

FASTEST TO **PUBLISH**,
FIRST TO BE **READ**

Peer-reviewed,
highly cited, indexed on
MEDLINE®/PUBMED®

EXPANSIVE REACH
to the US-based
dermatology universe

360° ACCESS
to high-quality JDD
content through print,
digital & email

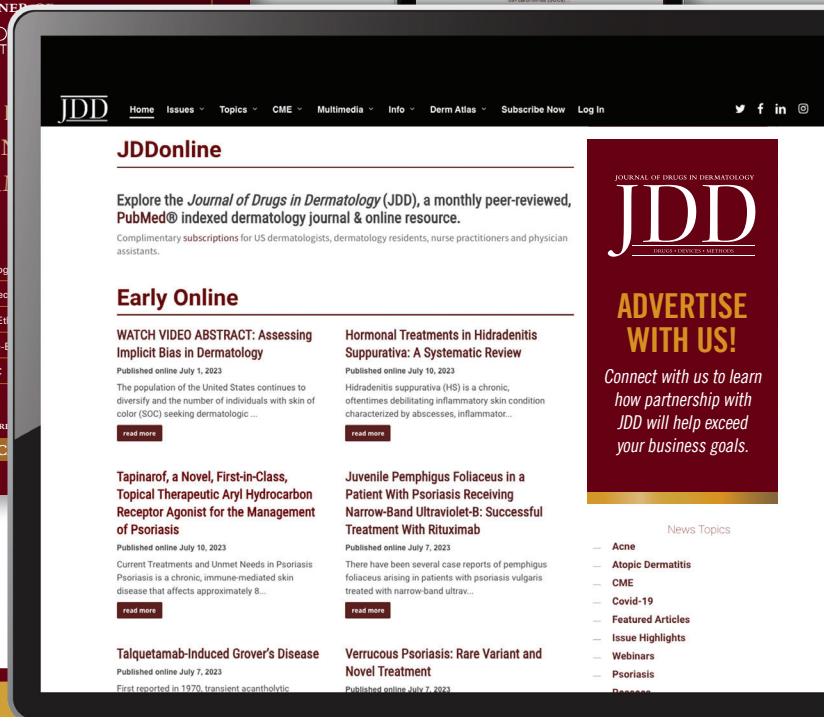
**CUTTING-EDGE
CONTENT** for
everyday practice

**TARGETED
CAMPAIGNS**
by topic, prescriber
level data



2024 MEDIA KIT

AMPLIFY YOUR BRAND MESSAGE
IN 2024 WITH THE JDD



CONTENT AMPLIFICATION | TARGETED DIGITAL CAMPAIGNS | ENHANCED MICROSITES | & MORE!

FIRST TO PUBLISH, FASTEST TO BE READ

The *Journal of Drugs in Dermatology* (JDD) is a peer-reviewed, MEDLINE®/PubMed® indexed publication focusing on treatment methods, techniques, devices and drugs in dermatology.

JDD is published monthly in print as well as daily on JDDonline. JDD utilizes an International Editorial Board of 160 experts with a rigorous peer-review process to maintain high standards of scientific content.

The print journal is circulated to over 13,000 US-based dermatology HCPs, including dermatologists, dermatopathologists, dermatology residents, nurse practitioners and physician assistants working in dermatology practices. eJDD, the digital version of the journal, and the JDD monthly newsletters are circulated to over 40,000 dermatology professionals world-wide.

JDD and JDDonline feature original, peer-reviewed articles, award-winning case studies and editorial communications. JDDonline delivers innovative medical education to readers through microsites, continuing education credits, interactive webinars and top-rated podcast episodes.

JDD has been in circulation for over 20 years; in this short time we have become known as one of the leaders of peer-reviewed content, award-winning case reports, techniques, drug therapy and devices in the dermatology community.

MARKET Dermatology Community

ESTABLISHED 2002

ISSUANCE 12 times per year

PRINT CIRCULATION 13,000

DIGITAL CIRCULATION 40,000

WEBSITE JDDonline.com

AFFILIATIONS/OFFICIAL PARTNER

ODAC  SKIN OF COLOR
UPDATE

NEXTSTEPS
IN DERM

Derm In-Review

THE FULL SPECTRUM OF
DERMATOLOGY
A Diverse and Inclusive Atlas

PIGMENTARY
DISORDERS
EXCHANGE
SYMPOSIUM

Hawaii
DERMATOLOGY
Seminar

Las Vegas
Dermatology Seminar®

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JDD TOPICS

Our Journal covers all topics and specialties. To see our full lineup of special focus topics, please refer to our 2024 Editorial Calendar (Page 22).

- Aesthetic Treatments
- Skin Cancer
- Acne and Rosacea
- Skin of Color
- Psoriasis
- Atopic Dermatitis
- Lasers, Light Sources, and Devices
- Bridging the Gap



JDD SECTIONS

Original Articles

Content Categories Include:

- Comparative Studies
- New Treatments & Therapies
- Novel Devices & Technology
- Pharmaceutical Advances
- Practice Management

Case Studies

News, Views, & Reviews

Pipeline Previews

Resident Rounds

Resident Spotlight

Invited Commentary

Clinical Trial Reviews

OUR MISSION

Our mission is excellence through peer-review: To educate physicians, optimize patient outcomes, and disseminate key scientific information.

OUR VISION

Connecting your identity to the global healthcare community through the power of targeted content and educational offerings.

EDITORIAL QUICK FACTS

QUALITY

JDD's manuscript rejection rate is 80%. On average, JDD publishes 10-14 articles and case studies per issue. JDD maintains an Advertising-to-Editorial ratio of 16:84.

CREDIBILITY

JDD is written and reviewed for physicians, by physicians. According to the most recent Journal Citation Reports® (JCR), JDD has an Impact Factor Score of 1.5. JDD also has an excellent Normalized Eigenfactor of 0.718, which measures the importance of the journal within the scientific community. JDD also has an impressive Article Influence Score of 0.416*, and a notable Journal Citation Indicator (JCI) of 0.57*.

TIMELY

JDD accepts manuscripts for publication within 2-6 months of receipt rather than the 12-16 months required by most other dermatology publications.

* Clarivate Analytics, Formerly the IP & Science business of Thomson Reuters, June 2023

JDD IS THE FASTEST-TO-PUBLISH, CONTENT-RICH, DERMATOLOGIST-TARGETED JOURNAL.

Written for physicians by physicians and professionally published by an award-winning editorial team, JDD offers compelling reach and value, including customizable solutions for your brand.

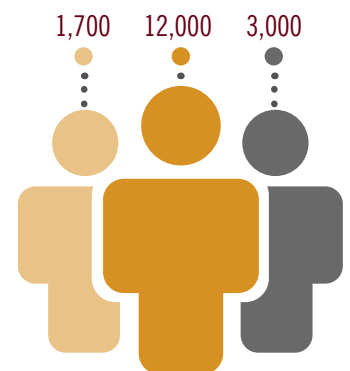


SANOVAWORKS & MEDSCAPELIVE! NETWORK

JDD is a product of the SanovaWorks and MedscapeLive! network. SanovaWorks drives visibility for your brand in every corner of the dermatology market through established, respected channels, like JDD, ODAC Dermatology, Aesthetic & Surgical conference, Skin of Color Update (SOCU), Next Steps in Derm, Derm In-Review and more.

The SanovaWorks network reaches dermatology audiences through custom and strategic print, multi-media digital, live and virtual events and more, including:

- Daily Blog Posts
- Daily Social Posts
- Weekly eNewsletters
- Monthly Print Outreach
- Monthly Top-Rated Podcasts
- Monthly Webinars
- Multiple Annual Conferences
- SEO and Mobile Responsive Websites
- Google Search and Display Paid Ads
- Daily & Weekly Organic Posts



- Residents, Fellows, Chairmen, Residencies
- Practicing Dermatologists and Dermatologists in their 1st to 5th years
- Nurse Practitioners and Physician Assistants

AMPLIFY WITH SOV CHANNEL TAKEOVER REACH & VISIBILITY ACROSS BRANDS

Medscape **LIVE!**

sanova**works**

Multi-Brand
Social Takeover

Social
Campaign

3.5 million
impressions per
month through
social from 70,000+
followers across
SW brands.

JDD
JOURNAL OF DERMATOLOGY

Derm In-Review

NEXTSTEPS
IN DERM

SKIN OF COLOR
UPDATE

ODAC

THE FULL SPECTRUM OF
DERMATOLOGY
A Diverse and Inclusive Atlas

PIGMENTARY
DISORDERS
EXCHANGE
SYMPOSIUM

Las Vegas
Dermatology
Seminar

Derm In-Review
Author Campaign

SOCU
Promotion

ODAC Post

JDD Webinars

JDD Podcast

JDDOnline NSID Banner
Ad & 100% SOV Microsite
"Takeover"

JDD Brief
Communication

Next Steps In
Derm Post

SOCU Post

Next Steps
Topic Takeover

Derm In-Review
KOL Campaign

JDD Welcome
Kit Product

Next Steps In
Derm Webinars

JDD Cover Tip

JDD Print Ad

JDD Supplements

YOUR DIRECT CONNECTION TO THE DERMATOLOGY COMMUNITY

JDD's custom reach and engagement is unmatched in dermatology. Amplify your message and access an extensive network of engaged dermatology professionals in print, digital, email and beyond.

JDD PRINT REACH

Monthly Mailed Publication

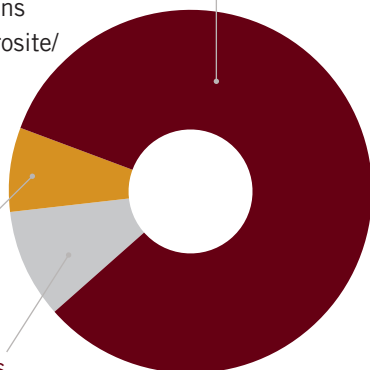
- Avg. monthly file size 13,000
- 72.50% Direct Request Rate managed by JDD. JDD independently manages the circulation list of direct-request subscribers
- BPA verified circulation



JDDONLINE REACH

JDDONLINE is a dermatology hub with eJDD, issues, archives, supplements, news and multimedia

- **167,400** avg. monthly pageviews
- **65,000** avg. monthly users
- **84,500** avg. monthly sessions
- **5,000** impressions per microsite/resource center per month
- Month over month traffic growth
 - 25%** growth in US pageviews
 - 42%** growth in US new users
- **83%** of traffic is from direct, referral or organic search
- **40,000** of our users over the year spent **30** min. and upwards per session on a minimum of **10** pages of online content
- **7.5%** traffic from social media
- **9.5%** traffic from other sources



JDD SOCIAL REACH

Four social media accounts, with **42,600** likes, comments and shares over **6** months. **513,000** clickthrough/engagements



~**17,000** followers with an average of **11,000** accounts reached per day and **14 million** impressions over **6** months



15,000+ followers, **230,000** monthly impressions, **550+** average stories watched and **5,000 - 10,000** average reach per post



1,300+ followers of our Showcase Page
~**6,000** followers of the JDD Group



3,300 followers

JDD eNEWSLETTER REACH

- **40,000** opt-in email subscribers - dermatologists, residents, NPs & PAs
- **66%** US, **34%** international
- **27%+** avg. open rate
- **1.3%** avg. CTR (click-through-rate)
- Weekly eNewsletter email blasts on eTOC preview, eJDD digital issue, JDD podcast updates and JDD CME library announcements

LIST SEGMENTATION & TARGETING CAPABILITIES

JDD offers a variety of list segmentation and targeting capabilities to suit your needs

List Segmentation Capabilities

- Professional Category
- NPI
- Regional

List Targeting Capabilities

- Societies
- Your Own List

Dermatologists still read print journals.

Of 22 specialties, **dermatology is among the highest** of all in obtaining their information from print media.



READERSHIP PROFILES

OPT-IN EMAIL PROFILE



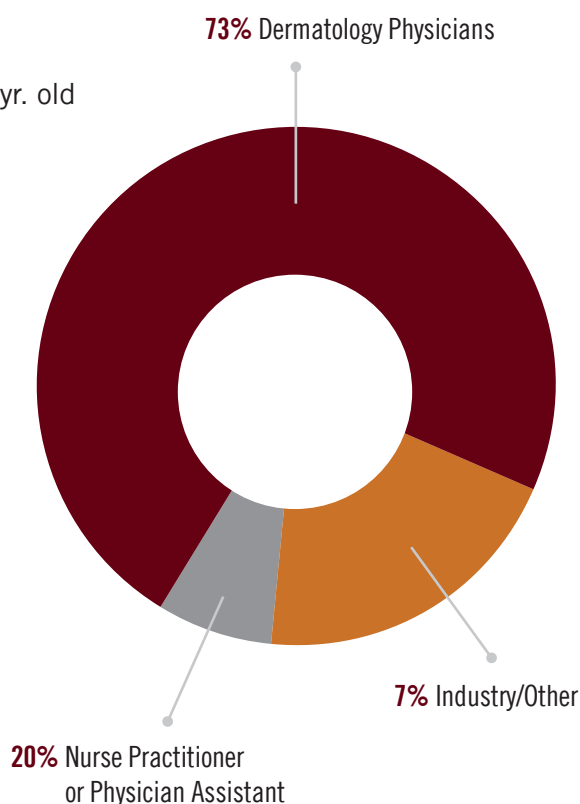
JDDONLINE USER PROFILE

37% are in the first years of their career, with 25 - 34 yr. old representing the largest segment

66% female / **34%** male online users

The Affinity Categories for our online users are cooking enthusiasts, shoppers, movie lovers and frequent travelers. Wellness, beauty and fashion also rank high among our online users.

Our In-Market Segments represent apparel, decor, beauty, and real estate.





READERSHIP PROFILES

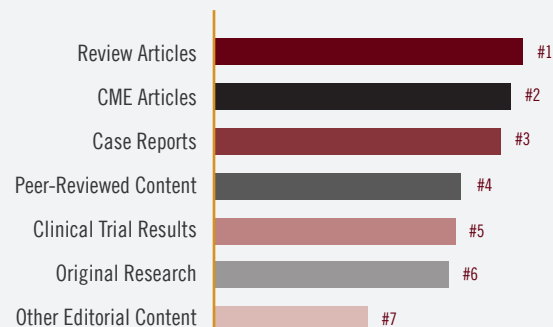
OVERALL READERSHIP



Source June 2023 BPA
Worldwide Brand Report.
Report provided upon request.

“Nine out of ten doctors consider current issues of medical journals to be among their most important information sources, and they access both print and digital platforms: 91% are reachable via print and 87% read online.”**

MOST ATTRACTIVE FEATURES OF JDD*



JDD IN THE MARKET PLACE

JDD READERS - TYPES OF PRACTICE*

- 59% in Medical and Cosmetic Practice
- 20% in Medical Practice Only
- 16% in Academia
- 5% in Cosmetic Practice Only

JDD READERS - AREAS OF PRACTICE*

- 42% in Private Practice
- 29% in Hospital-based Practice
- 14% in Group Practice
- 15% in Other

WHICH OF THE FOLLOWING JOURNALS DO YOU READ MONTHLY?*

- | | |
|-------------------------|--------------------------|
| #1 JAAD | #6 Cutis |
| #2 JAMA Dermatology | #7 Cosmetic Dermatology |
| #3 JDD | #8 Practical Dermatology |
| #4 Dermatology Times | #9 The Dermatologist |
| #5 Dermatologic Surgery | |

JDD ranks among the top 3 journals read every month.

* JDD 2022 annual readership survey
** Kantar

GENERAL INFORMATION

JDD (JOURNAL OF DRUGS IN DERMATOLOGY) is the fastest-to-publish, content-rich, dermatologist-targeted journal. It 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, reviews, 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 more than 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 US and International dermatologic community monthly through an array of innovative platforms, including the print edition, JDDonline, and the electronic edition (eJDD).

ISSUANCE

Frequency: Published monthly, 12 times per year

Mailing Date: First Tuesday of the issue month

MEDIA DELIVERY

All media must be labeled with journal name, issue date, and advertiser's name. Agency name, agency contact, and phone number should also be included with media. Media delivery should be via email. Email a print-ready PDF to Jill Dawson at jill.dawson@sanovaworks.com. Color proofs should be sent to the printer, LSC Communications, at the Lebanon Junction, KY address listed below. 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 print-ready high-resolution PDF files. JDD prefers files to be PDF/X-1a or Press Quality.

- All files must be CMYK
- All files must be at least 300 dpi
- All fonts and graphics must be embedded into the file
- All files must be submitted with a bleed, and include crop marks

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 be submitted with crop, registration, color bars, 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

PUBLICATION STATISTICS

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

Manuscript Rejection Rate: 80%

Acceptance to Publication: 2-6 months

Average Articles and Case Reports/Issue: 12-14

Advertising-to-Editorial Ratio: 16:84

ORGANIZATIONAL AFFILIATIONS

- ODAC Dermatology, Aesthetic & Surgical Conference
- Skin of Color Update (SOCU)
- Pigmentary Disorders Exchange Symposium
- Las Vegas Dermatology Seminar
- The Full Spectrum of Dermatology: A Diverse and Inclusive Atlas

JDD PRINT

Audience: US-based dermatology community, including dermatologists, dermatology residents and fellows dermatology physician assistants, dermatology nurse practitioners, and others allied to the field

Qualified Circulation: 12,630**

Circulation Verification: BPA Worldwide

JDD DIGITAL

Audience: Global dermatology healthcare professionals

Total Distribution: 40,000+

Contact your JDD Account Executive for the most current distribution figures.

CLOSING DATES & MATERIALS DUE DATES†

| ISSUE MONTH | CLOSING DATE | MATERIALS DUE |
|-------------|--------------|---------------|
| JANUARY | 11/27/23 | 12/04/23 |
| FEBRUARY | 12/22/23 | 01/08/24 |
| MARCH | 01/29/24 | 02/05/24 |
| APRIL | 03/04/24 | 03/11/24 |
| MAY | 04/01/24 | 04/08/24 |
| JUNE | 04/29/24 | 05/06/24 |
| JULY | 06/03/24 | 06/10/24 |
| AUGUST | 07/01/24 | 07/08/24 |
| SEPTEMBER | 08/05/24 | 08/12/24 |
| OCTOBER | 09/02/24 | 09/09/24 |
| NOVEMBER | 10/07/24 | 10/14/24 |
| DECEMBER | 11/04/24 | 11/11/24 |

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

For more information and pricing contact:

Mary A. Altamirano
Client Relations Manager

Direct: 646.736.4328

mary.altamirano@sanovaworks.com

JDDonline.com

A product of
sanovaworks

*Rates are subject to change.

**Source BPA Worldwide Brand Report.

†Dates are subject to change.

AGENCY COMMISSION & TERMS

Agency Commission: 15% on all print ads

Payment Terms: Net 30 days from date of invoice (A finance charge of 1.5% per month will be applied to all past-due invoices). 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. Contact the JDD for additional discounts given for pre-payment of advertising space.

MECHANICAL SPECIFICATIONS

ADVERTISING

| PAGE SIZE | TRIM AREA | LIVE AREA | BLEED* |
|---------------------|-------------------|-------------------|-------------------|
| Full Page | 8 1/4" x 10 7/8" | 8" x 10 5/8" | 8 1/2" x 11 1/8" |
| Spread | 16 1/2" x 10 7/8" | 16 1/4" x 10 5/8" | 16 3/4" x 11 1/8" |
| 1/2 Page Horizontal | 7 1/4" x 5" | N/A | 7 1/2" x 5 1/4" |
| 1/2 Page Vertical | 3 1/2" x 9" | N/A | 3 3/4" x 9 1/4" |

*place crop marks outside of bleed area

INSERTS, BELLY BANDS, & COVER TIPS

| TYPE | TRIM AREA | LIVE AREA | BLEED | JOBS | BINDERY | STOCK | FULL RUN QUANTITY |
|-----------|------------------|---------------------|-------|---------|---------|---------------------------------------|-------------------|
| Insert | 8 1/4" x 10 7/8" | 1/8" from trim area | 1/8" | To head | Perfect | 60# text minimum, 80# text maximum | 16,200† |
| Cover Tip | 8 1/4" x 4" | 1/8" from trim area | 1/8" | N/A | N/A | 100#‡ | 16,200† |

ADVERTISING RATES*

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

B&W RATES

| FREQUENCY | FULL-PAGE | HALF PAGE |
|-----------|-----------|-----------|
| 1 x | \$3,430 | \$2,100 |
| 6 x | \$3,245 | \$2,000 |
| 12 x | \$3,045 | \$1,900 |
| 24 x | \$2,810 | \$1,630 |
| 48 x | \$2,550 | \$1,485 |
| 60 x | \$2,155 | \$1,325 |

FOUR-COLOR RATES

| FREQUENCY | FULL-PAGE | HALF PAGE |
|-----------|-----------|-----------|
| 1 x | \$5,400 | \$4,080 |
| 6 x | \$5,215 | \$3,960 |
| 12 x | \$5,010 | \$3,890 |
| 24 x | \$4,780 | \$3,590 |
| 48 x | \$4,450 | \$3,300 |
| 60 x | \$4,240 | \$3,235 |

PREMIUM POSITIONS

| POSITION | ADDITIONAL |
|----------------------------|-------------------------------|
| Cover 2 | 35% of the B&W Full-Page Rate |
| Cover 3 | 25% of 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 | \$7,525 | \$15,040 | \$19,890 | \$26,540 |
| 6 x | \$6,770 | \$13,550 | \$19,090 | \$25,480 |
| 12 x | \$6,025 | \$12,000 | \$18,290 | \$24,655 |
| 24 x | \$5,905 | \$10,740 | \$16,515 | \$21,980 |
| 48 x | \$4,930 | \$9,750 | \$14,830 | \$19,770 |
| 60 x | \$4,625 | \$8,725 | \$13,200 | \$17,350 |

CUSTOM ADVERTISING

| FREQUENCY | COVER TIP | BLOW-IN CARD, BUSINESS REPLY MAILER, AND EDUCATIONAL LEAVE-BEHIND |
|-----------|---------------|---|
| 1 x | Contact Sales | + \$1,400 of the 1x Insert Rate |
| 6 x | Contact Sales | + \$1,200 of the 1x Insert Rate |
| 12 x | Contact Sales | + \$1000 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.

Inquiries, Insertion Orders, and Run-of-Book
Advertising Material Shipping Instructions:

Mary A. Altamirano
Client Relations Manager
Direct: 646.736.4328
mary.altamirano@sanovaworks.com

Inserts and Outserts:

LSC Communications
attn: Kevin Baugh (JDD Journal)
13487 S. Preston Highway
Lebanon Junction, KY 40150
phone 888.803.3386

Capture JDD print readers attention with targeted, measured and customized print advertising options.

CUSTOM PRINT ADVERTISING

Insert rates starting at \$7,305/1x to \$4,490/60x

Cover Tips, Outserts, Cover Wraps, Belly Bands
price upon request

BONUS DISTRIBUTION

ODAC

ODAC Dermatology, Aesthetic
& Surgical Conference (ODAC)
January 11–14, 2024



Hawaii Dermatology Seminar
February 18–22, 2024



Pigmentary Disorders
Exchange Seminar
June 6–8, 2024



Skin of Color Update 2024
September 13–15, 2024

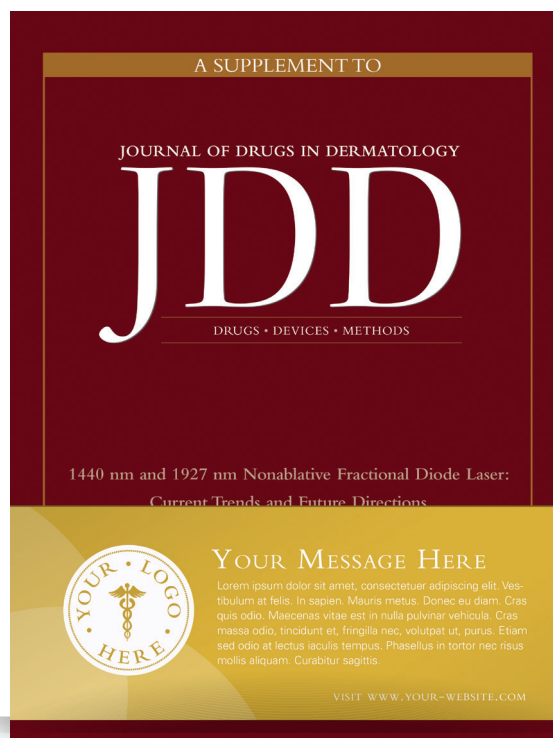
Las Vegas Dermatology Seminar®

Las Vegas Dermatology Seminar
Dates TBD

LIST SEGMENTATION AND TARGETED REACH

JDD offers a variety of list segmentation and targeting capabilities to suit your needs.

- Segment by professional category, region, NPI, etc.
- Request a list match against the JDD print or digital database



MORE INFO

For more information on
custom print advertising
and list segmentation contact:

JDD SALES TEAM

email sales@jddonline.com



JDD SPONSORED SUPPLEMENTS

Subjected to the full rigors of peer-review, supplements can provide invaluable educational resources exploring themes in a detailed and focused way that might not always be possible in the main Journal. At JDD, our commitment to the very highest standards of quality means that your supplement will achieve maximum impact and will be read by many, including members of learned societies internationally. Furthermore, we offer you the support and guidance that you require throughout the publication process.

JDD supplements provide sponsors with the opportunity to disseminate **key scientific, evidence-based research in a MEDLINE®/PubMed® journal**. JDD supplements are developed and published through an unbiased, balanced peer-review process, offering you a **direct method to disseminate your research in a prestigious, well-respected publication**.

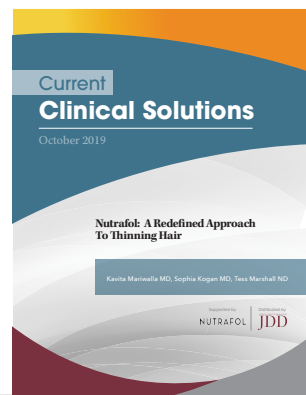
- Distributed in print with the JDD to the full circulation
- Distributed electronically through the digital version of the journal (eJDD) worldwide
- Turnkey supplement awareness campaign prior to publication in print and digital formats
- Hosted on JDDonline.com in the Supplement Library
- Opportunity for conference dissemination for maximum exposure



INSERTS

CURRENT CLINICAL SOLUTIONS (CCS) is an editorial insert strategically tipped into the *Journal of Drugs in Dermatology* (JDD). JDD disseminates clinically relevant, informative content that addresses the concerns of dermatologists and allied dermatology health professionals in the treatment decision making process, patient communication, and daily practice. In addition, the CCS piece will be hosted on JDDonline.com.

With the overwhelming amount of information a practitioner receives on a daily basis, CCS distills the top-line clinically relevant information and delivers content in an easy-to-read format, giving practitioners the information they need to stay up-to-date in the ever-changing field of dermatology.



- **TIMELINE:** JDD provides full turn-key service to deliver a supplement in 90 days
- **ACKNOWLEDGMENT:** Your statement of support and logo are included in the supplement, as well as inside the print and digital issues of JDD
- **SCIENTIFIC CREDIBILITY:** Content is archived in the JDDonline Medical Education Library, the JDDonline Supplement Library, and MEDLINE®/PubMed®
- **POSTER PRESENTATIONS AND CONFERENCE OUTFLOW**



VIDEO ABSTRACTS

Video amplifies your reach to dermatology HCPs, media, and other industry professionals; it offers an additional opportunity to **increase article reads and click-throughs**.

- Article author, KOL, or future leader speaks to their research and findings
- Hosted on JDDonline next to published article
- Featured in one monthly eNewsletter, JDD Corner, and on each JDD social platform
- Metrics on video pageviews
- **\$10,000** investment



JDD'S UNLOCKED ACCESS

JDD's Unlocked Access means a login/password is not required to view the HTML or downloadable PDF of the article of your choice. Anyone worldwide can download the article and view it in HTML format. PubMed will also include a link to the article page with JDD's Unlocked Access.

CUSTOM OPTIONS

- Combine your unlocked access articles into a collection with a unique URL and landing page
- Combine your unlocked access article into an eCompilation to showcase your scientific articles in one digital collection with custom cover, landing page, and unique URL
- Customizable traffic driver package available

ADDED VALUE - UNLOCKED ACCESS

- Articles are shared through various social media channels which promotes them to 42,600+ followers, collectively



REPRINTS

JDD reprints are high-quality original reproduction of JDD articles. Individual article reprints are available for purchase.

CUSTOM OPTIONS

- Production with or without a custom full-color Journal cover
- Bundling of several articles into a custom collection, bound together with a custom full-color Journal cover



ePRINTS

ePRINTS are provided in the form of a link to the full online version of an article, and can be viewed in a browser page-by-page flip navigation. ePRINTS can be purchased based on length of time.

CUSTOM OPTIONS

- Active links to other areas of your website
- Add a custom cover
- Add your advertisement company brand/logo
- Ability to embed video (at an additional fee)

MORE INFO

For more information on content repurposing opportunities, contact:

MARY ALTAMIRANO, Client Relations Manager

phone 646.763.4328

mary.altamirano@jddonline.com



JDDONLINE & BANNER ADVERTISING

Reach a record number of dermatologists and allied professionals through banner advertisement on the newly redesigned JDDonline. JDDonline provides free access to all US-based dermatologists, dermatology residents, fellows, nurse practitioners, and physician assistants. It has become an invaluable reference tool for the dermatology universe.



MICROSITES - SPECIALTY OR TOPIC SPECIFIC EXCLUSIVE

Microsites deliver your message to a choice dermatology audience through exclusive sponsorship of these concentrated educational resource centers.

- 100% Share of Voice
- Four (4) Digital Banner ads on the topic of your choice
- 5,000 impressions minimum per month
- Mobile and desktop placements available
- We accept HTML5, Rich Media, Responsive, as well as expandable ads. Contact us to learn more about custom placements

RUN-OF-SITE (ROS) BANNER POSITIONS

| TYPE | DESKTOP | MOBILE | RATES |
|------------------|-----------|-----------|--|
| Medium Rectangle | 300 x 250 | 300 x 250 | \$65 cpm: Run-of-site \$85 cpm: Premium for targeting, rich media and non-standard ad units |
| Half Page | 300 x 600 | na | |
| Top Leaderboard | 728 x 90 | 320 x 50 | |

*Premium for targeting, rich media and non-standard ad units.

We accept HTML5, Rich Media, Responsive, as well as expandable ads.

MONTHLY ROS METRICS

| | JDDONLINE.COM |
|------------------------|---------------|
| Pageviews per month | 167,400 |
| Visitors per month | 63,000 |
| Avg. time per session | 1.40 |
| Avg. pages per session | 1.96 |

MICROSITE AD PLACEMENTS

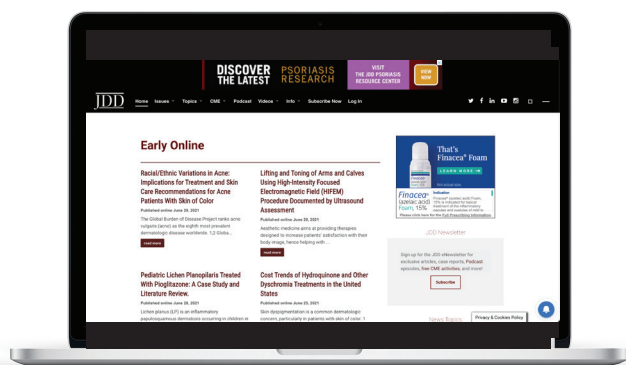
| TYPE | DESKTOP | MOBILE |
|------------------|-----------|-----------|
| Medium Rectangle | 300 x 250 | 300 x 250 |
| Top Leaderboard | 728 x 90 | 320 x 50 |

MICROSITE RATES

| | | |
|-----------|----------|-------------------------------|
| 6 Months | \$32,500 | New Microsite |
| 12 Months | \$54,500 | New Microsite |
| 6 Months | \$27,000 | Existing Microsite or Renewal |
| 12 Months | \$49,500 | Existing Microsite or Renewal |

DERMATOLOGY AUDIENCE TARGETING ARENA “DATA”

- Our advanced targeting capabilities allow you to select from a range of options, including IP targeting, URL targeting, article title, section, publish date, issue, volume, unlocked access, and tags and keywords. Reach your desired audience with precision and increase the effectiveness of your campaigns. JDDonline offers free access to all US-based dermatologists, dermatology residents, fellows, nurse practitioners, and physician assistants, providing an invaluable reference tool for the dermatology universe.
- Reach a record number of dermatologists and allied professionals through banner advertisements on JDDonline. Target ads to readers interested in topics such as acne, psoriasis, atopic dermatitis, skin care, aesthetics and cosmetics, skin cancer, dermatologic surgery, skin of color, COVID, and general medical dermatology.



PODCAST ADVERTISING PACKAGES

- Starting at \$5,000 per month
- Three (3) banner ads in the Podcast Library JDDonline.com/dermatologypodcast
- Three (3) audio ads in the podcast episode
- 3,000 - 5,000 banner ad impressions per month
- ~2,000 audio ad impressions per episode

EMAIL/eNEWSLETTERS

eNewsletters partner with JDDonline to release your weekly, monthly, or quarterly eNewsletter. Rates starting at \$2,700

EMAIL BANNER AD SPONSORSHIP

- **NEW** Scientific Highlights (Monthly)
 - Open Rate: 34% | CTR: 1.6%
 - Curated Monthly by Editorial Team
- **NEW** Year in Review - Open Rate: 28.6% | CTR: 2.7%
- **NEW** Year in Review by Special Topics - e.g. Psoriasis in 2023
- **NEW** Special Audience Send (Quarterly) - e.g. NP/PA eNewsletter
 - Open Rate: 47.1% | CTR: 1.6%
- Letter from the Editors - Open Rate: 26.7% | CTR: 4.8%
- Your HTML Email Messaging

ADDITIONAL EMAIL OPPORTUNITIES WITH EJDD

- Highlight your article with a "featured" badge and link-out
- Stand out with an "early online" badge and link-out
- Inclusion of sponsored Video Abstracts

PRESCRIBER LEVEL DATA

- We'll match email recipients by NPI
- Feel confident that your JDD campaigns are reaching your target segment

REPORTING

- Number of Opens
- Open Rate
- Click-Through-Rate

EMAIL REACH

- US Derm Physicians: ~12k
- US Residents: ~1,400
- 40,000 subscribers
- US NPs & PAs: ~3k

EMAIL PLACEMENTS

| PLACEMENT | DIMENSIONS |
|-------------|------------|
| Leaderboard | 728 x 90 |
| Square | 300 x 250 |

EMAIL METRICS

| | |
|--------|----------------------------------|
| 40,000 | Opt-in Email Subscribers |
| 247%+ | Average Open Rate |
| 1.3% | Average CTR (Click-Through-Rate) |

PODCAST ADVERTISING PLACEMENTS

| PLACEMENT | AUDIO AD | LEADERBOARD | SQUARE |
|-------------|-------------------------|--------------------------------------|--------------------------------------|
| Dimensions | 30 Seconds/ 50 Words | Desktop 728 x 90 Mobile 300 x 250 | Desktop 728 x 90 Mobile 300 x 250 |
| Impressions | 2,000/year | 5,000/month | 5,000/month |

MORE INFO

For more information on digital advertising and multimedia packages contact:

MICHAEL CARROLL, Director of Experiential
phone 646.887.2650
michael.carroll@sanovaworks.com

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

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



JDD PODCASTS

The JDD podcast is a consistent source of timely scientific information available to the entire derm community. The podcast promotes discussion about current dermatology treatments, clinical observations, and breakthroughs that educate, stimulate, and inspire. Released monthly, each episode features an interview with, and practical pearls from, the principal investigator of a high-profile JDD manuscript in a convenient audio format.

Hosted by Adam Friedman, MD, FAAD

HOW TO LISTEN



iTunes



Google Play



Spotify



Stitcher



JDDonline.com/dermatologypodcast

SAMPLE AGENDA

- Intro voice over & music
- Moderator's welcome
- Podcast summary of need, educational objectives, disclosures, and acknowledgment of funding by sponsor
- Introduction of interviewee/discussant
- Discussion between two recognized specialists and critical take-aways to be immediately applied to clinical practice
- Summary, conclusions, and suggestions for future self-study

MORE INFO

For more information on JDD podcast opportunities, contact:

CUSTOM CONTENT

LUZ FIGUEROA, Director, Scientific Communications
cell 917.374.5914 | phone 646.736.4338
luz.figueroa@jddonline.com

MULTIMEDIA PACKAGES

MICHAEL CARROLL, Director of Experiential
michael.carroll@sanovaworks.com
phone 646.887.2650



JDD PODCAST REACH

- An email announcement reaches **40,000** members of the dermatology community to promote new episodes with **27%+** open rate
- **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

WAYS TO LEVERAGE

Advertising Packages

- Starting at \$5,000 per month
- Three (3) banner ads in the Podcast Library JDDonline.com/dermatologypodcast
- Three (3) audio ads in the podcast episode
- 3,000 banner ad impressions per month
- ~2,000 audio ad impressions per episode

Sponsor a Medical or Aesthetic Bonus Episode

- Starting at \$20,000 per episode
- 30-minutes audio podcast on the topic of choice*
- A scripted voice-over feature during podcast pre-roll, mid-roll, or outro acknowledging your support
- A surround-sound awareness campaign each month to boost your reach
- 120 listens, plays or downloads in the first month, 1,000 to 2,000 in the first year
- 100,000+ monthly impressions of exclusive exposure during the monthly marketing campaigns, as well as podcast awareness campaign
- Monthly print and email marketing promotions

*Topic subject to host approval

WEBINARS CONNECT DERMATOLOGY PROFESSIONALS

in real time via open forum discussions, live polls, and question submissions. Stream your webinar or video lecture live or on-demand through JDDonline.



WEBINAR BENEFITS

- Sponsorship, company and/or product awareness
- JDD blog post
- Social media
- Email blast
- Customized registration page
- Audience generation



WEBINAR ELEMENTS PROVIDED BY JDD

- Secure virtual learning platform
- Coordination, logistics and project management
- Surround sound marketing and audience generation
- Hosted for a year in the JDDonline Multimedia Library

WEBINAR RATE

Rates start at **\$32,500**



WEBINAR REACH

50 to 100+
dermatology
healthcare
providers per
webinar

12,868
Webinar
Registrants/
6 months

8,128
Webinar
Attendees/
6 months

4,884
Webinar
Impressions
Post-Live/
6 months

544
Average derm HCP
attendance per
webinar, based on
aggregate SW
webinars in past
12 months

832
Average derm HCP
registration per
webinar, based on
aggregate
SW webinars
in past 12 months

50.84m
Average attendee
stay duration,
based on
aggregate SW
webinars in past
12 months



THE JDD GRADUATING DERMATOLOGISTS WELCOME KIT

What would it mean to put your brands directly into the hands of new dermatologists fresh out of school when they are getting ready to treat patients?

IT'S MORE IMPORTANT THAN EVER TO GET YOUR BRANDS DIRECTLY INTO THE HANDS OF DERMATOLOGISTS.

- Partner with us to raise your level of engagement using the **JDD Graduating Dermatologists Welcome Kit**, which goes out every November, cuts through the numbing cacophony of electronic communication, and offers actual tactile sample and/or product information to touch and hold
- It's like the difference between receiving a box of chocolates that you can taste and sample, versus looking at a box of chocolates on a screen
- At \$10,950 per kit, this represents a tremendous value, with 145,000 campaign impressions it will generate for your brand, and because it works out at around \$33 per dermatologist
- By participating in this program, you'll have access to this coveted list of new dermatologists via a 3rd party bonded mailing house, and the ability to send them further materials one time, with no additional access fees

JDD DIRECT MAIL REACH

- JDD Welcome Kit mailed to ~**300** graduating dermatology residents each year
- Target **13,000** NPI records through our BPA-audited circulation



MORE INFO

For more information on advertising and sponsorship opportunities, contact:

JDD Sales Team
email: sales@jddonline.com

QUICK FACTS



Print Circulation
13,000

Average Monthly Pageviews
167,400

Average Monthly Sessions
84,500

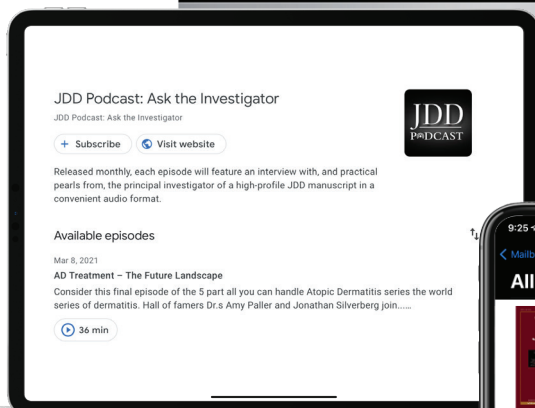
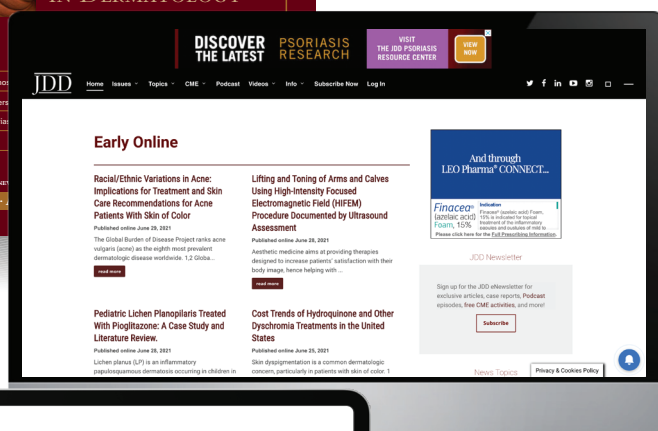
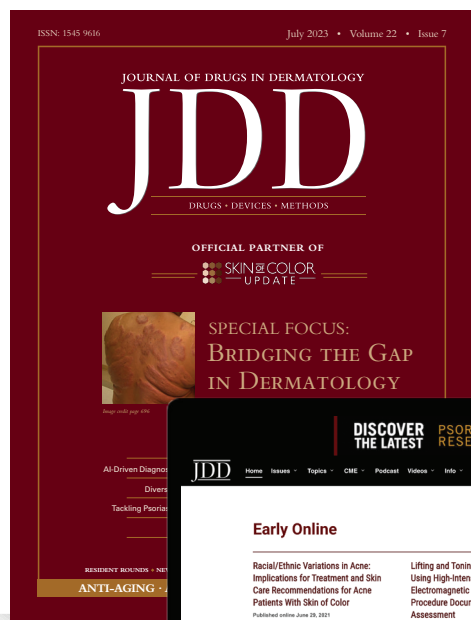
Average Monthly Microsite Impressions
5,000

Digital Circulation/Opt-in
Email Subscribers
40,000

Social Followers
42,600

Podcast Downloads
85,000+
(per podcast download tracker)

Webinar Registrants
12,868/180 DAYS



| ISSUE | SPECIAL FOCUS | SUBSPECIALTY | CLOSING DATE & MATERIALS DUE |
|-----------|---|---|---|
| JANUARY | Aesthetic Treatments Bonus Distribution Opportunity: ODAC | Content features latest advances for scar treatments, update on lasers and light therapies, and current articles on fillers and injectables | Closing Date: 11/27/23 Materials Due: 12/04/23 |
| FEBRUARY | Special Topics Bonus Distribution Opportunity: Hawaii DERMATOLOGY Seminar | Other features include current research on eczema and psoriasis, clinical advances, and light therapies and treatments | Closing Date: 12/22/23 Materials Due: 01/08/24 |
| MARCH | Various Topics | Features include clinical advances in acne treatment, alopecia, practice management, psoriasis, eczema, and fungal infections | Closing Date: 01/29/24 Materials Due: 02/05/24 |
| APRIL | Various Topics National Rosacea Awareness Month Bonus Distribution Opportunity: PIGMENTARY DISORDERS EXCHANGE SYMPOSIUM | Features include lasers and light therapies, practice management, cosmetics, inflammatory conditions, and skin of color | Closing Date: 03/04/24 Materials Due: 03/11/24 |
| MAY | Skin Cancer National Melanoma Awareness Month | Other features include fungal infections, dermatologic wounds, update on new topical advances, and Mohs surgery | Closing Date: 04/01/24 Materials Due: 04/08/24 |
| JUNE | Acne and Rosacea National Acne Awareness Month | Other features include light and phototherapy, tattoo removal, atopic dermatitis, and pediatrics | Closing Date: 04/29/24 Materials Due: 05/06/24 |
| JULY | Bridging the Gap in Dermatology Bonus Distribution Opportunity and Official Partner of: SKIN OF COLOR UPDATE | Other features include light and phototherapy, skin of color, women's health, LGBTQI+, economically challenged, pediatrics, and age management medicine | Closing Date: 06/03/24 Materials Due: 06/10/24 |
| AUGUST | Psoriasis National Psoriasis Awareness Month | Current articles on laser and light therapies, topical therapies, acne, rosacea, and combination therapies | Closing Date: 07/01/24 Materials Due: 07/08/24 |
| SEPTEMBER | Aesthetic Treatments Bonus Distribution Opportunity and Official Partner of: SKIN OF COLOR UPDATE Bonus Distribution Opportunity: Las Vegas Dermatology Seminar | Content covers updates on dermatologic surgery, wound care, and updates on anesthesia | Closing Date: 08/05/24 Materials Due: 08/12/24 |
| OCTOBER | Atopic Dermatitis National Eczema Awareness Month | Content features anti-pruritic agents, psoriasis, cosmetic dermatology, fillers and injectables | Closing Date: 09/02/24 Materials Due: 09/09/24 |
| NOVEMBER | Lasers, Light Sources, and Devices | Current reviews on atopic dermatitis, tattoo removal, hair removal, facial rhytides, and combination therapies | Closing Date: 10/07/24 Materials Due: 10/14/24 |
| DECEMBER | Various Topics Bonus Distribution Opportunity: ODAC | Content covers fillers and injectables, laser and light therapies, delivery vehicles, practice management, and treatment for fungal infections | Closing Date: 11/04/24 Materials Due: 11/11/24 |

Inquiries and Insertion Orders:

JDD Sales Team

email sales@jddonline.com

Supplement, Subscription, and Educational Opportunities:

LUZ FIGUEROA

Director, Scientific Communications

cell 917.374.5914 | phone 646.736.4338 | fax 949.760.0522

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JOURNAL OF DRUGS IN DERMATOLOGY

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