2020 Recruitment/Classified Advertising Rates

cutis®

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www.mdedge.com/dermatology

BLACK & WHITE RATES*	1x	3x	6x	12x
Full Page	$3,454	$3,298	$2,938	$2,769
1/2 Page	2,401	2,240	2,065	1,858
1/4 Page	1,441	1,189	1,124	954
1/3 Page	2,019	1,752	1,418	1,262
1 x 5″ up to 150 words	870	837	774	752
1 x 4″ up to 120 words	794	731	720	678
1 x 3″ up to 90 words	636	582	529	497
1 x 2″ up to 60 words	582	529	478	446
1 x 1″ up to 30 words	478	423	370	297

*State and local taxes may apply

PAGE SIZES		TYPE AREA	
Full Page	7″	x	9″
1/2 Page	7″	x	4.5″
1/3 Page	3.5″	x	6.75″
1/4 Page	3.5″	x	4.5″

COLOR

- Color Logo: $205
- Color charges are in addition to earned black and white rates
- Bleed: No charge
- Colored Box: $150

CONFIDENTIAL BOX NUMBERS: $40

COMPOSITION

- Black & White Only: Full page: $150
- Half page: $125
- Quarter page: $95

AGENCY DISCOUNT: 15%—All rates noted on this card are GROSS for 1/4 page and larger size ads.

CANCELLATIONS: Must be received in writing on or before the announced closing date.

AUDIENCE: Dermatologists, procedural dermatologists, dermatological surgeons, as well as dermatology nurses and physician assistants.

CIRCULATION: 32,022 BPA Audited

ISSUANCE: 12 times a year

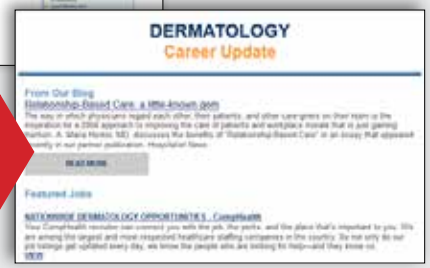
BONUS DISTRIBUTION

- **January Issue:** Caribbean Dermatology Symposium; January 15-19, 2019; Cayman Islands and American Academy of Dermatology; March 1-5, 2019; Washington, DC
- **February Issue:** HWD, February 17-22, 2019 and American Academy of Dermatology; March 1-5, 2019; Washington, DC
- **March Issue:** American Society of Laser Medicine & Surgery (ASLMS); March 27-31, 2019; Denver, CO
- **July Issue:** Summer American Academy of Dermatology; July 25-28, 2019; New York, NY
- **September Issue**: Coastal Dermatology; October 3-5, 2019

DIGITAL ADVERTISING

increase your impact! GET MORE CANDIDATES!

30 day Job Posting with a print ad: $549/month



E-Newsletter with print ad: $749/month (includes job posting)

Packages include our unique Intelligent Sourcing tools

All ads are optimized for viewing on mobile devices

AD SPACE/MATERIALS DEADLINE

January	12/11/19	July	06/9/20
February	01/10/20	August	07/9/20
March	02/7/20	September	08/7/20
April	03/9/20	October	09/9/20
May	04/9/20	November	10/9/20
June	05/8/20	December	11/9/20