$2,400	\$2,380	\$2,330	\$2,275	\$2,215	\$2,170	\$2,050	\$1,985	\$1,930
<b>1/2 Page</b>	\$1,825	\$1,780	\$1,755	\$1,740	\$1,735	\$1,720	\$1,700	\$1,650	\$1,615	\$1,600	\$1,535	\$1,475	\$1,435

#### 2010 INSERT RATES

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
<b>2 Page</b>	\$5,080	\$5,020	\$4,970	\$4,910	\$4,850	\$4,810	\$4,705	\$4,595	\$4,475	\$4,385	\$4,140	\$4,010	\$3,900
<b>4 Page</b>	\$10,110	\$9,990	\$9,890	\$9,770	\$9,650	\$9,570	\$9,365	\$9,145	\$8,905	\$8,725	\$8,240	\$7,980	\$7,760
<b>6 Page</b>	\$15,140	\$14,960	\$14,810	\$14,630	\$14,450	\$14,330	\$14,025	\$13,695	\$13,335	\$13,065	\$12,340	\$11,950	\$11,620
<b>8 Page</b>	\$20,170	\$19,930	\$19,730	\$19,490	\$19,250	\$19,090	\$18,685	\$18,245	\$17,765	\$17,405	\$16,440	\$15,920	\$15,480
<b>10 Page</b>	\$25,200	\$24,900	\$24,650	\$24,350	\$24,050	\$23,850	\$23,345	\$22,795	\$22,195	\$21,745	\$20,540	\$19,890	\$19,340
<b>12 Page</b>	\$30,230	\$29,870	\$29,570	\$29,210	\$28,850	\$28,610	\$28,005	\$27,345	\$26,625	\$26,085	\$24,640	\$23,860	\$23,200

### 1. Effective Date and Discounts:

- Effective rate date:** January 2010.
- 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 Withdrawn on accounts not paid within 30 days of invoice date.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.
- 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 2010 and ending December 2010. The earned

#### 2010 COLOR RATES

2-color process	\$765	Metallic	\$1,130
2-color matched	\$990	5 color (4 color + matched)	\$2,435
3- & 4-color process	\$1,445	4 color + metallic	\$2,575

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.

#### b. Incentive Programs:

**Corporate Frequency Combination:** Earned frequency will be calculated for a corporate parent and its subsidiaries based on the combination of all full and partial pages that are scheduled in

## RATES continued

Quadrant HealthCom Inc. journals in 2010. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal will be the earned rate. Split runs pages count as full pages towards frequency. Short rates apply if corporate frequency is not achieved. (The highest frequency available is 144x on all 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).

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 2009 qualifies for the following 4 discounts within the calendar year of January 2010 through December 2010:

- 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 2009 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 2010 through December 2010. The 6th insertion must be the same size as or smaller than those placed for the qualifying previous 5 insertions.

**Corporate Discount:** Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2010. Full year 2009 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2010. Discounts will be applied to only advertising purchased in Quadrant professional publications. The Quadrant Corporate Discount is applied to the adjusted gross

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

cost after all other earned discounts have been applied. Spend levels and associated discounts are:

2009 NET Spending	Earned 2010 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. Corporate Frequency Combination
2. Journal Specific Discount Programs
3. Corporate Discount
4. 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 2010, advertisers must commit in writing to all paid positions before December 1, 2009. 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  
tlapella@valleyforgepress.com

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:**

- Availability:** 2- to 12-page inserts are available. BRCs are accepted. Please call Jaime Serra for specifications.
- Acceptance:** *Cosmetic Dermatology*® follows AMP insert guidelines.

**8. Charges:**

- Inserts:** See grid on first page for rates.
- Backup charges:** Not applicable.
- BRC charge:** \$2,515.

**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:** 8<sup>1</sup>/<sub>8</sub>" 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:** 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>".

**12. Insert Quantity:** 15,000**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:**
  - a. Ad commitment:** 1st business day of the month preceding publication.
  - b. Inserts and film:** 2 weeks following ad commitment. See grid.

Issue Date	Closing for ROB & Inserts	Materials Due	Inserts Due	Issue Date	Closing for ROB & Inserts	Material Due	Inserts Due
January	12/3/09	12/8/09	12/24/09	July	6/2/10	6/9/10	6/25/10
February	1/5/10	1/12/10	1/26/10	August	7/2/10	7/9/10	7/23/10
March	2/4/10	2/11/10	2/26/10	September	8/4/10	8/11/10	8/25/10
April	3/3/10	3/10/10	3/26/10	October	9/3/10	9/10/10	9/24/10
May	4/2/10	4/9/10	4/23/10	November	10/1/10	10/8/10	10/26/10
June	5/3/10	5/7/10	5/26/10	December	11/3/10	11/10/10	11/25/10

**EDITORIAL**

- 19. Special Issues:**
  - January:** University Issue I.
  - February:** 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 Aesthetics.
  - November:** University Issue III.
- 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
- 22. Origin of Editorial:**
  - a. Solicited:** 75% of articles.
  - b. Submitted:** 25% of articles.
  - c. Peer review:** All articles submitted are peer reviewed by Editorial Board members.

**CIRCULATION**

**CIRCULATION BREAKDOWN**

	Total Qualified	Office-Based Practice	Residents	Full-Time Hospital Staff	Total Patient Care	Medical Teaching & Other Professional Activity	DO O/H Practice
Dermatology	10,109	8,653	778	135	9,566	162	381
Facial Plastic Surgery, Otolaryngology	314	259	1	5	265	13	36
Cosmetic Surgery	291	253		3	256	13	22
General Practice	94	86		2	88	1	5
Family Medicine/Family Practice	685	494	5	8	507	12	166
Internal Medicine	200	184	1	4	189	7	4
Gynecology	61	59		1	60		1
Obstetrics & Gynecology	115	107		2	109	1	5
Pediatrics	338	320		4	324	7	7
Dermatologic Surgery	218	195	4	5	204	7	7
Obstetrics	8	7			7		
Unspecified	98	79	16		95		3
Total Physicians	12,531	10,696	805	169	11,670	244	637
Dermatology Physician Assistants	685						
Dermatology Nurse Practitioners	104						
Aestheticians	575						
American Osteopathic College of Dermatology Residents	149						
Other	47						
Total Circulation	14,091						

## 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, 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 are included by dermatologist request.

**24. Demographic Selection Criteria:**

- a. **Age:** N/A
- b. **Prescribing:** See 23.
- c. **Circulation distribution:** 100% controlled; Request rate, 59.5%.

d. **Paid information:** Paid, 208.

**Subscription rates effective 2010:** For subscription rates, contact 1-800-480-4851

f. **Renewal rate:** Not available.

**25. Circulation Verification:**

- a. **Audit:** BPA
- b. **Mailing house:** Healthcare Data Solutions.

**26. Coverage:**

- a. **Have any specialties been combined in the grid on previous page?** Yes.
- b. **Date and source of breakdown:** BPA®, July 2009 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:** February and July
- 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** 7<sup>7</sup>/<sub>8</sub>" X 10<sup>3</sup>/<sub>4</sub>"
- b. **Hold live matter** 3/8" from all sides

	Width/Depth	
	Ad Sizes	Bleed Sizes
<b>2-page spread</b>	15"×10"	16 <sup>1</sup> / <sub>4</sub> "×11"
<b>1 page</b>	7"×10"	8 <sup>1</sup> / <sub>8</sub> "×11"
<b>1/2 page (h)</b>	7"×4 <sup>7</sup> / <sub>8</sub> "	8 <sup>1</sup> / <sub>8</sub> "×5 <sup>1</sup> / <sub>2</sub> "
<b>1/2 page (v)</b>	3 <sup>3</sup> / <sub>8</sub> "×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 and PDF. 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  
 jaime.serra@qhc.com

**38. Materials Policy:**

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