



Dermatology News

MDedge | Dermatology

2024 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

For over 50 years, *Dermatology News*® has been the leading independent newspaper for medical, surgical, and aesthetic dermatology. Readers rely on *Dermatology News* for specialty-specific news and insightful physician commentary presented in a clear, concise, accessible format that can be used daily in practice. *Dermatology News* is published monthly and circulates to more than 16,000 dermatologists, dermatologic surgeons, procedural dermatologists, dermatology nurse practitioners, and dermatology physician assistants. All articles are researched, written, and reported by professional medical journalists.

Daily news updates and commentary from *Dermatology News* can be found online at www.mdedge.com/dermatology, part of the MDedge® web portal. This site provides even more specialty-specific news and views organized by clinical "specialty focus" topics in a timely and interactive format. Award-winning daily news coverage, columns, commentaries, and special reports are immediately accessible online and through e-blasts and newsletters. *Dermatology News* is the best way for dermatology specialists to stay current, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS

CHERYL WALL

Director of Business Development
978-356-0032
cwall@mdedge.com

PRINT PRODUCTION

REBECCA SLEBODNIK

Director of Production/
Manufacturing
240-221-2417
rslebodnik@mdedge.com



Frontline Medical Communications
283-299 MARKET ST
(2 GATEWAY BUILDING)
4TH FLOOR
NEWARK, NJ 07102
973-206-3434
www.frontlinrates.com

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MEDICAL COMMUNICATIONS

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For further information,
contact the sales representative.

GENERAL INFORMATION

Dermatology News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1970
- **ORGANIZATION AFFILIATION:** Independent; AMM; BPA Worldwide
- **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 inspect and approve all web site advertising. Proof must be submitted to FMC no later than the ad space closing date.
 - c. Sweepstakes ads are prohibited by AMA list rental agreement.
 - d. FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
 - e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
 - f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
 - g. Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
 - h. 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.
- **ADVERTISERS' INDEX:** Back-of-book
- **ADVERTISING SERVICE**
 - a. Convention Bonus Distribution:
*pending live conferences

March Issue:

 - American Academy of Dermatology (Spring) San Diego, CA; Mar 8-12, 2024

Select issues will be distributed at MedscapeLive Dermatology conferences in 2024; pending live meetings and confirmed dates. Please consult with Publisher for more information.

 - b. Sales force bulk subscription discount available.
- **AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS**
 - a. Agency commission: 15% on all ads.
 - b. 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.
 - c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.
- **CANCELLATIONS**
 - a. Notification in writing of space cancellations must be received by space closing deadline.
 - b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
 - c. Cover positions are non-cancelable within 60 days of the issue's closing date.
- **EDITORIAL:** MDedge Dermatology website, e-newsletters, and the *Dermatology News* print publication provide practicing dermatologists timely and relevant news from coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Our articles include "Make the Diagnosis" quizzes and commentaries from leaders in the field who add perspective about how the news matters to clinical practice. Columnists offer insights on issues in dermatology. Our practice economics articles cover regulatory, specialty, and healthcare reform issues that affect dermatologist's pocketbooks and how they manage their practices. All articles are researched, written, produced, and reported by professional medical journalists.
- **EDITORIAL/ADVERTISING RATIO**
55% editorial/45% advertising

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EDITORIAL MEETING CALENDAR

2024 Dermatology Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
ODAC Dermatology, Aesthetic, and Surgical Conference	01/11/24	March 2024
Hawaii Dermatology (MedscapeLive)	02/18/24	April 2024
American Academy of Allergy, Asthma, & Immunology (AAAAI)	02/23/24	April 2024
Skin of Color Society Scientific Symposium	03/7/24	May 2024
American Contact Dermatitis Society Annual Meeting	03/7/24	May 2024
American Academy of Dermatology (AAD) Annual Meeting	03/8/24	May 2024
American Association for Cancer Research (AACR)	04/5/24	May 2024
American Society for Laser Medicine and Surgery (ASLMS)	04/11/24	June 2024
Pediatric Academic Societies (PAS)	05/2/24	July 2024
American College of Mohs Surgery Annual Meeting	05/02/24	July 2024
Society For Investigative Dermatology Annual Meeting	05/15/24	July 2024
American Society of Clinical Oncology (ASCO)	05/31/24	August 2024
EULAR (European League Against Rheumatism) 2024 Congress	06/12/24	August 2024
Society For Pediatric Dermatology (SPD) Annual Meeting	07/11/24	September 2024
Group for Research and Assessment of Psoriasis and PsA	07/11/24	September 2024
American Academy of Dermatology (AAD): Innovation Academy	08/1/24	September 2024
Pacific Dermatological Association Annual Meeting	08/22/24	October 2024
Skin of Color Update (SanovaWorks)	TBD	
European Academy of Dermatology & Venereology (EADV)	9/25/24	December 2024
American Academy of Pediatrics (AAP) National Conference	9/27/24	December 2024
American Society for Dermatologic Surgery	10/17/24	January 2025
Las Vegas Dermatology (MedscapeLive)	TBD	January 2025
Masters of Aesthetics Annual Symposium	TBD	January 2025

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CIRCULATION

Dermatology News reaches over 16,000 dermatologists, procedural dermatologists, dermatologic surgeons, as well as physician assistants and nurse practitioners specializing in dermatology.

CIRCULATION ANALYSIS						
Specialty	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	TOTAL QUALIFIED
Dermatology	9,681	1,385	548	196	681	12,682
Dermatology Physician Assistant	-	-	-	-	-	2,157
Dermatology Nurse Practitioner	-	-	-	-	-	660
Procedural Dermatology	587	69	24	8	5	693
Dermatologic Surgery	122	-	6	-	-	129
IM-Dermatology	49	31	3	2	-	85
Pediatric Dermatology	19	13	8	1	-	41
Total Distribution	10,458	1,498	589	207	686	16,447

Source: July 2023 AAM Circulation Statement

*NOTE: 192 semi-retired dermatologists included in total, but not in breakout.

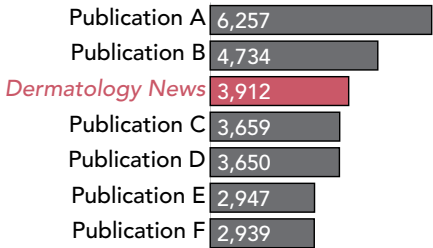
ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 13, 2023	December 20, 2023
February	January 19	January 26
March	February 7	February 14
April	March 19	March 26
May	April 18	April 25
June	May 17	May 28
July	June 20	June 27
August	July 22	July 29
September	August 19	August 26
October	September 18	September 25
November	October 18	October 25
December	November 14	November 21

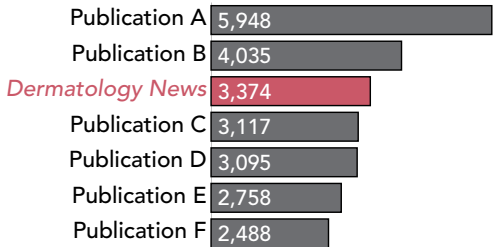
Stated Date of Mailing and Class: 15th of publication month. Periodicals class.

READERSHIP SCORES

Average Page Exposures



High Readers



Source: Kantar Media, Medical/Surgical May 2023 Media Measurement Study
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ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2024. Full year 2023 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2024. All manufacturer promotional spend will be credited towards the corporate level, including electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are listed in the graphic on the right.

Earned Frequency

Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit.

2023 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2024 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

Corporate Frequency Discount Program

Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x.)

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available (see next page). Choose either the continuity program or the new business/launch

program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at frontlinerrates.com. Full-run only.

Prescribing Information (PI) Page Discounts:

Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.

Order of print ad discounts (As applicable)

1) Corporate earned frequency; 2) Journal Combination; 3) Journal list match; 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.

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(cont'd)

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *Dermatology News* and receive 50% off the space and color charges of your fourth (4th) insertion. Only new products and line extensions are eligible for this program. Pre-launch ad units are not eligible. Launch ad unit must be same size for all four insertions. Discounted ad unit counts towards earned frequency. All FMC combination discounts apply. Launch Program may not be combined with Continuity Discount Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

Continuity Discount Program

Please select one program. (Programs cannot be combined.)

- Run an ad for the same product in six (6) issues of *Dermatology News* during 2024 and receive 50% off your 7th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.
- Run an ad for the same product in every issue (12) of *Dermatology News* during 2024 and receive the 12th insertion at no charge. Varying ad unit sizes will be averaged to determine free ad unit. Premium position charges still applicable on free ads. Free ads count towards earned frequency.

- Run an ad for the same product in every issue (12) of *Dermatology News* during 2024 and deduct 8.3% off each insertion throughout the year.

Program available to full-run and full-cost split-run advertisers; ROB production charges apply. Cover tips do not get counted towards continuity discount program.

Skin Combination Discounts

Advertise the same product in the same issue dates of *Dermatology News* and *Cutis*, and receive 7.5% off your black-and-white and color rates in both publications.

Split Runs

• SPECIFICATIONS

- Split runs can be either geographic (state or zip code) or demographic. If FMC matches supplied data, records must include Medical Education (M.E.) numbers.
- Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
- All split-run ROB advertising units must be the same size.
- Split-run additional production charges are commissionable.
- Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
- The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

• SPLIT-RUN RATES—INSERTS

- If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost.
- If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost.
- If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost.
- No production charges for inserts.

SPLIT-RUN RATES—RUN-OF-BOOK

- If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
- If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
- If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
- Split-run Production Charges—Run-of-book: \$900 per split-run insertion.

• DISCOUNTS

Split-run advertisers do not qualify for combination, continuity, or new business/launch programs. Split-run insertions do count toward earned frequency and corporate discounts do apply.

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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$4,685	\$4,525	\$4,455	\$4,350	\$4,250	\$4,140	\$4,080	\$3,965	\$3,905	\$3,820
3/4 Page	4,340	4,125	3,970	3,930	3,915	3,895	3,760	3,735	3,455	3,415
Island Page	3,630	3,425	3,360	3,290	3,220	3,130	3,095	3,035	2,975	2,920
1/2 Page	3,485	3,285	3,145	3,075	3,035	2,945	2,845	2,795	2,725	2,700
1/4 Page	1,765	1,650	1,595	1,550	1,525	1,485	1,435	1,420	1,380	1,365

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,995	\$6,835	\$6,765	\$6,660	\$6,560	\$6,450	\$6,390	\$6,275	\$6,215	\$6,130
3/4 Page	6,650	6,435	6,280	6,240	6,225	6,205	6,070	6,045	5,765	5,725
Island Page	5,940	5,735	5,670	5,600	5,530	5,440	5,405	5,345	5,285	5,230
1/2 Page	5,795	5,595	5,455	5,385	5,345	5,255	5,155	5,105	5,035	5,010
1/4 Page	4,075	3,960	3,905	3,860	3,835	3,795	3,745	3,730	3,690	3,675

COLOR RATES (In addition to black & white rates)

Four Color Rates	\$2,310
Five Color Rates (4C + PMS)	\$3,805

SPECIAL POSITIONS

Cover 2 / Page 3 – Earned king rate + 30% (plus color)
Fourth Cover – Earned king rate + 60% (plus color)
Center Spread – Earned king rate + 25% (plus color)
Please consult sales representative for additional special positions.
BLEED Full-page bleed or gutter bleed (accepted for spreads only): no charge.

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$7,345	\$6,930	\$6,765	\$6,655	\$6,505	\$6,330	\$6,255	\$6,130	\$5,995	\$5,900
2-Page King	9,475	9,150	8,995	8,790	8,580	8,365	8,230	8,010	7,880	7,735
4-Page A-size	14,685	13,875	13,535	13,300	13,000	12,660	12,495	12,250	12,015	11,800
4-Page King	18,940	18,305	17,995	17,600	17,170	16,745	16,470	16,020	15,770	15,450
6-Page A-size	22,000	20,805	20,305	19,940	19,505	18,985	18,735	18,380	18,015	17,695
6-Page King	28,425	27,450	27,005	26,400	25,750	25,105	24,705	24,015	23,660	23,180
8-Page A-size	29,335	27,720	27,085	26,600	26,015	25,305	24,995	24,505	24,015	23,590
8-Page King	37,875	36,585	36,010	35,205	34,345	33,480	32,945	32,020	31,545	30,895

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CHILDREN'S SKIN CARE COMBINATION DISCOUNT DERMATOLOGY NEWS + PEDIATRIC NEWS

7.5% off *Dermatology News* and 10% off *Pediatric News*

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Dermatology News* and *Pediatric News*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$5,190
Five Color Rates (4C + PMS)	\$7,870

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$11,550	\$11,200	\$11,095	\$10,840	\$10,635	\$10,390	\$10,275	\$10,060	\$9,960	\$9,775
3/4 Page	10,775	10,420	10,140	9,940	9,770	9,570	9,360	9,235	8,870	8,640
Island Page	8,680	8,340	8,185	7,925	7,765	7,565	7,415	7,320	7,240	7,070
1/2 Page	8,425	8,090	7,870	7,540	7,445	7,270	7,080	6,950	6,825	6,765
1/4 Page	4,250	4,070	3,985	3,785	3,745	3,680	3,510	3,480	3,405	3,380

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$17,760	\$17,070	\$16,730	\$16,215	\$15,875	\$15,480	\$15,180	\$14,960	\$14,780	\$14,455
2-Page King	23,625	22,930	22,700	22,175	21,755	21,265	21,010	20,590	20,360	20,025
4-Page A-size	35,510	34,145	33,450	32,425	31,755	30,955	30,330	29,920	29,575	28,905
4-Page King	47,240	45,855	45,410	44,375	43,520	42,540	42,030	41,175	40,730	40,040
6-Page A-size	53,250	51,210	50,185	48,630	47,635	46,440	45,495	44,880	44,360	43,370
6-Page King	70,890	68,780	68,110	66,565	65,275	63,800	63,030	61,760	61,110	60,055
8-Page A-size	71,000	68,270	66,920	64,865	63,510	61,915	60,675	59,840	59,145	57,810
8-Page King	94,495	91,685	90,825	88,750	87,055	85,075	84,050	82,350	81,475	80,060

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DERMATOLOGY MARKET DUO DERMATOLOGY NEWS + CUTIS

7.5% Off Each Publication

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Dermatology News* and *Cutis*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)

Four Color Rates	\$3,815
Five Color Rates (4C + PMS)	\$6,115

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$7,910	\$7,655	\$7,550	\$7,330	\$7,145	\$6,940	\$6,730	\$6,395	\$6,270	\$6,135
King 3/4 page + A-size page	7,590	7,285	7,100	6,940	6,835	6,715	6,435	6,185	5,855	5,765
Island page + A-size page	6,935	6,635	6,535	6,350	6,195	6,010	5,820	5,535	5,410	5,305
King 1/2 page + 1/2 A-size page	5,780	5,520	5,320	5,115	4,975	4,795	4,555	4,340	4,260	3,625

INSERT RATES (KING+A-SIZE)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page Insert	NA	\$15,405	\$15,160	\$14,725	\$14,350	\$13,945	\$13,505	\$12,865	\$12,610	\$12,365
4 page Insert	NA	30,820	30,350	29,495	28,750	27,910	27,030	25,735	25,250	24,740
6 page Insert	NA	NA	45,540	44,245	43,100	41,885	40,545	38,580	37,865	37,105
8 page Insert	NA	NA	60,720	58,990	57,480	55,855	54,055	51,440	50,480	49,465

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page Insert	NA	\$13,350	\$13,100	\$12,750	\$12,430	\$12,060	\$11,680	\$11,130	\$10,870	\$10,670
4 page Insert	NA	26,725	26,225	25,515	24,890	24,135	23,350	22,245	21,775	21,365
6 page Insert	NA	NA	39,340	38,265	37,325	36,225	35,020	33,370	32,645	32,035
8 page Insert	NA	NA	52,465	51,030	49,775	48,295	46,705	44,490	43,515	42,705

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COVER TIPS

This is a great cost-effective way to get your message to an engaged audience with the brand they trust most. Count on prime exposure when you use a cover tip for:

- A new product launch
- A coming soon ad
- An upcoming event



FRONT COVER BANNER AD

- Advertisement runs on the lower right-hand corner of the cover
- Cost is the same as a four-color King page at your earned frequency rate
- Corporate discount applies; commissionable
- **SIZE:** 5 5/8" x 1 3/4"
- Email file to mdproduction@mdedge.com

OUTSERTS

Outserts are a great opportunity to capture high visibility through *Dermatology News* that's highly read and trusted. Your preprinted outserts are placed with a current issue and polybagged for outstanding exposure. Please note: multiple items may appear within a polybag. Disease state exclusivity within the polybag is guaranteed. This is a cost-effective way to get your message to an engaged audience with a brand they trust most. Samples must be submitted for review. Availability contingent upon approval. Minimum size: 5"x5"; minimum weight: on 70# text; outserts over 3.2 oz. may incur additional costs.

Please contact sales representative for quantity with spoilage.

SAMPLES ONLY SHIP TO:

Cory Eisenhower / *Dermatology News* samples
Fry Communications, Inc.
15 Pleasant View Drive
Building #3
Mechanicsburg, PA 17050

FOR APPROVED COVER TIPS / OUTSERTS SHIP TO:

Fry Communications
Ship Attn: Cory Eisenhower
Dermatology News / ISSUE DATE
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055

SPACE RESERVATIONS

Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

SPECIFICATIONS		DESCRIPTION	TOTAL NET COST
Size: 10" x 6" or smaller	standard	2 page - single leaf	Please contact sales representative for pricing.
Multi page or pita pocket	non standard	minimum size: 4.5"(W) x 5"(H) maximum size: 10"(W) x 8"(H)	

Costs include tipping to front cover and polybagging. For demos and other custom elements, please consult the sales representative for pricing. Cost is net; non-commissionable. Client provides printed materials.

All Non-Standard cover tips must supply a sample or accurate mock-up at least three weeks prior to materials' due date.

Any cover tip that includes a folded PI:

- Will incur an additional charge
- PI must be enclosed within the covertip and closed with a wafer seal.

Cancellations of less than 60 days written notice will incur a fee equal to the cost of the secured cover tip.

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For further information, contact the sales representative.

PRINTING INFORMATION

Frontline Medical Communications (FMC) publications are printed offset in a tabloid news format. Black-and-white, four, and five-color advertisements are accepted.

- **BINDING:** Saddle Stitch

- **AD SPECIFICATIONS**

See next page for all ad dimensions

- a. **Full Page ads require bleed**

- Bleed size: 10 3/4" x 13 1/4"
- Trim: 10 1/2" x 13"
- LIVE: 9 3/4" x 12 1/4" (keep live matter 3/8" from all trim edges)

- b. **Partial Page Ads do not bleed**

- **RUN-OF-BOOK REPRODUCTION REQUIREMENTS**

- PDF/X-1a required
- All images must be CMYK (RGB not accepted)
- All files must be at 100%
- Digital files will not be altered or manipulated
- Color Proofs accepted but not required

Production Contact: Rebecca Slebodnik
240-221-2417, rslebodnik@mdedge.com

- **FILE RELEASE INSTRUCTIONS**

Email files to mdproduction@mdedge.com.
Indicate in the body of the email:

- Publication name,
- Issue date,
- Product,
- Manufacturer,
- Contact name, email and telephone number.

When uploading multiple files, please place all files in a folder and compress with ZIP.

When the same ad is running in multiple publications, please only upload once, indicating each publication in the body of the email.

- **INSERTS AND INSERT REQUIREMENTS**

- a. **General Conditions**

Publication accepts both full King-size and "A-size" (minimum size: 7 3/4" x 10 1/2") inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability and quantities.

- b. **Mechanical Specifications**

Maximum Paper Weight:

- Two-page (single-leaf) and Four-page (double-leaf) inserts: 80 lb. text coated or matte
- Larger inserts: Consult FMC

Size Requirements:

- Full King-size: 10 3/8" x 12 7/8", must furnish trimmed; no portion will trim with publication
- "A-size": 7 3/4" x 10 1/2", must furnish trimmed; no portion will trim with publication
- Note: Multiple-leaf inserts to be furnished folded

Quantity:

- Consult FMC Production as quantity varies

Shipping of Inserts:

- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

Ship inserts to:

Dermatology News
ISSUE DATE
Attn: Cory Eisenhower
Fry Communications
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055

- **POLYBAGGING GUIDELINES**

Polybagging is available for promotional outserts with all publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Contact your sales representative for details.

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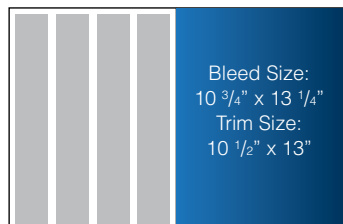
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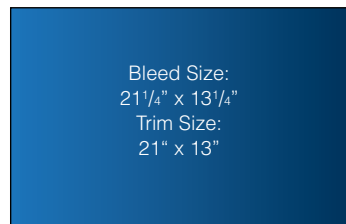
For further information,
contact the sales representative.

SPECIFICATIONS

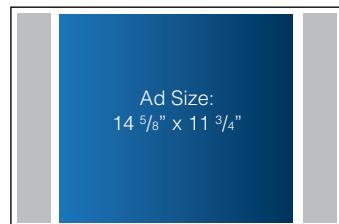
King-size Page



King-size Spread



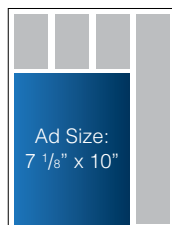
3/4 Vertical Spread



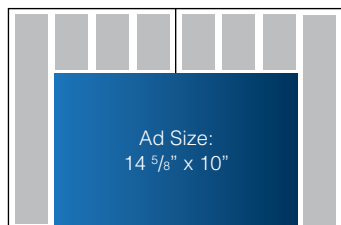
3/4 Vertical



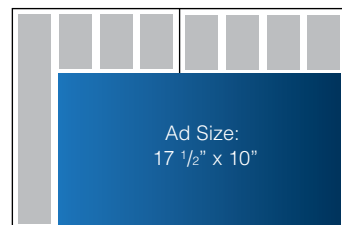
Island Page



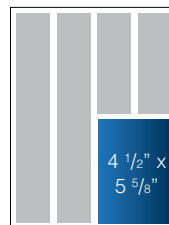
Island Spread



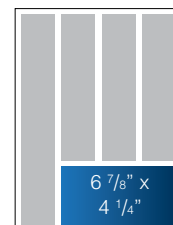
Island Page + 3/4 Page Horiz.



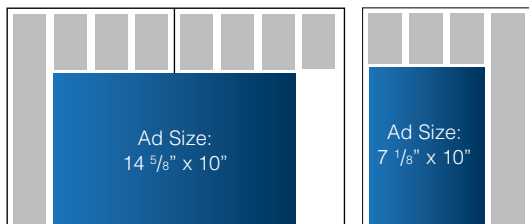
1/4 Page
Vertical



1/4 Page
Horizontal



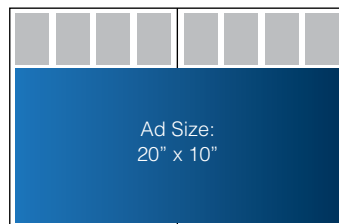
Island Spread + Island Page



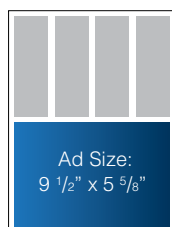
3/4 Horizontal



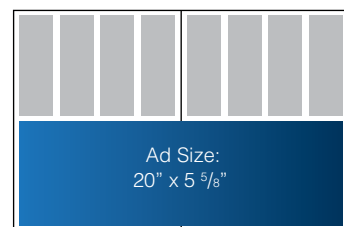
3/4 Horizontal Spread



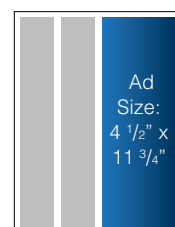
1/2 Page
Horizontal



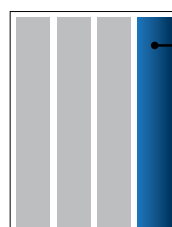
1/2 Horizontal Spread



1/2 Page
Vertical



1/4 Page Column



Journal Trim Size: 10 ¹/₂" x 13"
Live matter: Allow ³/₈" safety from all trim edges
Type of Binding: Saddle Stitch
Only Full Page Ads Bleed

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For further information,
contact the sales representative.

ADVERTORIALS

The advertorial must include the following:

“Advertisement” should be printed horizontally and centered at the top of each advertising unit in 12 pt black type.

The format/presentation of the advertorial should NOT mimic the publication. It should not be confused with editorial content in the publication.

A prominent display of the company name, logo, or both so that readers can quickly ascertain that the information is an advertisement from the company and not part of the newspaper’s editorial content. The point size should be at least 14 pt

The Publisher will send the advertorial for a medical review. Final PDF should be shared with FMC Editorial and Production prior to space close to ensure adequate time for medical review.

ADDITIONAL NOTES:

If the advertorial contains a sponsorship line, the client must also add the following disclaimer:

Neither the Editorial Advisory Board of *Dermatology News* nor the publication’s reporting or editing staff contributed to this content.

REPRINTS / EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

REPRINTS—USA & CANADA ONLY

CONTACT:

Wright's Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77380
Toll Free: 877-652-5295
Email: frontline@wrightsmedia.com
www.wrightsmedia.com

REPRINTS—ALL OTHER

CONTACT:

Ray Thibodeau, Executive Vice President
Content Ed Net
350 South Main St., Suite 113B
Doylestown, PA 18901
Phone: 267-895-1758
Cell: 215-933-8484
Skype: raythibodeau1
Email: Ray.Thibodeau@contentednet.com
www.contentednet.com

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MULTI-SPONSORED SUPPLEMENTS

Issue	Space Close	Materials Due	Bonus Distribution	Topic
July	5/29/2024	6/12/2024	See page 2	Psoriasis and Psoriatic Arthritis
October	8/22/2024	9/9/2024	See page 2	Pediatric Dermatology
November	9/26/2024	10/10/2024	See page 2	Atopic Dermatitis

Supplement will polybag and mail with that month's issue.

Supplement will be posted online in the medical education library of the newspaper's website.

RATES

Special rate card is used for multi-sponsored supplements. Monthly *Dermatology News* costs provided in this media kit are not applicable to multi-sponsored supplements. Please consult with the Publisher for advertising rate card for these topic focused issues.

AD SPECIFICATIONS

- **1 PAGE**
Trim size: 7 7/8" x 10 3/4"
Bleed size: 8 1/8" x 11"
- **SPREAD:**
Trim size: 15 3/4" x 10 3/4"
Bleed size: 16" x 11"
Live matter: Allow 1/4" safety all sides

RUN-OF-BOOK PRODUCTION REQUIREMENTS

- PDF/X-1a required
- All images must be CMYK (RGB not accepted)
- All files must be at 100%
- Digital file will not be altered or manipulated

UPLOADING INSTRUCTIONS

Email files to mdproduction@mdedge.com.
Indicate in the body of the email:

- Publication name,
- Issue date,
- Product,
- Manufacturer,
- Contact name, email and telephone number.

When uploading multiple files, please place all files in a folder and compress with ZIP.

CANCELLATION POLICY

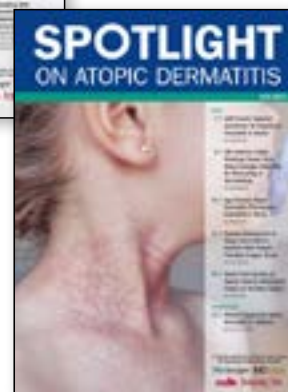
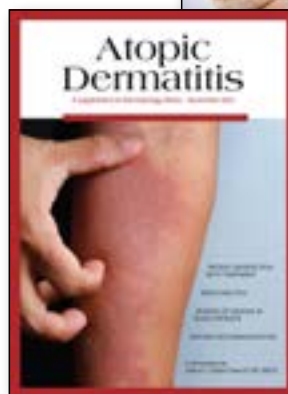
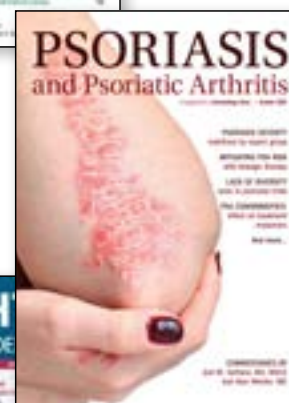
Space may be canceled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancelable and will be invoiced in full.

Please consult with Publisher on costs for each supplement or to request the multi-sponsored rate card. Cover tips also available; please consult with Publisher regarding availability and costs.

Please note: All 2023 advertisers have FROR on any premium placements. For any insertion orders issued for above, please state ad is approved for both print and digital placements.

INSERTS

Please consult with [Cheryl Wall](#), for quantity and specs.



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INTEGRATED MEDIA OPPORTUNITIES

Targeted Communications Tactics | Increases Awareness | Informs & Educates | Expands Reach | Frequency

Identify your objectives and work with our sales experts and network of brands to integrate the optimal solutions to get your message in front of the right targets at the right time.

Our wide-array of digital and print advertising tactics, Custom Programs, and Medical Conferences, built around our 25+ print and digital brands in 20+ markets provide unique and tried and true opportunities to achieve reach, generate engagement, and reinforce your messaging with multiple exposures, developed around your marketing goals.

As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key health care decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

All print advertising rates and unique print opportunities for each MDedge® brand are accessible at Frontlinrates.com.

Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.

Digital ad specifications are available [here](#).

Digital Advertising



Custom Programs



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As one of the health care industry's largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events.

The Company has multichannel "scale". Through our MDedge® network of trusted brands and affiliated portal; custom solutions group; BPA® audited print/digital publications; and conferences group, FMC meets the marketing challenges of our clients by optimizing multichannel advertising programs and multi-faceted sponsorship opportunities. FMC is #1 in total print physician reach and #2 in total combined web & print physician engagement with 26 million reader/visitor engagements annually among the Kantar Medical/Surgical universe.

Our MDedge® integrated web portal is fueled by content from 20+ print and digital brands in 18+ markets. A single, comprehensive resource, MDedge saves HCPs time and meets their practice needs through personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, videos, resource centers, practice management, medical education, interactive challenge centers, and more. Improved user experience, content categorization, and SEO optimization has increased visits and engagement by 40%.

We provide access to 1.1 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.

- Our pubs rank among the top 5 in readership in (nearly) all measured markets, reaching more than half the measured physician universe at least 1x/month.
- Our websites rank among the top 5 publication-affiliated sites by market, reaching nearly one third of the measured physician universe an average of 7x/month.
- Combined with NPs/PAs, we reach more than 65% of these measured clinicians (print + web) 4x/month.
- 20+ disease specific, multi-day live educational events, including hem/onc, globally.
- We engage with key opinion leaders as authors and editorial/advisory board members.
- Partnerships with notable societies and key medical associations.
- Producers of innovative, engaging, educational programs.

FMC | MDedge delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our discount programs and incentive programs. For details contact the sales representative directly or call 973-206-3434.

Access all rate cards and our integrated media kit at www.frontlinrates.com for an extensive look at our multichannel/platform opportunities.

Email us at sales@mdedge.com and visit www.frontlinemedcom.com.

MDedge®

A Unified Multichannel Platform Built on Brand Equity

Cardiology News®*

CHEST Physician®

Clinical Endocrinology News®*

Clinical Psychiatry News®*

Clinician Reviews®*

Current Psychiatry®*

Cutis®

Dermatology News®

Family Practice News®*

Federal Practitioner®

GI & Hepatology News®

MDedge.com/Hematology-Oncology*

MDedge.com/InfectiousDisease*

Internal Medicine News®*

Journal of Clinical Outcomes Management®*

The Journal of Family Practice®*

Neurology Reviews®

OBG Management®*

Ob.Gyn. News®*

Pediatric News®

Rheumatology News®

* Online only

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