

GENERAL INFORMATION

The *Journal of Drugs in Dermatology* (JDD), a full-color, peer-reviewed publication indexed with MEDLINE®/PubMed®, offers one of the fastest routes to disseminate dermatologic information. JDD consistently presents original articles, case reports, and timely departments pertaining to the latest advances in drugs, devices, and methods in dermatology. A high standard of content is maintained through an unbiased, balanced, peer-review process. Articles are reviewed by an International Editorial Board of over 150 renowned experts. JDD's extremely current and highly regarded editorial content contributes to its high readership and ensures maximum exposure for your advertisements.

Circulation

Qualified Circulation: 13,200+

Total Distribution: ≈14,500

Fields Served: Dermatology and others allied to the field

Qualified Recipients: Entire dermatology community including dermatologists, residents, physician assistants, and nurse practitioners

Bonus Distribution:

Orlando Dermatology Aesthetic and Clinical (ODAC) conference
 American Academy of Dermatology (AAD) Annual Meeting
 American Academy of Dermatology (AAD) Summer Meeting
 American Academy of Dermatologic Surgery (ASDS) Annual Meeting

Publication Statistics

Editorial: Peer-reviewed, indexed in MEDLINE®/PubMed®

Manuscript Rejection Rate: 55%

Acceptance to Publication: ≈1 to 4 months

Advertising to Editorial Ratio: ≈25:75

Frequency: Published monthly, 12 times per year

Organizational Affiliations: International Society for Dermatologic Surgery (ISDS) and Orlando Dermatology Aesthetic and Clinical (ODAC) conference

Cancellation Policy

In the case of cancellation, the price of any pages previously published will be retroactively adjusted to the 1x frequency and Client will be billed accordingly. Cancellations must be received, in writing, at least 30 days prior to the issue's closing date. If notice of cancellation is not received 30 days prior to the issue's closing date, payment will be due for the corresponding month.

Closing Dates and Materials Due Dates*

Issue	Closing Date	Materials Due
January	11/30/09	12/03/09
February	12/23/09	12/29/09
March	01/26/10	01/29/10
April	02/26/10	03/04/10
May	03/26/10	04/01/10
June	04/27/10	04/30/10
July	05/28/10	06/03/10
August	06/28/10	07/01/10
September	07/30/10	08/05/10
October	08/27/10	09/01/10
November	09/27/10	09/30/10
December	10/28/10	11/02/10

*All space reservations must be confirmed in writing prior to closing date.
 Materials due 6pm EST*

Media Delivery

All media must be labeled with the journal name, issue date, advertiser name, product name, agency name, agency contact, and phone number. Attach printout of disc content. FTP transfer accepted by arrangement only. Advertising materials must be received by due date. If not received, penalty, deferment to later issue, or exclusion from issue may occur.

Agency Commission and Terms

Agency Commission: 15% on all ads

Payment Terms: Net 30 days from date of invoice; agency commission is subject to withdrawal on accounts not paid within 90 days of invoice date.

Agency is responsible for payment of all advertising ordered and content published. If payment is defaulted, JDD shall have the right to hold the advertiser and the advertising agency jointly liable for such monies due to JDD for contracted and published ad space.

Advertising Materials

Elizabeth Borges

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Advertising Inquiries and Insertion Orders

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*Dates are subject to change.

MECHANICAL SPECIFICATIONS

Page Size	Trim Area	Live Area	With Bleed
Full Page	8 1/4" x 10 7/8"	7 1/4" x 9 7/8"	8 1/2" x 11 1/8"
1/2 Page Horizontal	8 1/4" x 5 7/16"	7 1/4" x 4 7/16"	8 1/2" x 5 11/16"
1/2 Page Vertical	4 1/16" x 10 7/8"	3 9/16" x 10 7/8"	4 3/16" x 11 1/8"

Bleed: 1/8" on all sides

Insert Specifications

Trim Size: 8 1/4" x 10 7/8"

Full Ad Size with Bleed: 8 1/2" x 11 1/8"

Trims: 1" off all 4 sides [*Keep live matter 1/2" from trim edges*]

Jogs: To head

Bindery: Perfect

Stock: 60# text minimum – 80# text maximum

Quantity: 15,880**

Insert Shipping Instructions

Cadmus – Lancaster

Attn: Stephanie Metzger

3575 Hempland Road

Lancaster, PA 17601

(717) 285 6720 — office

Submission Requirements

File Format

Please provide high-resolution PDF files. JDD prefers files to be PDF/X-1a.

- All files must be CMYK
- All files must be at least 300 dpi
- All fonts and graphics must be embedded into the file

Proofs

JDD cannot guarantee correct placement or color match unless provided with a color proof at 100% scale (Iris print/AGFA press match/Kodac Approval Print).

- All proofs must have trim, register, and center marks
- Revised proof must be supplied whenever a text or design change is made
- Proofs will only be kept through the month of initial publication

*Rates are subject to change.

**Please call to confirm insert quantity before each issue.

ADVERTISING RATES

B&W Rates

Rates are based on the total pages earned over 12 months.

Frequency	Full Page	Half Page
1 x	\$2,397	\$1,464
6 x	2,264	1,397
12 x	2,130	1,331
24 x	1,964	1,129
48 x	1,779	1,031
60 x	1,500	921

Four Color Rates

Rates are based on the total pages earned over 12 months.

Frequency	Full Page	Half Page
1 x	\$3,775	\$2,842
6 x	3,641	2,775
12 x	3,508	2,713
24 x	3,342	2,507
48 x	3,109	2,409
60 x	2,879	2,308

Premium Positions

Position	Additional
Cover Tip	\$12,600/month
Belly Band	\$20,000/month
Cover 2	35% B&W page rate
Cover 3	20% B&W page rate
Cover 4	50% B&W page rate
Opposite Table of Contents	25% B&W page rate
Before First Article	10% B&W page rate
Other Requested Positions	10% B&W page rate
Blow-in Card	Insert rate + \$1,000
Business Reply Card	Insert rate + \$1,000
Targeted Advertising/ Demographic Rates	Available upon request

Insert Rates

Frequency	2p	4p	6p	8p
1 x	\$5,267	\$10,545	\$13,949	\$18,603
6 x	4,744	9,489	13,391	17,859
12 x	4,219	8,414	12,811	17,115
24 x	3,797	7,594	11,571	15,402
48 x	3,449	6,830	10,395	13,856
60 x	3,236	6,112	9,248	12,155