

## GENERAL INFORMATION

The *Journal of Drugs in Dermatology (JDD)*, is the fastest to publish, content-rich, dermatologist-targeted journal that is written for physicians by physicians, is professionally published by an award-winning editorial team, and offers compelling reach and value, including customizable solutions for your brand.

*JDD* is a full-color, peer-reviewed publication indexed with MEDLINE®/PubMed®. It 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 160 renowned experts. *JDD's* extremely current and highly regarded editorial content contributes to its high readership and ensures maximum exposure for your advertisements.

## CIRCULATION

*JDD* reaches the entire dermatology universe monthly through an array of innovative platforms, including the print edition, JDDonline, and the *JDD* electronic edition (eJDD).

### Issuance

**Frequency:** Published monthly, 12 times per year

**Mailing Date:** Fourth Tuesday prior to the issue month

### Bonus Distribution:

Orlando Dermatology Aesthetic and Clinical (ODAC) conference – *January 13-16, 2012*  
 American Academy of Dermatology (AAD) Annual Meeting – *March 16-20, 2012*  
 Skin of Color Seminar Series (SOCSS): New York – *April 14-15, 2012*  
 Skin of Color Seminar Series (SOCSS): Las Vegas – *June 2-3, 2012*  
 American Academy of Dermatology (AAD) Summer Meeting – *August 15-19, 2012*  
 American Society of Dermatologic Surgery (ASDS) Annual Meeting – *October 11-14, 2012*

## 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's 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.

## 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

### Primary Contact

#### Inquiries and Insertion Orders:

**Luz Figueroa**  
 Scientific Publications Liaison  
 office (917) 374 5914 fax (949) 760 0522  
 luz.figueroa@jddonline.com

**Magnus Greenacre**  
 Advertising and Multimedia Sales Manager  
 office (646) 453 5716 fax (949) 760 0522  
 magnus.greenacre@jddonline.com

### Shipping Instructions

#### Run of Book Advertising Materials to:

**Magnus Greenacre**  
 Advertising and Multimedia Sales Manager  
 377 Park Avenue South, 6th Fl  
 New York, NY 10016  
 office (646) 453 5716  
 fax (949) 760 0522  
 magnus.greenacre@jddonline.com

#### Insert and Outsert Materials to:

**Attn: Val Hamlett**  
**Publishers Press**  
 100 Frank E. Simon Avenue  
 Shepherdsville, KY 40165  
 (800) 627 5801 x 2262

## Publication Statistics

**Editorial:** Peer-reviewed, indexed in MEDLINE®/PubMed® since issue 1-1

**Manuscript Rejection Rate:** 50%

**Acceptance to Publication:** 2 to 4 months

**Average Articles and Case Reports/Issue:** 14-16

**Advertising to Editorial Ratio:** 16:84

## Organizational Affiliations

- International Society for Dermatologic Surgery (ISDS)
- Orlando Dermatology Aesthetic and Clinical (ODAC) conference
- Skin of Color Seminar Series (SOCSS)

## Print Issue

**Audience:** Entire US-based dermatology community including dermatologists, dermatology residents and fellows, physician assistants, and nurse practitioners

**Qualified Circulation:** 13,636

**Circulation Verification:** BPA Worldwide

## Electronic Issue (eJDD)

**Audience:** Global dermatology healthcare professionals

**Total Distribution:** 21,500+

## PROOFS

***JDD* cannot guarantee correct placement or color match unless provided with a color proof at 100% scale** (Iris print/AGFA press match/Kodak® 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

## CLOSING DATES & MATERIALS DUE DATES\*

Issue Month	Closing Date	Materials Due
January	12/01/11	12/06/11
February	01/02/12	01/06/12
March	02/01/12	02/06/12
April	03/01/12	03/06/12
May	04/02/12	04/06/12
June	05/02/12	05/07/12
July	06/01/12	06/06/12
August	07/02/12	07/09/12
September	08/01/12	08/06/12
October	08/31/12	09/07/12
November	10/01/12	10/05/12
December	11/01/12	11/07/12

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

\*Dates are subject to change.

## MECHANICAL SPECIFICATIONS

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

Inserts, Belly Bands, & Cover Tips								
Type	Trim Size	Full Ad Size with Bleed	Live Area	Trims	Jogs	Bindery	Stock	Full Run Quantity
Insert	8 1/4" x 10 7/8"	8 1/2" x 11 1/8"	N/A	1" off all 4 sides	To head	Perfect	60# text minimum, 80# text maximum	16,200**
Belly Band	18 1/4" x 4"	18 1/2" x 4 1/8"	7 1/4" x 3"	N/A	N/A	N/A	100# <sup>†</sup>	16,200**
Cover Tip	8 1/4" x 4"	8 1/2" x 4 1/8"	7 1/4" x 3"	N/A	N/A	N/A	100# <sup>†</sup>	16,200**

Trims: Keep live matter 1/2" from trim edges.

## AGENCY COMMISSION & 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.

## CANCELLATION POLICY

In the case of cancellation, the price of any pages previously published will be retroactively adjusted to the 1x frequency and the 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. Cover positions are not cancellable.

## ADVERTISING RATES\*

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

B&W Rates		
Frequency	Full Page	Half Page
1 x	\$2,595	\$1,585
6 x	\$2,450	\$1,510
12 x	\$2,305	\$1,440
24 x	\$2,125	\$1,220
48 x	\$1,920	\$1,115
60 x	\$1,625	\$990

Four Color Rates		
Frequency	Full Page	Half Page
1 x	\$4,085	\$3,075
6 x	\$3,940	\$3,000
12 x	\$3,795	\$2,935
24 x	\$3,615	\$2,710
48 x	\$3,360	\$2,605
60 x	\$3,115	\$2,495

Premium Positions	
Position	Additional
Cover 2	35% of the B&W Full Page Rate
Cover 3	20% of the B&W Full Page Rate
Cover 4	50% of the B&W Full Page Rate
Opposite Table of Contents	25% of the B&W Full Page Rate
Opposite Editorial Board	25% of the B&W Full Page Rate
Before First Article	10% of the B&W Full Page Rate
Other Requested Positions	10% of the B&W Full Page Rate

Insert Rates				
Frequency	2 Page	4 Page	6 Page	8 Page
1 x	\$5,695	\$11,405	\$15,080	\$20,120
6 x	\$5,130	\$10,260	\$14,485	\$19,315
12 x	\$4,565	\$9,100	\$13,855	\$18,510
24 x	\$4,105	\$8,215	\$12,515	\$16,660
48 x	\$3,730	\$7,390	\$11,240	\$14,985
60 x	\$3,500	\$6,610	\$10,000	\$13,140

Custom Advertising			
Frequency	Belly Band	Cover Tip	Blow-in Card, Business Reply Mailer, and Educational Leave Behind
1 x	\$20,800	\$13,315	+ \$1,300 of the 1x Insert Rate
3 x	\$20,385	\$13,105	+ \$1,200 of the 1x Insert Rate
6 x	\$19,970	\$12,896	+ \$1,100 of the 1x Insert Rate
9 x	\$19,552	\$12,690	+ \$1,000 of the 1x Insert Rate
12 x	\$19,136	\$12,272	+ \$900 of the 1x Insert Rate

\*Rates are subject to change.

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

†No option of minimum/maximum stocks.