

JDDonline.com and SanovaWorks offer an array of opportunities to maximize reach and target your digital messaging. Choose from run of site (ROS) banner options or target specific dermatology professionals within specialty specific content. Metrics are sent on a monthly basis unless otherwise stated.

METRICS AT-A-GLANCE

WEB

- 167,000 avg. monthly pageviews ROS
- 63,000 avg. monthly users ROS
- 83,000 avg. monthly sessions ROS
- 5,000 avg. monthly impressions per microsite

EMAIL

- 40,000 opt-in email subscribers
- 27%+ avg. open rate
- 1.3% avg. CTR (click-through-rate)

PODCAST

- 120+ unique plays, streams or downloads per episode in the first month
- 1,000+ unique plays, streams or downloads per episode in the first year

ADVERTISING SOLUTIONS

\$65 cpm Rate: Run of site

\$85 cpm Rate: Premium for targeting, rich media and non-standard ad units

Specialty Specific Microsites and Resource Centers

Contact sales

Monthly eTOC and eNewsletters Starting at \$2,700

Podcast Advertising \$5,000 per month

Audience Extension Program: Dermatology Audience Targeting Arena "DATA" \$50 CPM

- Using ABM, SanovaWorks identifies your target accounts, optimizes your advertising campaigns, and provides transparent firmographic reporting
- An ABM approach makes your data actionable, allowing you to learn how best to target your ideal accounts
- Analytics from ABM campaigns provide insights that support the optimization of future campaigns resulting in improved engagement
- SanovaWorks powerful "DATA" technology allows your ads to reach your target audience with a more scalable, accurate solution that bridges data gaps and maximizes ROI

SUBMISSION GUIDELINES:

Please send ad materials to:

courtney.cruickshank@sanovaworks.com

and cc: your Sales and Planning contact.

Deployment time: 3-7 business days from receipt of creative/tags and contract. Must be 3rd party served.

CREATIVE SPECS

WEBSITE BANNER ADS

Medium Rectangle: 300 x 250

Placement: Journal pages

Left hand column of journal page.

Displays on homepage and most content pages.

Generic list of exempt pages available upon request.

Half Page: 300 x 600

Placement: Journal pages

Left hand column of journal page

Top Leaderboard: 728 x 90

Placement: Journal pages

NOTE: Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

RATES

\$65 cpm: Run of site

\$85 cpm: Premium for targeting, rich media and non-standard ad units

SPECIFICATIONS

HTML5: Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB

Size: 200K max

Rotation: Accepted

Animated GIF: Max 3 loops of animation – up to 15 seconds per loop

Required Resolution: 72 dpi

Acceptable File Format: GIF, JPEG

Rich Media and HTML5: Yes. Supplied as 3rd party tags only

Target URL: Required

ALL DESKTOP/TABLET WEB ADS

| | MEDIUM RECTANGLE | HALF PAGE | TOP LEADERBOARD |
|---|--|-----------|-----------------|
| Dimensions (pixels) | 300 x 250 | 300 x 600 | 728 x 90 |
| Expandable/Collapse Dimensions (pixels) | 600 x 250 | 600 x 600 | 728 x 360 |
| Expand/Collapse Direction | Left | Left | Down |
| Accepted 1st Party File Formats | .GIF or .JPG plus click-through URL or HTML5 with browser detection | | |
| 3rd Party | DCM | | |
| Max Initial K-Weight | 150 KB | 200 KB | 150 KB |
| Max Subload | 300 KB | 400 KB | 300 KB |
| Max Animation Time/Max Loops | 15 Seconds / 3x Loops | | |
| Notes | Click through URLs can be served with a 3rd party redirect URL. Click through URLs must open in a new browser. | | |

MOBILE ADVERTISING

| | SMARTPHONE WEB TOP BANNER | SMARTPHONE WEB TOP WIDE BANNER | SMARTPHONE WEB MEDIUM RECTANGLE |
|---|--|--------------------------------|---------------------------------|
| Dimensions (pixels) | 300 x 50 | 320 x 50 | 300 x 250 |
| Expandable/Collapse Dimensions (pixels) | 300 x 416 | 320 x 426 | 300 x 416 |
| Expand/Collapse Direction | Down | Down | Autodetect |
| Accepted 1st Party File Formats | .GIF or .JPG plus click-through URL or HTML5 with browser detection | | |
| 3rd Party | DCM | | |
| Max Initial K-Weight | 50 KB | 50 KB | 150 KB |
| Max Subload | 100 KB | 100 KB | 300 KB |
| Max Animation Time/Max Loops | 15 Seconds / 3x Loops | | |
| Notes | Click through URLs can be served with a 3rd party redirect URL. Click through URLs must open in a new browser. | | |

* HTML5 is accepted if either served by approved 3rd party vendor or 1st party code.

For both 3rd and 1st party, the capability to detect browser HTML5 capability and serve non-HTML5 defaults must be included within the ad creative or ad tag provided to WebMD.

**Must be 3rd party served.

***3 loops must occur within overall 15 second animation time.

EMAIL BANNER ADS

| | LEADERBOARD | SQUARE |
|-----------------|--|--|
| Dimensions | 728 x 90 | 300 x 250 |
| File Size | 45 KB | 45 KB |
| File Type | Static images only, including GIF, JPG, PNG, and BMP | Static images only, including GIF, JPG, PNG, and BMP |
| URL Destination | URL Link | URL Link |

SPECIFICATIONS

Size: 200K max

Rotation: No

Required Resolution: 72 dpi

Acceptable File Format: GIF or JPG

Rich Media: No

Animation: No

Target URL: Required

3rd Party Tags: No

PODCAST ADVERTISING

| | PODCAST AUDIO AD | WEBSITE LEADERBOARD | WEBSITE MEDIUM SQUARE |
|------------|---------------------|--|--|
| Dimensions | 30 Seconds/50 Words | 728 x 90 | 300 x 250 |
| File Type | MP4 | Static images only, including GIF, JPG, PNG, and BMP | Static images only, including GIF, JPG, PNG, and BMP |
| File Size | | Up to 150 KB | Up to 150 KB |

TERMS AND CONDITIONS

This document is an official agreement between the Journal of Drugs in Dermatology (JDD) and the Client to display the Client's advertisement(s) on the JDDonline.com website in the pre-selected month(s) at the rate listed in this document, and for the month(s) reserved.

Client is solely responsible for ensuring proposed advertising is received by JDD in electronic form and within the relevant deadline set by JDD (the "Closing Date"). If the ad is received late or not at all, JDD may not be able to publish the ad on the agreed date during the agreed period. Payment for the ad will be required in full. When a change of ad is not received before the Closing Date, previous ad may be inserted.

JDD reserves the right to reject any advertising and/or promotions that are not consistent with JDD's standards. In addition, JDD shall have the right, at any time, to remove any of Client's advertising and/or terminate this agreement if JDD determines, in its sole discretion, that the Advertising Content or any portion or publishing thereof are otherwise objectionable to JDD.

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. No new external costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by JDD. Notice of cancellation must be received, in writing, 30 days prior to the relevant ad space closing date but in the event that any cancellations are made after such date, JDD shall be entitled to charge the full cost of the advertisement.

This agreement constitutes the entire agreement between the parties relating to the subject matter hereof. This agreement supersedes all prior understandings, negotiations and discussions, written or oral, of the parties relating to the agreement. Any alteration or modification of any portion of the agreement or any termination or replacement of the agreement shall not be valid unless in writing and signed by the parties.

- Contracted amount to be invoiced
- Invoice Terms – Payment must be received in full by
- A change in project scope may require renegotiation of project fees
- Invoices will be sent to the address provided below

TERMS FOR DIGITAL ADVERTISING AGREEMENTS

- All rates are NET
- Digital campaigns (including banner ads on journal website and Table of Contents email) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee
- Minimum purchase for banner ads on journal website: USD \$2,500/contract
- Third party tags must be SSL compliant
- Ads served via Double Click
- Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch
- Specifications conform to the Interactive Advertising Bureau's (IAB) advertising standards and guidelines
- Cancellations of less than 30 days written notice incur a fee equal to 1 month of contracted space
- Media deadline: GIF and JPG/JPEG – 5 business days prior to start date

Digital Advertising and Multimedia Packages:

MICHAEL CARROLL, Director of Experiential

phone 646.887.2650

michael.carroll@sanovaworks.com