MDedge™ | cutis®

2018 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Cutis® is a monthly peer-reviewed journal referenced in *Index Medicus*/MEDLINE that provides concise clinical articles focusing on the practical side of dermatology. An educational resource for 53 years, dermatologists incorporate the diagnosis and treatment information presented in *Cutis* articles into patient care. Readers also become aware of new products and services through case reports, original research, clinical pearls, quizzes (both clinical dermatology and dermatopathology), physician columns, and review articles. Our quizzes in print are now eligible for 1 Maintenance of Certification (MOC) self-assessment credit from the American Board of Dermatology, which aids readers in fulfilling the requirements that demonstrate their ongoing competency as certified dermatologists. According to a recent survey,* 72% of respondents indicated that content from an indexed publication (*Index Medicus*/PubMed) is more credible than from a non-indexed publication. The *Cutis* web site, part of the MDedge™ web portal, features an extensive archive of quality clinical content that provides readers with tools for point of care. Image-based quizzes are ranked most valuable by readers, followed by current issue contents.* Other sources of original content online include disease state pages, latest news, and multimedia including procedural videos. Online content for residents to aid dermatologists in-training include monthly resident columns, fast facts for board review with practice questions, the Top 10 Fellow and Resident Grant winning entries from Cosmetic Surgery Forum, and quizzes.

Cutis is partners with the Association of Military Dermatologists (AMD), Skin of Color Society, and Cosmetic Surgery Forum. A quarterly Military Dermatology column focuses on skin diseases that readers may see in their practices but an area in which AMD physicians have extensive expertise to share. The Skin of Color column also is published quarterly and provides valuable information to help care for the hair, skin, and nails of this underserved population. Resident Highlights from Cosmetic Surgery Forum are published online only.

*Source: *Cutis* Reader Input and Evaluation Study (July 2017)

BPA WORLDWIDE AMM Association of Medical Media

ADVERTISING

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FRONTLINE MEDICAL COMMUNICATIONS

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PRINT ADVERTISING

RATES & DISCOUNTS

Effective Date: January 1, 2018

- **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.

Discount Programs

- **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. 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 DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2018. Full year 2017 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2018. 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 Ad Discounts). Spend levels and associated discounts are:

2017 Net Spending	$150K	$250K	$500K	$750K	$1.0M	$1.5M	$2.0M	$3.0M+
Earned 2018 Discount	0.50%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

- **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. (The maximum frequency per publication varies and not all journals have the same frequency levels so earned frequency may vary by publication.)
- **COMBINATION BUYS AND MARKET DUOS:** Advertise the same product in the same month in any two or more FMC publications and receive a 7.5% discount. Advertise the same product in the same month in any TWO OR MORE FMC publications and receive a 7.5% discount off the earned rate in each publication (B&W and color). The PowerBuy™ and PowerBuy2™ discounts (see separate rates) supersede this program; additional discounts are not applied to these publications. PowerBuy™ (*Family Practice News*® + *Internal Medicine News*®) and PowerBuy2™ (*The Journal of Family Practice*® + *Cleveland Clinic Journal of Medicine*®) count as 1 publication. Except for PowerBuy™ and PowerBuy2™, combination discounts are applicable to full-run only.

  Gain maximum specialty reach, duplicated and unduplicated, when you advertise the same product in the same month and surround your ad with the optimal blend of clinical and medical news content and receive a 7.5% discount off the earned rate (B&W and color) in each of these MarketDUOs published by FMC: *The Journal of Family Practice*®*+Family Practice News*®; *Cutis*®*+ Dermatology News*®; *OBG Management*®*+Ob.Gyn. News*®; *Current Psychiatry*®*+Clinical Psychiatry News*®. Full-run only.

  Evaluate FMC cross market combinations by Media Group in Kantar's MARS Medical System by selecting Combination Non-Duplicated. Combinations not currently programmed can be upon request.

  Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. Choose either the continuity program or the new business/launch program when using a combination buy. See Full Media Kits available at frontlinerates.com. Full-run only.

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RATES & DISCOUNTS (CONTINUED)

- **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.
- **NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in *Cutis*® during 2017 or new product launches, new indications, or new formulations can qualify for this program. Advertise during 2018, and receive 50% off the 3rd insertion, 50% off the 6th insertion, 50% off the 9th insertion, and 50% off the 12th insertion within the calendar year of January 2018 through December 2018.
- **3-6-9-12 DISCOUNT:** Each product that advertised in *Cutis*® in 2017 qualifies for the following 4 discounts within the calendar year of January 2018 through December 2018 (or 12-month fiscal year where applicable):
  - 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.
- **DOUBLE IMPACT DISCOUNT:** Run two (2) insertions for the same product in the same issue of *Cutis*®, and the second advertising unit is discounted 30% off black-and-white rates. When ad units differ in size, the 30% discount is applied to the smaller ad unit. Full color charges on both ads; no position guarantees. Program applies to full-run ads only.
- **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.
- **PREPAYMENT PLAN:** An optional prepayment program is available. Contact Sharon Finch, Group Publisher, (973) 206-8952, for additional details.

Classified Ads

The MedJobNetwork consists of an interactive recruitment portal (www.medjobnetwork.com) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *Cutis*®'s online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

See classified rate card or contact Tim Lapella, Classified Advertising Account Manager, at 484-921-5001 or Tlapella@mdedge.com.

Split Run

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

- Demographic/Split Run rates: Available on a limited basis.

Page rate x % of circulation (minimum 50%) + Production/mechanical change (commissionable). If ROB add $1,520; if insert add $1,300.

Covers, Positions

Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added). **Cancellations of less than 60 days' written notice will incur a fee equal to the cost of the premium for 1 month.**

Covers (full-run only)	
Second cover*	B&W earned rate plus 30%, add color charges
Third cover	B&W earned rate plus 20%, add color charges
Fourth cover	B&W earned rate plus 50%, add color charges (4/c only)
Positions (full-run only)	
Facing Table of Contents page 1*	10% space premium
Facing Table of Contents page 2*	10% space premium
Opp other features*	10% space premium
Opp Table of Contents*	10% space premium
Consecutive right-hand pages	10% space premium
*Premium applies to black-and-white rate of one page only	

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RATES & DISCOUNTS (CONTINUED)

Run-of-Book Rates

BLACK-AND-WHITE RATES													
Page Size	**1x**	**3x**	**6x**	**12x**	**18x**	**24x**	**36x**	**48x**	**60x**	**72x**	**96x**	**120x**	**144x**
Full Page	$3,265	$3,210	$3,170	$3,135	$3,075	$3,025	$2,940	$2,845	$2,785	$2,700	$2,575	$2,500	$2,430
1/2 Page	2,340	2,305	2,270	2,205	2,140	2,080	1,980	1,895	1,825	1,760	1,700	1,600	1,590

BLACK-AND-WHITE + 4-COLOR RATES													
Page Size	**1x**	**3x**	**6x**	**12x**	**18x**	**24x**	**36x**	**48x**	**60x**	**72x**	**96x**	**120x**	**144x**
Full Page	$4,905	$4,850	$4,810	$4,775	$4,715	$4,665	$4,580	$4,485	$4,425	$4,340	$4,215	$4,140	$4,070
1/2 Page	3,980	3,945	3,910	3,845	3,780	3,720	3,620	3,535	3,465	3,400	3,340	3,240	3,230

Color Rates

Standard color	$745
Matched color	$880
Matched color metallic	$1,520
Three & Four color	$1,640
Five color	$2,520

Insert Rates

Page Size	**1x**	**3x**	**6x**	**12x**	**18x**	**24x**	**36x**	**48x**	**60x**	**72x**	**96x**	**120x**	**144x**
2 Page Insert	$6,530	$6,410	$6,355	$6,255	$6,155	$6,035	$5,875	$5,680	$5,575	$5,395	$5,140	$4,990	$4,870
4 Page Insert	N/A	12,815	12,705	12,540	12,310	12,085	11,765	11,370	11,145	10,785	10,295	9,980	9,750
6 Page Insert	N/A	N/A	19,060	18,805	18,440	18,135	17,640	17,070	16,710	16,185	15,435	14,970	14,615
8 Page Insert	N/A	N/A	25,400	25,075	24,595	24,180	23,520	22,760	22,275	21,575	20,580	19,965	19,490
10 Page Insert	N/A	N/A	31,755	31,340	30,750	30,215	29,380	28,445	27,850	26,970	25,720	24,950	24,365
12 Page Insert	N/A	N/A	N/A	37,615	36,905	36,265	35,260	34,130	33,430	32,355	30,875	29,935	29,235
16 Page Insert	N/A	N/A	N/A	50,150	49,200	48,355	47,020	45,510	44,570	43,140	41,160	39,930	38,990

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DERMATOLOGY MARKET DUO

CUTIS + DERMATOLOGY NEWS

7.5% off each journal—Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date. Insertions count towards earned frequency.

Color Rates

Standard color	$1,470
Matched color	$1,890
Metallic ink	$1,560
Four color	$3,420
Fifth color	$5,455

Run-of-Book Rates

BLACK-AND-WHITE RATES													
Page Size	**1x**	**3x**	**6x**	**12x**	**24x**	**36x**	**48x**	**72x**	**120x**	**240x**	**288x**	**396x**	**504x**
King size page + A-size page	$6,580	$6,490	$6,370	$6,285	$6,110	$5,950	$5,780	$5,600	$5,325	$5,220	$5,155	$5,085	$5,045
King 3/4 page + A-size page	6,320	6,170	6,065	5,915	5,790	5,700	5,590	5,355	5,150	4,870	4,845	4,750	4,705
Island page + A-size page	5,775	5,650	5,535	5,450	5,300	5,165	5,010	4,850	4,625	4,505	4,470	4,430	4,380
King 1/2 page + 1/2 A-size page	4,815	4,725	4,600	4,430	4,260	4,140	3,995	3,795	3,605	3,540	3,520	3,500	3,425

Insert Rates (King+A-size)

Page Size	**1x**	**3x**	**6x**	**12x**	**24x**	**36x**	**48x**	**72x**	**120x**	**240x**	**288x**	**396x**	**504x**
2 page Insert	NA	$13,175	$12,970	$12,760	$12,395	$12,085	$11,740	$11,375	$10,820	$10,610	$10,500	$10,350	$10,250
4 page Insert	NA	NA	25,930	25,550	24,820	24,190	23,490	22,740	21,645	21,245	20,990	20,700	20,510
6 page Insert	NA	NA	38,900	38,325	37,230	36,270	35,250	34,120	32,455	31,855	31,485	31,040	30,755
8 page Insert	NA	NA	NA	51,100	49,645	48,365	47,000	45,485	43,290	42,475	41,975	41,395	41,015

Insert Rates (A-size (island)+A-size)

Page Size	**1x**	**3x**	**6x**	**12x**	**24x**	**36x**	**48x**	**72x**	**120x**	**240x**	**288x**	**396x**	**504x**
2 page Insert	NA	$11,450	$11,255	$11,030	$10,735	$10,475	$10,160	$9,835	$9,360	$9,160	$9,075	$8,990	$8,900
4 page Insert	NA	NA	22,500	22,090	21,485	20,965	20,325	19,655	18,725	18,330	18,165	17,995	17,810
6 page Insert	NA	NA	33,755	33,135	32,235	31,430	30,500	29,495	28,090	27,480	27,230	26,985	26,700
8 page Insert	NA	NA	NA	44,185	42,980	41,910	40,670	39,320	37,460	36,640	36,315	35,980	35,600

Evaluate the above combination discounts by Media Group in Kantar's MARS Medical system by selecting Combination Duplicated.

BLEED: No charge

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CIRCULATION

Description of Circulation Parameters

Sent on a controlled circulation basis to all dermatologists, including all residents. Dermatologic PAs and NPs are invited to receive the journal on a request basis.

Demographic Selection Criteria

- **AGE:** Not applicable.
- **PRESCRIBING:** Not applicable.
- **CIRCULATION DISTRIBUTION:** Controlled 99% (59.6% request rate), paid 1%.
- **FOR SUBSCRIPTION RATES CONTACT:** 1-800-480-4851.

Circulation Verification:

- **AUDIT:** BPA.
- **MAILING LIST AVAILABILITY:**
  Michael Costantino
  Senior Account Manager Infogroup
  Tel: 402.836.6266
  Fax: 845.620.1885
  E-mail: michael.costantino@infogroup.com

Coverage

- Have any specialties been combined in the grid below? Yes.
- Date and source of breakdown: July 2017 BPA Circulation Statement.

CLICK HERE for the most current BPA statement

JULY 2017 CIRCULATION BREAKDOWN	
Dermatology	12,413
Dermatopathology	331
Allergy & Immunology	104
Dermatologic Surgery	156
Allergy	146
Pediatric Dermatology	86
Procedural Dermatology	79
Primary Care	580
Dermatology Physician Assistants (PAs)	417
Dermatology Nurse Practitioners (NPs)	145
TOTAL	**14,457**

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INSERT INFORMATION

Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher's approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (eg, paper stock weight over maximum micrometer reading) are subject to publisher's approval and may incur a premium charge.
- **CHARGES:** See rates #4.
- **BRCS:** Accepted if they accompany a full-page ad and must meet postal regulations. Charge: $3,265

Standard 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".

Trimming

Insert delivered size should be 8-1/8" x 11". Trimming of oversize inserts will be charged at cost. Keep live matter 3/8" from trimmed edges; allow 1/8" head, foot, gutter, and right side trim. Book is jogged to head, perfect bound. Publication trim size is 7-7/8" x 10-3/4".

Insert Quantity:

- 18,000.

Shipping

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity.

SHIP TO:
Publishers Press
ATTN: Tammy Cristobal
TITLE NAME/ISSUE DATE
13487 South Preston Highway
Lebanon Junction, KY 40150
Tel: 800-627-5801

All printed inserts should be full size, supplied untrimmed, folded except single leaf, and ready for binding. Varnished inserts are accepted at the publisher's discretion.

ISSUANCE & CLOSING

First Issue: February 1965.
Frequency: Monthly.
Issue Date: Month of issuance.
Mailing Date and Class: 13th of each month. Periodicals class.
Closing Dates: (subject to change):

	SPACE	MATERIAL	INSERTS
Issue	Reservation	Due	Due
January	12/19/17	12/27/17	1/8/18
February	1/17/18	1/24/18	2/1/18
March	2/15/18	2/23/18	3/5/18
April	3/19/18	3/26/18	4/3/18
May	4/16/18	4/23/18	5/1/18
June	5/17/18	5/24/18	6/4/18
July	6/19/18	6/26/18	7/5/18
August	7/18/18	7/25/18	8/2/18
September	8/17/18	8/24/18	9/4/18
October	9/14/18	9/21/18	10/1/18
November	10/16/18	10/23/18	10/30/18
December	11/13/18	11/20/18	11/30/18

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COVER TIPS/BELLY TIPS/OUTSERTS

Cover tips and polybagging are a cost-effective method to capture immediate exposure and to get your message to an engaged audience with a brand they trust. Count on prime exposure when you use a cover tip for:

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

Cover Tip Rates

SPECIFICATIONS	DESCRIPTION	TOTAL NET COST
Size: 7 ½″ (w) x 5 ¼″ (h) Print on 80# stock No UV coating	Single-leaf	$14,500
	Annual AAD Convention single-leaf	$16,000
	Summer AAD single-leaf	$16,000
	Multiple leaf or pita pocket	TBD

Cost is net; non-commissionable

*Pricing is for supplied cover tips only and does not include printing. Polybagging is included. Printing of cover tips is available. Please contact Publisher for pricing and details. Clients must supply a sample of the cover tip or accurate mock-up three weeks prior to materials' due date. Any cover tip that includes a folded PI:

- Will incur an additional charge
- Must run as a 4 pager with PI glued on inside and wafer sealed

Cancellations of less than 60 days' written notice will incur a fee equal to 50% of the cost.

FOR FURTHER INFORMATION CONTACT:
Sharon Finch, Senior Vice President/Group Publisher
Tel: 973-206-8952, E-mail: sfinch@mdedge.com

Outserts

- Print outserts are a great opportunity to capture high visibility through a brand that's highly read and trusted by more than 14,000 dermatologists, physician assistants, and dermatology nurses. Outserts are placed with a current issue of *Cutis*® and polybagged for outstanding exposure.
- For pricing based on your provided specifications, please contact Sharon Finch.
- Samples must be submitted for review. Availability contingent upon approval.

FOR FURTHER INFORMATION CONTACT:
Sharon Finch, Senior Vice President/Group Publisher
Tel: 973-206-8952, E-mail: sfinch@mdedge.com

REPRINTS

Reprints of articles and supplements 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. Reprints are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers. Reprints help our sales force speak to clinicians with knowledge and relevance.

We can also recommend related articles to create a comprehensive review package for your customers.

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EDITORIAL

General Editorial Direction

A clinical dermatology journal of 53 years, *Cutis*® is peer reviewed and referenced in *Index Medicus*. It is respected and enjoyed by dermatologists, enabling its readers to get what they need quickly and efficiently. It covers a broad range of pertinent and timely topics and is written and edited by industry leaders.

Special Focus Issues

- **JANUARY:** AAD Issue (Bonus Distribution); Focus on Psoriasis
- **MAY:** Focus on Skin Cancer
- **JULY:** AAD Issue (Bonus Distribution); Focus on Acne/Rosacea
- **SEPTEMBER:** Focus on Atopic Dermatitis
- **NOVEMBER:** Focus on Pediatric Dermatology

Average Issue Information (2017)

- Average number of articles per issue (excluding departments): 4.
- Average article length: 4 pages (2600 words).
- Departments: An average of 8 of the following features are included in each issue:
  - Close Encounters With the Environment
  - Coding Consultant
  - Contact Dermatitis
  - Cosmetic Dermatology
  - Dermatopathology Diagnosis (now eligible for MOC self-assessment credit from the American Board of Dermatology)
  - Drug Therapy Topics
  - Editorial
  - Military Dermatology (in partnership with the Association of Military Dermatologists)
  - Pediatric Dermatology
  - Photo Challenge (now eligible for MOC self-assessment credit from the American Board of Dermatology)
  - Practical Pearls From the *Cutis* Editorial Board
  - Product News
  - Therapeutics for the Clinician
  - Skin of Color (in collaboration with the Skin of Color Society)
  - Tech Talk
- **ONLINE-ONLY CONTENT:** An average of 15 of the following Web exclusives are included online each month:
  - Case Letters
  - Cosmetic Corner
  - Debunking Myths
  - Fast Facts for Board Review
  - Multimedia (audio/video, including procedural video)
  - News
  - Photo Challenges
  - Peer to Peer audiocasts with Editor-in-Chief Vincent A. DeLeo, MD
  - Resident Corner and Resident Highlights (from Cosmetic Surgery Forum)

Origin of Editorial

- **STAFF WRITTEN:** 2% of articles.
- **SOLICITED:** 4% of articles.
- **SUBMITTED:** 94% of articles.
- **PEER REVIEW:** All articles submitted are reviewed by 2 Editorial Board members. Rejection rate is 60%.
- **SUBMISSIONS:** All articles must conform to the Information for Authors, which is found on our Web site at www.mdedge.com/cutis/page/information-authors.
  For industry-sponsored original research as part of our Therapeutics for the Clinician department, the word count limit is 3900 words (6 pages in print). We may accommodate longer research articles at a per-page cost. For more information, please contact Group Editor Melissa Sears (msears@mdedge.com).
- **WEB SITE:** Full-text articles, including supplements (unless otherwise indicated), are available on the *Cutis*® Web site www.mdedge.com/Cutis 15 days after the issue has mailed. The site also features online exclusives (see above).
- **NEW PRODUCT RELEASES:** Accepted for Product News.
- **EDITORIAL RESEARCH:** Issues are post-tested periodically to measure readership response to the editorial package.

Ad Format and Placement Policy

- **FORMAT:**
  - Between articles? Yes
  - Welled? No
  - Stacked? No
  - Within articles? Rarely
- **ARE ADS ROTATED?** Yes

Ad/Edit Ratio Information

Ad/edit ratio: 40/60

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- Circulation
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ABOUT FRONTLINE

For further information, contact your account manager or the publisher

GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval 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 Standard Terms and Conditions of our Rate Card ([click the link for details]), 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. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

Advertiser Services

2018 BONUS DISTRIBUTION:

- **DECEMBER 2017 ISSUE:** Caribbean Dermatology Symposium, Palm Beach, Aruba; January 17-21, 2018
- **JANUARY ISSUE:** Hawaii Dermatology Seminar, Kauai, HI; February 4 - 9, 2018
- **JANUARY ISSUE:** American Academy of Dermatology, San Diego, CA, February 16-20, 2018
- **JUNE ISSUE:** Women's & Pediatrics Dermatology Seminar, Newport Beach, CA, June 22-23, 2018
- **JULY ISSUE:** American Academy of Dermatology Summer Meeting, Chicago, IL, July 26-29, 2018
- **SEPTEMBER ISSUE:** Coastal Dermatology Symposium, Monterey, CA; October 4-6, 2018
- **OCTOBER ISSUE:** Las Vegas Dermatology Seminar & Psoriasis Forum, Las Vegas, NV; November 1-3, 2018

Advertising Research

October Omnibus study available to advertisers who have placed at least 6 insertions in 2018.

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PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

	AD SIZES		BLEED SIZES	
	Width	Depth	Width	Depth
2 page spread	15"	10"	16 ¼"	11"
1 page	7"	10"	8 ⅛"	11"
½ page (horizontal)	7"	4 ⅞"	8 ⅛"	5 ½"
½ page (vertical)	3 ⅜"	10"	4"	11"

- **HOLD ALL LIVE MATTER:** 3/8'' from all sides.
- **TRIM SIZE OF JOURNALS:** 7 7/8'' x 10 3/4''.

Paper Stock

- **INSIDE PAGES:** 45lb coated.
- **COVERS:** 70lb coated.
- **TYPE OF BINDING:** Perfect-bound.

Half-Tone Screen Recommendations

- **COVERS:** 150 line.
- **INSIDE:** 133 line.
- **4-COLOR:** 133 line.
- **DENSITY OF TONE:** 4-color cover 320%, 4-color inside 300%, 2-color inside 180%.

Reproduction Requirements

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

Materials Accepted:

- PDF x1a and PDF. Digital contract color proof required.
- **SEND REPRODUCTION MATERIALS TO:**

Cutis
Frontline Medical Communications Inc.
7 Century Drive, Suite 302, Parsippany, NJ 07054-4609
ATTN: Donna Pituras, Production Manager
TEL: 973-206-8011 Fax: 973-206-9535
E-MAIL: dpituras@mdedge.com

Materials Policy:

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

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UNIQUE OPPORTUNITIES

Multi-sponsored Supplements / Special Issues:

Multisponsored print and digital supplements and/or themed special issues focus on specific diseases and/or topic areas to provide uniquely relevant in-depth content geared specifically toward physicians and other HCPs with the market.

Available in print, online in a digital edition, and in the app store (where available) these issues provide informative and objective information on a topic of interest that HCPs can refer to again and again. This may include diagnosis and treatment information around a disease state; content devoted to a subgroup of the primary specialty; or content produced on behalf of or in collaboration with any of our medical association, patient advocacy group, or Society partners.

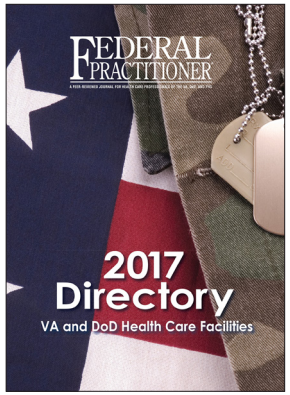
These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond the CUTIS® audience as well.

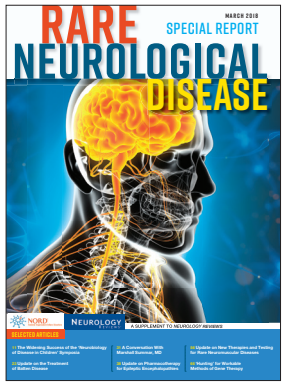
- Supplements polybag and mail with regular issues of CUTIS®
- Supplements are posted online in the medical education library/ education center of mdedge.com/cutis
- Print supplements receive Bonus Distribution at various medical meetings and events.

PRICING: Please consult with Publisher/Account Manager on advertising rates for each supplement or to request the multi-sponsored rate card. Cover tips are also available, please consult with Publisher regarding availability and costs. Ads must be approved for both print and digital placements.

CANCELLATION POLICY: Space may be cancelled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

CLOSING DATES, INSERTS, AND SPECIFICATIONS: Please consult your account manager for closing dates, insert quantity and print/digital advertising specs.





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INTEGRATED MEDIA OPPORTUNITIES

Awareness, Education, Reach, Engagement, Frequency… no matter your marketing objectives, Frontline/MDedge™ has solutions to get your message in front of the right targets at the right time.

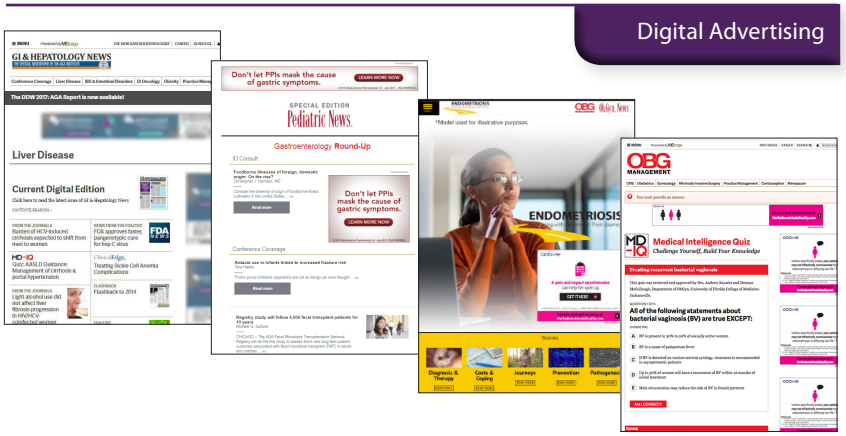
From Digital Advertising to Custom Programs and Medical Conferences, our 38 multimedia brands in 25 markets provide numerous tactics and unique solutions to achieve in-depth reach, build awareness, generate engagement, and repeat exposures; developed around your targeted goals. As a medical communications leader reaching 1.3 million physicians, NPs, PAs, payers, key healthcare 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.

Let us help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

For print/digital edition advertising rates and unique print opportunities for each MDedge™ brand, visit Frontlinerates.com and click on the brand's rate card.

For Digital Advertising, Custom Multimedia Programs, and Conferences,

click here for the latest Integrated Media Kit.



MEDS Metabolic & Endocrine Disease Summit

Current Psychiatry Update 2018 — Solving Clinical Challenges, Improving Patient Care

Cardiovascular, Allergy & Respiratory SUMMIT CARPS

19th Annual MISS 2019 Minimally Invasive Surgery Symposium

Innovative Techniques knee, hip, and shoulder course 2017 — Non-Operative Regimens to Arthroscopy to Arthroplasty

2018 PAGS PELVIC ANATOMY and GYNECOLOGIC SURGERY SYMPOSIUM

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MDedge™
An HCP Trusted Source for News and Clinical Content

FRONTLINE MEDICAL COMMUNICATIONS

Frontline Medical Communications Inc is one of the healthcare industry's largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP-level targeting and is ranked 1st in combined web and print engagements. With MDedge™ and BPA-audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs.

- A portfolio of 38 print and digital publications, reaching 25 distinct market segments, circulation surpasses 850,000 healthcare professionals (HCPs), over 1.1M copies each month.
- MDedge™, our state-of-the-art integrated web portal of personalized medical news, features indexed and peer-reviewed clinical content, and interactive learning opportunities.
- Access to 1.3 million physicians, nurse practitioners, physician assistants, HCPs, and other key decision makers through our validated proprietary e-database
- eNewsletters, interactive Web sites, digital editions, and mobile apps deliver content daily
- 22 live events
- Collaboration with notable societies and key medical associations
- Producers of innovative, engaging, educational programs

From 1 to 1M+, MDedge™ delivers your message to the right audience at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2018 discount programs: corporate-wide earned frequencies based on combined pages, new business/launch programs; continuity discounts; and corporate discounts.

Contact your account manager directly or call 973-206-3434.

Visit www.frontlinemedcom.com or to access all rate cards and our integrated media kit visit www.frontlinerates.com.

Email us at sales@mdedge.com.

MDedge™
True HCP Engagement In Every Way, On Every Day

ACS Surgery News®
The American Journal of Orthopedics®
Cardiology News®
CHEST® Physician
Clinical Endocrinology News®
Clinical Neurology News®
Clinical Psychiatry News®
Clinician Reviews®
Cosmetic Dermatology®
Current Psychiatry®
Cutis®
Dermatology News®
Emergency Medicine®
Family Practice News®
Federal Practitioner®
The Gastric Cancer Journal™
GI & Hepatology News®/ The New Gastroenterologist™
Hematology News®
Hematology Times™
The Hospitalist®
Hospital Physician® Hematology-Oncology Board Review Manual
IDPractitioner®
Internal Medicine News®
Journal of Clinical Outcomes Management®
The Journal of Community and Supportive Oncology®
The Journal of Family Practice®
Journal of Hospital Medicine®
Neurology Reviews®
OBG Management®
Ob.Gyn. News®
OncologyPractice™
Pediatric News®
Physicians' Travel & Meeting Guide®
Rheumatology News®
The Sarcoma Journal™
Seminars in Cutaneous Medicine and Surgery®
Vascular Specialist®

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