



QUADRANT HEALTHCOM INC.

COSMETIC DERMATOLOGY® & CUTIS® 2010 CORPORATE AND JOURNAL ADVERTISING DISCOUNT & INCENTIVE PROGRAMS

Effective January 1, 2010

Quadrant 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 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%

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 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 run 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.)

Order of discount calculations as applicable:

1. Corporate frequency combination
2. Journal specific continuity discount
3. Journal specific combination buy
4. Corporate discount
5. Agency discount

Cosmetic Dermatology® and Cutis® Incentive Programs

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

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*® or *Cutis*® 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.

Cutis Full-Run Conversion Program

Current derm-demo advertisers (by product) that convert to the full-run edition for a minimum of 3 issues will earn a \$300 discount per full-run page for the duration of the full-run schedule in 2010. Fractionals will be prorated. Applies to products that have never advertised in the full-run edition.

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

For additional information, please refer to the 2010 rate card or contact Sharon Finch at (973)206-8952. Visit us at www.cutis.com and/or www.cosderm.com.