

# Cosmetic DERMATOLOGY®

## 2009 ADVERTISING RATES AND SPECIFICATIONS

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### STAFF



#### Advertising Sales Office:

7 Century Drive, Suite 302  
Parsippany, NJ 07054-4609  
www.cosderm.com

#### Sales/Publishing Staff:

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**Contracts/Insertion Orders, Media Rates, and Billing:** Kathleen Corbett  
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#### Executive Staff:

**CEO/President:** Stephen Stoneburn



Association of Business Media Companies



### RATES (Circulation: 14,169)

#### 2009 B&W RATES

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
<b>1 Page</b>	\$2,465	\$2,435	\$2,410	\$2,380	\$2,355	\$2,335	\$2,285	\$2,230	\$2,170	\$2,125	\$2,010	\$1,945	\$1,890
<b>1/2 Page</b>	\$1,790	\$1,745	\$1,720	\$1,705	\$1,700	\$1,685	\$1,665	\$1,620	\$1,585	\$1,570	\$1,505	\$1,445	\$1,405

#### 2009 INSERT RATES

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
<b>2 Page</b>	\$4,980	\$4,920	\$4,870	\$4,810	\$4,755	\$4,715	\$4,615	\$4,505	\$4,385	\$4,295	\$4,060	\$3,930	\$3,820
<b>4 Page</b>	\$9,910	\$9,790	\$9,690	\$9,570	\$9,465	\$9,385	\$9,185	\$8,965	\$8,725	\$8,545	\$8,080	\$7,820	\$7,600
<b>6 Page</b>	\$14,840	\$14,660	\$14,510	\$14,330	\$14,175	\$14,055	\$13,755	\$13,425	\$13,065	\$12,795	\$12,100	\$11,710	\$11,380
<b>8 Page</b>	\$19,770	\$19,530	\$19,330	\$19,090	\$18,885	\$18,725	\$18,325	\$17,885	\$17,405	\$17,045	\$16,120	\$15,600	\$15,160
<b>10 Page</b>	\$24,700	\$24,400	\$24,150	\$23,850	\$23,595	\$23,395	\$22,895	\$22,345	\$21,745	\$21,295	\$20,140	\$19,490	\$18,940
<b>12 Page</b>	\$29,630	\$29,270	\$28,970	\$28,610	\$28,305	\$28,065	\$27,465	\$26,805	\$26,085	\$25,545	\$24,160	\$23,380	\$22,720

#### 1. Effective Date and Discounts:

- Effective rate date:** January 2009.
- 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 Withdrawn on accounts not paid within 30 days of invoice date.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 2009 and ending December 2009. The earned

#### 2009 COLOR RATES

2-color process	\$750	Metallic	\$1,110
2-color matched	\$970	5 color (4 color + matched)	\$2,385
3- & 4-color process	\$1,415	4 color + metallic	\$2,525

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 2009. 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 2008 qualifies for the following 4 discounts within the calendar year of January 2009 through December 2009:

- 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 2008 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 2009 through December 2009. 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 2009. Full year 2008 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2009. 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:

2008 NET Spending	Earned 2009 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 2009, advertisers must commit in writing to all paid positions before December 1, 2008. 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:**

- 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:** Contact publisher.

**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:** 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:**
  - 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
<b>January</b>	12/3/08	12/8/08	12/26/08	<b>July</b>	6/2/09	6/9/09	6/26/09
<b>February</b>	1/5/09	1/12/09	1/26/09	<b>August</b>	7/2/09	7/10/09	7/24/09
<b>March</b>	2/4/09	2/11/09	2/26/09	<b>September</b>	8/4/09	8/11/09	8/25/09
<b>April</b>	3/3/09	3/10/09	3/26/09	<b>October</b>	9/4/09	9/11/09	9/25/09
<b>May</b>	4/3/09	4/10/09	4/24/09	<b>November</b>	10/2/09	10/9/09	10/26/09
<b>June</b>	5/1/09	5/8/09	5/26/09	<b>December</b>	11/3/09	11/10/09	11/25/09

**EDITORIAL**

**19. Special Issues:**

- January:** University Issue I/AAD Issue (Bonus Distribution).
- 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 Acne, Feature Article on Rosacea.
- October:** University Issue III.
- November:** ASCDAS Issue (Bonus Distribution).

**20. General Editorial Direction:**

*Cosmetic Dermatology*<sup>®</sup> 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	Full-Time Residents	Full-Time Hospital Staff	Total Patient Care	Teaching & Other Professional Activity	DO O/H Practice
Dermatology	9,990	8,175	1,175	174	9,524	179	287
Facial Plastic Surgery	336	302	1	9	312	14	10
Cosmetic Surgery	190	172		3	175	6	9
General Practice	108	98		3	101	2	5
Family Medicine/Family Practice	729	500	6	11	517	13	195
Internal Medicine	230	211	3	3	217	7	6
Gynecology	49	46		1	47	1	1
Obstetrics & Gynecology	135	127		2	129	1	5
Pediatrics	369	351		6	357	6	6
Dermatologic Surgery	182	165		5	170	6	6
Obstetrics	2	2			2		
Unspecified	18	9	6		15	2	1
<b>Total Physicians</b>	<b>12,338</b>	<b>10,158</b>	<b>1,191</b>	<b>217</b>	<b>11,566</b>	<b>237</b>	<b>525</b>
Dermatology Physician Assistants	708						
Nurse Practitioners	98						
Aestheticians	852						
American Osteopathic College of Dermatology Residents	151						
Other	22						
<b>Total Circulation</b>	<b>14,169</b>						

## 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, 65.3%.

d. **Paid information:** Paid, 310.

**Subscription rates effective 2009:** 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 & SK&A List Services, Inc.

**26. Coverage:**

- a. **Have any specialties been combined in the grid on previous page?** Yes.
- b. **Date and source of breakdown:** BPA®, July 2008 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, February, 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** 7<sup>7</sup>/<sub>8</sub>" X 10<sup>3</sup>/<sub>4</sub>"
- b. **Hold live matter** 3<sup>3</sup>/<sub>8</sub>" 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

**38. Materials Policy:**

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