

## General Information

### 29. Editorial Research:

Editorial surveys are conducted on a regular basis to determine physician reading habits and to learn which topics would be of the greatest interest to readers in future issues.

### 30. Ad Format and Placement Policy:

- a) **Format:** Interspersed between and within articles.
- b) **Ads Rotated:** Yes.

### 31. Ad/Edit Ratio: 55/45.

### 32. Services:

- a) **Omnibus Survey:** Custom research to dermatologists. Advertisers of the May 2008 issue are eligible to submit two questions to be included in the *Dermatology Times* Omnibus Survey.
- b) **Ad/Edit Test:** Advertisers of the October issue of *Dermatology Times* will be included in our ad test study. Participants will receive a detailed report describing the recall and readership of their advertisement in relation to other ads, as well as editorial feedback for that issue. Research will be performed by an independent research company.
- c) **Dermatology Times Fact Book:**  
Our annual compendium of the dermatologic market, including demographics, prescribing habits, and general practice information, provides valuable insights and key data on dermatologists' practices, brand familiarity, emerging trends, prescribing habits, and overall prescribing trends.
- d) **Custom Research:** Services are available
- e) **Availability of Mailing Lists:** Contact David Kenney at (440) 891-3113.
- f) **Bonus Distribution:** American Academy of Dermatology (both annual meeting in February and summer session in August), and American Society for Dermatologic Surgery.

### 33. Organization Affiliation: Independent.

### 34. Association Memberships:

American Business Media (ABM), and BPA Worldwide.

### 35. Miscellaneous:

- a) All contracts are subject to acceptance by Publisher.
- b) Index of Advertisers is provided as a service to readers and advertisers at no charge. Publisher is not responsible for inadvertent errors in listings, and such errors do not warrant adjustments for space charges.
- c) Publisher shall not be responsible for errors in key numbers or any other typesetting done by Publisher. Errors do not warrant adjustments for space charges.
- d) Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by Publisher is contained because of acts of God, acts of government or governmental instrumentality (whether federal, state, or local), strikes, accidents, work stoppages, fires, or any other similar or dissimilar circumstance beyond the control of Publisher.
- e) Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a short-rate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.
- f) An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.
- g) If an Advertiser does not use the amount of space agreed upon in a billing period they will be short-rated from date of first insertion within a 12-month period. Advertiser will be rebated if sufficient space has been used to warrant a lower rate than that which was billed within a 12-month period from date of first insertion.
- h) Costs incurred by Publisher for production work will be charged to the Advertiser regardless of whether or not ad runs.

## Digital Page Requirements

### 36. Digital Page Requirements

#### Ad Sizes and Bleed Sizes (in inches):

	Non-Bleed Sizes		Bleed Sizes	
	Width/Depth	Trim Sizes	Width/Depth	
Tabloid Spread	20 x 13*	21 x 14	21 1/4 x 14 1/4	
Tabloid Page	9 1/2 x 13	10 1/2 x 14	10 3/4 x 14 1/4	
3/4 Tab Horizontal	9 1/2 x 9 1/2	10 1/2 x 10 1/2	10 3/4 x 10 1/4	
3/4 Tab Vertical	6 3/4 x 13	7 3/8 x 14	7 1/2 x 14 1/4	
1/2 Tab Horizontal	9 1/2 x 6 3/8	10 1/2 x 7	10 3/4 x 7 1/8	
1/2 Tab Vertical	4 1/2 x 13	5 1/8 x 14	5 1/4 x 14 1/4	
1/2 Tab Spread Horizontal	20 x 6 3/8	21 x 7	21 1/4 x 7 1/8	
Island	6 3/4 x 9 1/2	7 3/8 x 10 1/2	7 1/2 x 10 1/4	
Island Spread	14 1/2 x 9 1/2*	15 x 10 1/2	15 x 10 1/4	
1/3 Vertical	4 1/2 x 9 1/2	5 1/2 x 10 1/2	5 1/4 x 10 1/4	
1/4 Vertical	2 1/2 x 13	2 3/4 x 14	2 3/4 x 14 1/4	
1/4 Vertical Block	4 1/2 x 6 3/8	5 1/8 x 7	5 1/4 x 7 1/8	
1/4 Horizontal	9 1/2 x 3	10 1/2 x 3 3/8	10 3/4 x 3 3/4	
1/4 Horizontal Block	6 3/4 x 4 3/8	7 3/8 x 5 1/4	7 1/2 x 5 1/8	
1/8 Vertical	2 1/2 x 5 3/8	2 3/4 x 6 1/4	2 3/4 x 6 3/8	
1/8 Horizontal	4 1/2 x 2 3/8	5 1/8 x 3	5 1/4 x 3 1/8	

\* No type in gutter

- a) **Live matter:** Hold 3/8" from trim on all sides.
- b) **Trim size of journal:** 10 1/2" x 14"

### 37. Paper Stock:

- a) **Text Pages:** 40# coated.
- b) **Covers:** 70# coated.

### 38. Type of Binding: Perfect bound.

### 39. Half-tone Screen Requirements:

- a) **Covers:** 150 line.
- b) **4C Screen:** 150 line.
- c) **Density of Tone:** 4C ads not to exceed 300%; 2C, 190%; B&W, 95%.  
To create a rich solid black, build your file with K-100, C-40, M-30, Y-30.

### 40. Supplement Ad Sizes (in inches):

Ad Size	Trim
Trim Size	7 3/4 x 10 1/2
Jogs to head, takes 1/8 head, foot, and face trim	
Full page	6 3/4 x 9 1/2
Bleed	8 x 10 1/4
1/2 Page Horizontal	6 3/4 x 4 3/8
1/2 Page Vertical	3 3/8 x 9 1/2
1/3 Page Vertical	2 1/2 x 9 1/2
1/4 Page Block	3 3/8 x 4 3/8

### 41. Paper Stock: 70# coated

### 42. Type of Binding: Saddle stitched.

### 43. Half-tone Screen Requirements:

- a) **Covers:** 150 line.
- b) **4C Screen:** 150 line.
- c) **Density of Tone:** 4C ads not to exceed 300%; 2C, 190%; B&W, 95%.

**44. Reproduction Requirements:** Follow "Specifications for Web Offset Publication" (SWOP) Ninth Edition for printing in the new millennium. *Dermatology Times* is printed web offset. Our preferred ad page material is an electronic digital file furnished in a locked file format such as PDF/X1a. Any omissions, or color deviation from a submitted proof, other than a quality KODAK APPROVAL or equivalent, will not warrant adjustment for space or color charge.

## Digital Page Requirements continued

### 45. Disposition of Material and Inserts:

Reproduction material and inserts will be held one year from date of last insertion and then destroyed.

### 46. Addresses:

a) For Contracts, Insertion Orders, Other Instructions, Publication-Set Copy, Reproduction Materials,  
**Electronic File Disks and Proofs:**  
*Dermatology Times*  
Attn: Terri Johnstone  
131 West 1st Street  
Duluth, MN 55802-2065  
(218) 740-6310  
(218) 740-7223 (fax)

b) For Inserts Only:  
*Dermatology Times*  
c/o R.R. Donnelley  
1600 North Main St.  
Pontiac, IL 61764  
PH 815-844-1480

### 47. General Information:

Digital data is required for all ad submissions.

Advanstar Communications accepts the following:

#### a) Digital File Formats:

- 1) Preferred: PDF/X1a.
- 2) **Acceptable:** Acceptable format is a PDF which must contain high resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset minimum of 1/8", icc profile is "U.S. Web Coated (SWOP) v2", or none should be applied.
- 3) **Non-acceptable:** Non-preferred or non-acceptable formats will be charged a \$150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than our preferred or acceptable formats. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size and specifications, log on to [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com) or contact the production manager.
- 4) Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make goods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred or acceptable formats.

#### b) Ad Proofs:

To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof.

- c) **Disclaimer:** If we receive a low resolution PDF or application file, we will process at provider's risk for content and color.
- d) Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

### 48. Additional Instructions:

- a) Single page image area should be furnished to magazine trim size, and include 1/8" bleed all sides, and be centered within the file.
- b) Spreads (two facing pages), should be furnished as one file, with image area centered within the file, to magazine trim, and include 1/8" bleed top, bottom, and outside only.
- c) The black text should be merged with the LW file.
- d) Digital proofs meeting SWOP Specifications must be provided at 100% size.

### 49. Color Calibration:

SWOP Specifications with digital color bars meeting SWOP requirements, such as GATF/SWOP proofing bars.

### 50. Color:

- a) CMYK is the only accepted mode for 4C ads. Do not use RGB.
- b) Do not use spot color unless you are paying for a PMS (Pantone) color.
- c) Colors viewed on your monitor may not be representative of final output. Always check monitor color values against CMYK color swatches and the final KODAK APPROVAL color proof or equivalent. Laser color proofs are for identification only. Should proofs not meet specifications, we will print to published SWOP ink densities. C@ 1.30, M@1.35, Y@.90 and K@1.70.

### 51. Accepted Method of Delivery:

The preferred method of delivering ad files to Advanstar Communications is via a web based ad uploader, [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com). Files can also be submitted on CD-R or DVD-R disc format.

### 52. Provider Information Required:

- a) Issue date.
- b) Advertiser, product, and agency name.
- c) Agency contact person and phone number, or vendor name and phone number.
- d) List of contents (printout of disk contents).

### 53. Forward Digital File, Proof, and Content List to:

*Dermatology Times*  
Attn: Terri Johnstone  
131 West 1st Street  
Duluth, MN 55802-2065

### 54. General Policy:

Digital files are accepted with the understanding that files are "locked" and are "okay" on receipt.

- a) In the event a file cannot be opened, provider will be asked to resubmit.
- b) With exception of key numbers, which can be layered, digital files will not be altered, or changed by Management.
- c) Proofs submitted for checking color should reflect the file submitted. Only a Kodak Approval or equivalent is acceptable for color and will be used for Quality Control at the press. Laser or lesser quality proofs are accepted for identification only. Digital file laser proofs or other proofs are not "proofread" by Management for content. Content is a provider's responsibility.
- d) As the manufacturing process warrants, conventional film provided as new material or repeated from previous year, will be converted to a digital file and charged a \$150 processing fee.

#### Policy Disclaimer:

Publisher will make every effort to provide expected quality. However, no adjustment to space or color charges will be made where material furnished deviates from published specifications. Contact Production Manager with questions related to acceptability.

**STAFF**

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**PUBLISHED BY**

Advanstar Communications  
Sales Office Address:  
123 Tice Blvd., Suite 300  
Woodcliff Lake, NJ 07677  
(888) 581-8052  
(201) 690-5370 (fax)

Production Address:  
131 West 1st Street  
Duluth, MN 55802-2065  
(218) 740-6310  
(218) 740-7223 (fax)



**Rates**

**1. Effective Date:**

January 1, 2008 for all advertisers. All contract advertisers will be protected under these rates for the calendar year 2008.

**2. Earned Rates:**

a) **Full-Run Rates:** Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Insertions from a parent company and its subsidiaries are combined to determine earned rate. Publisher guarantees uniform rates to all advertisers.

b) **Demographic Rates:** Accepted on a limited basis (see item 3d).

**3. Rates, Discounts, and Commissions:**

a) **Full-Run (black-and-white) Rates:** See box on next page.

b) **Insert Rates:** See bottom of next page.

c) **Discount Programs:**

**1) Skincare Group Combination Frequency:**

*Dermatology Times* advertisers who run in combination with *Dermatology Times Supplements* and/or *Cosmetic Surgery Times*, will receive a combined earned frequency rate for these publications.

**2) 2008 Corporate Discount Program (CDP):**

Effective with January 1, 2008 insertion orders, the Corporate Discount Program is based on an advertiser's 2007 net advertising plus non-CME promotional project expenditures in all of the Advanstar Communications Healthcare print media. Contact your account manager for more information.

2007 Net Corporate	Rate Savings	2007 Net Corporate	Rate Savings
\$100,000 – \$250,000	0.50%	\$2,500,001 – \$3,000,000	5.00%
\$250,001 – \$500,000	0.75%	\$3,000,001 – \$3,500,000	6.00%
\$500,001 – \$750,000	1.00%	\$3,500,001 – \$4,000,000	8.00%
\$750,001 – \$1,000,000	1.50%	\$4,000,001 – \$4,500,000	10.00%
\$1,000,001 – \$1,500,000	2.00%	\$4,500,001 – \$5,000,000	12.00%
\$1,500,001 – \$2,000,000	3.00%	\$5,000,001 – \$5,500,000	14.00%
\$2,000,001 – \$2,500,000	4.00%	\$5,500,001 – \$6,000,000	16.00%

**3) Specialty Care Group Discount:**

Effective with January 1, 2008 insertion orders. The 2008 Advanstar Communications Specialty Care Group Discount is based solely on an advertiser's 2007 net print advertising expenditures within the Advanstar Communications Specialty Care Group. Contact your account manager for more information.

2007 Net Corporate	Rate Savings	2007 Net Corporate	Rate Savings
\$100,000 – \$200,000	1%	\$2,500,001 – \$3,000,000	5.00%
\$200,001 – \$300,000	2%	\$3,000,001 – \$3,500,000	6.00%
\$300,001 – \$400,000	3%	\$3,500,001 – \$4,000,000	8.00%

**4) Product Incentive Program:**

Advertise a minimum of three product insertions in *Dermatology Times* and save. The more insertions, the more you save.

Insertions	Discount	Insertions	Discount
3x	2%	12x	5%
6x	3%	17x	6%
9x	4%		

**Product Incentive Program Criteria:**

- i) The minimum number of insertions at each level must be met within a calendar year.
- ii) For simplicity, and maximum savings, the Product Incentive Program percent savings will be taken off the product's gross insertion expenditure. The PIP discount should be added to your corporation's Corporate Discount Program (CDP) earned discount, and the resulting total percentage is taken off of the gross insertion cost.
- iii) You can project what Product Incentive Program level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your *Dermatology Times* sales representative of your product's planned Product Incentive Program participation level. If the product does not meet the projected level, or exceeds its projected level, that product will be short rated or rebated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity.
- iv) All of a product's indications work together to attain a product's insertion level.

**5) New Product Discount:**

Advertisers with new products that have not run in the last 12 months will qualify for the *New Product Discount*. In order to qualify, advertisers must run a minimum of 6 insertions within the skincare group. The first 11 insertions will receive a 6% discount and 12 or more insertions will receive a 12% discount. The *New Product Discount* cannot be combined with the Product Incentive Program (PIP). Advertisers are short-rated or rebated based on year end final level earned. The minimum number of insertions at each level must be met within the 2008 calendar year. The first 11 insertions receive a 6% discount. Over 12 insertions receives a 12% discount off of the 13th insertion and beyond.

d) **Demographic Rates:** Available on a limited basis. Demographic inserts are calculated by multiplying percent of circulation requested (minimum 50%) times the one-time B&W page rate times the total number of pages, plus a \$1,545 (non-commissionable and non-discountable) mechanical charge. ROB: Limited availability on request.

**Notes:**

- 1) There is an additional charge if *Dermatology Times* performs the list match.
- 2) All full-run insert pages count toward earned full-run frequency rate.
- 3) Availability of demographic inserts is based on the ability to bind a limited number of matched list runs per issue.
- 4) Publisher reserves the right to review acceptance of any demographic advertisement.
- e) **Agency Commissions and Terms:** 15% of adjusted gross billings on space, color, and premium positions. Withdrawn if not paid within 30 days. A finance charge of 1.5% per month will be applied to all past due balances.

**f) Web/Online Advertising:**

Available at [www.dermatologytimes.com](http://www.dermatologytimes.com)

## Full-Run B/W Rates (Effective January 1, 2008)



Frequency	Tabloid	3/4 Page	1/2 Page (Island)	1/2 Page	1/3 Page	1/4 Page	1/8 Page	BRCs
1x	\$3,375	\$3,005	\$2,680	\$2,505	\$2,095	\$1,860	\$1,135	\$2,215
6x	3,185	2,925	2,595	2,435	2,030	1,800	1,100	2,155
12x	3,075	2,820	2,495	2,355	1,960	1,730	1,050	2,065
24x	2,925	2,700	2,380	2,255	1,905	1,670	1,000	2,015
36x	2,780	2,570	2,275	2,135	1,815	1,610	960	1,940
48x	2,630	2,420	2,150	2,030	1,730	1,535	920	1,835
60x	2,570	2,355	2,105	1,985	1,675	1,475	870	1,790
72x	2,500	2,290	2,040	1,910	1,605	1,420	845	1,735
96x	2,425	2,205	1,960	1,825	1,525	1,380	820	1,685
120x	2,340	2,130	1,895	1,780	1,475	1,335	790	1,630
144x	2,245	2,055	1,805	1,720	1,410	1,270	765	1,580

## Full-Run 4/C Rates (Effective January 1, 2008)

Frequency	Tabloid	3/4 Page	1/2 Page (Island)	1/2 Page	1/3 Page	1/4 Page	1/8 Page
1x	\$5,020	\$4,650	\$4,325	\$4,150	\$3,740	\$3,505	\$2,780
6x	4,830	4,570	4,240	4,080	3,675	3,445	2,745
12x	4,720	4,465	4,140	4,000	3,605	3,375	2,695
24x	4,570	4,345	4,025	3,900	3,550	3,315	2,645
36x	4,425	4,215	3,920	3,780	3,460	3,255	2,605
48x	4,275	4,065	3,795	3,675	3,375	3,180	2,565
60x	4,215	4,000	3,750	3,630	3,320	3,120	2,515
72x	4,145	3,935	3,685	3,555	3,250	3,065	2,490
96x	4,070	3,850	3,605	3,470	3,170	3,025	2,465
120x	3,985	3,775	3,540	3,425	3,120	2,980	2,435
144x	3,890	3,700	3,450	3,365	3,055	2,915	2,410

## Supplement B/W and 4/C Rates (Effective January 1, 2008)

Frequency	Full Page		1/2 Page (Island)		1/3 Page		1/4 Page		Standard	Matched	Metalic	Four-Color
	B/W	4/C	B/W	4/C	B/W	4/C	B/W	4/C				
1x	\$3,020	\$4,665	\$2,455	\$4,100	\$2,285	\$3,930	\$1,750	\$3,395	\$750	\$1,005	\$1,495	\$1,645
6x	2,940	4,585	2,425	4,070	2,155	3,800	1,685	3,330				
12x	2,840	4,485	2,335	3,980	2,110	3,755	1,635	3,280				
24x	2,710	4,355	2,240	3,885	2,040	3,685	1,585	3,230				
36x	2,570	4,215	2,145	3,790	1,970	3,615	1,525	3,170				
48x	2,435	4,080	2,020	3,665	1,910	3,555	1,470	3,115				
60x	2,375	4,020	1,945	3,590	1,835	3,480	1,415	3,060				
72x	2,315	3,960	1,905	3,550	1,785	3,430	1,370	3,015				
96x	2,205	3,850	1,820	3,465	1,730	3,375	1,330	2,975				
120x	2,135	3,780	1,775	3,420	1,675	3,320	1,265	2,910				
144x	2,090	3,735	1,720	3,365	1,630	3,275	1,225	2,870				

### Dermatology Times Supplement Incentive

An additional 10% discount will be earned on *Dermatology Times Supplement* insertions if the same product is advertised in the corresponding monthly issues of *Dermatology Times*.

**Insert Rates :** All inserts and BRCs appearing in the *Dermatology Times Supplements* will be charged a \$575 non-commissionable and non-discountable tip-in charge. Advertising inserts appearing in the regular issue will not incur a tip-in charge unless the insert requires special handling.

## Rates continued

### 4. Color: In addition to earned B&W rates.

Charge per color/page or fraction	
Second color (magenta, cyan, yellow):	\$750
Matched color (all PMS excluding 800 series):	\$1,005
Sheen/Metallic/Fluorescent color (PMS 800 series):	\$1,495
3- and 4-color process:	\$1,645
5-color:	4C process rate + PMS or sheen rate

### 5. Covers and Premium Positions (non-cancelable)\*:

- a) **Cover Rates:**  
 Second cover: Earned B&W rate + 25% premium  
 Third cover: Earned B&W rate + 10% premium  
 Fourth cover: Earned B&W rate + 50% premium
- b) **Premium Positions:**  
 Preferred Position: Earned B&W rate + 10% premium
- c) **Special Position Charge:** A 10% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.
- \* Does not include 4C process charges. Premium Position ads must be a minimum of one full page in color.

### 6. Classified Advertising:

Inquiries, orders, ad copy and payments should be directed to:

#### Products & Services

Cate Olszewski  
 Advanstar Communications, Inc.  
 7500 Old Oak Boulevard  
 Cleveland, OH 44130-3369  
 440-891-2627  
 440-826-2865 (Fax)  
 colszewski@advanstar.com

#### Recruitment

Joanna Shippoli  
 Advanstar Communications, Inc.  
 7500 Old Oak Boulevard  
 Cleveland, OH 44130-3369  
 440-891-3107  
 440-826-2865 (Fax)  
 jshippoli@advanstar.com

## Insert Information

### 7. Availability and Acceptance:

- a) Availability: Inserts are accepted  
 b) Acceptance: Stock and copy sample must be submitted to the Production Manager for approval at least one month prior to scheduled issue.  
 c) BRCs: Accepted on a limited basis. BRC must accompany a ROB ad. BRCs are charged at the B&W page rate.

### 8. Charges:

Advertisers will be billed at cost for charges incurred due to incorrectly supplied inserts.

### 9. Stock Specifications:

- a) Acceptable stock weights:

	Maximum	Minimum	Stock Thickness
2 or 4-page	80# coated	70# coated	.004"
6 through 14-page	70# coated	60# coated	.004"

Submit samples to Production Manager for approval.

Samples of insert stock should be submitted four weeks in advance of insert delivery date and prior to printing of insert.

- b) **Grain:** Insert stock grain should run parallel to the binding edge.

### 10. Trimming:

Insert size overall should not exceed 10 3/4" X 14 1/4". Spread insert size overall should not exceed 21 1/2" X 14 1/4". Junior inserts should be 7 3/4" X 10 3/4". Supplement inserts should adhere to junior size inserts. Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trimmed edges and 1/2" from gutter trim. Book is jogged to head; head trim is 1/8", allow 1/8" for gutter, outside, and foot trim. All inserts to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for bindery.

### 11. Quantity: 15,500

### 12. Shipping:

- a) Delivered on skids with four bands holding a lift together--two in each direction. Skid or pallet CANNOT exceed 48" in height from the floor to the top of the skid or pallet. All pallets MUST be identified with a load tag or skid marker which must be securely attached to four sides of the pallet and one on top. Failure to meet the requirements may result in a re-stacking charge passed on to insert supplier.  
 b) Load tags/skid tags must show description, version, code, quantity per lift, number of layers, number of lifts per layer, quantity per skid/pallet. The packing slip MUST have publication name, date, and insert quantity clearly marked. Samples should be attached for identification. Multiple issues or different inserts MUST be packed separated by issue. Publication or printer will not be responsible for inserts destroyed if not separated by issue.

Ship to:

#### *Dermatology Times*

c/o R.R. Donnelley  
 1600 North Main St.  
 Pontiac, IL 61764  
 PH 815-844-1480

- c) **Insert Use and Disposal Guidelines:**

Unless otherwise indicated on the insertion order, after issue mailing is completed, any unused inserts marked for that issue will be destroyed. However, if the leftover inserts exceed 10% of publisher's requested quantity, client will be advised prior to disposition. Excess inserts held in storage at client's request after an insertion is completed will be subjected to a storage charge.

## Issuance and Closing

- 13. First Issue:** January 1979.  
**14. Frequency:** Monthly.  
**15. Issue Dates:** 7th of every month.

- 16. Mailing Class:** Periodical.  
**17. Closing Dates:** See chart below. Reservations for space must be confirmed by written insertion order prior to closing.

Issue Date	Ad Close	Materials Due	Inserts Due	Special Marketing Opportunities
January	12/01/06	12/08/06	12/19/06	AAD City Guide Supplement
February	12/29/06	1/08/07	1/17/07	Bonus Distribution at AAD
March	2/02/07	2/09/07	2/21/07	In The Know Supplement
April	3/06/07	3/13/07	3/22/07	
May	4/03/07	4/10/07	4/19/07	Annual Omnibus Research Study Psoriasis Supplement
June	5/02/07	5/09/07	5/18/07	In The Know Supplement
July	6/05/07	6/12/07	6/21/07	Lasers and Related Technologies Supplement Bonus Distribution at Summer AAD

  

Issue Date	Ad Close	Materials Due	Inserts Due	Special Marketing Opportunities
August	7/05/07	7/12/07	7/23/07	
September	8/02/07	8/09/07	8/20/07	In The Know Supplement
October	9/04/07	9/11/07	9/20/07	Annual Ad Feedback Survey Bonus Distribution at ASDS and ASPS Cosmetic Dermatology and Surgery Supplement
November	10/02/07	10/09/07	10/18/07	Rosacea Supplement
December	11/02/07	11/09/07	11/20/07	In The Know Supplement

## Editorial

- 18. Special Issues:** See chart above.  
**19. General Editorial Direction:**  
*Dermatology Times* is a timely newsmagazine that provides relevant and credible information on issues that affect dermatologic diagnosis, treatment and practice to the U.S.-based dermatologist. Focused solely on the needs and concerns of this specialty, the magazine guarantees its readers useful, in-depth coverage and thorough analysis in a graphically pleasing presentation.

- 20. Average Issue Information:**  
a) Average Number of Articles/issue: 65  
b) Average Article Length: 700 words  
c) Editorial Departments/Features: Commentary, Clinical Dermatology, Cutaneous Oncology, Cosmetic Dermatology, Dermatologic Surgery, Physician's Profile, Practice Management, News, Research Abstracts Stat, Shedding Light on Lasers, Special Reports  
**21. Origin of Editorial:** 75% staff-written; 25% contributed by columnists exclusive to *Dermatology Times*.

## Circulation

- 22. Coverage and Market:**  
a) Coverage: 50 states and foreign.  
\*b) Market: *Dermatology Times* reaches over 10,600 dermatologists. Our qualified circulation includes U.S. dermatologists, dermatologic surgeons, dermatologic osteopaths, as well as dermatologic residents, derm. D.O.s, full-time hospital staff and dermatology nurse practitioners.  
**23. Selection Criteria:**  
a) Circulation Distribution: 100% controlled.  
b) Paid Circulation: Non-qualifying physicians, nurses, physician assistants, nurse practitioners, medical libraries, other medical professions, and foreign  
c) Subscription Rates: Subscription rate in the United States is \$95 per year, single copy \$10; in Canada and Mexico \$140 per year, \$15 single copy; in all other countries \$185 per year, single copy \$20.  
**24. Circulation Verification:**  
a) Audit: BPA Worldwide.  
b) List Source: Advanstar Communications.

- 25. Circulation Coverage:** See chart below.
- | Professional Activity          | Circulation   |
|--------------------------------|---------------|
| <b>Dermatologist/Derm Surg</b> | <b>10,633</b> |
| Office Based                   | 8,889         |
| Residents                      | 1,064         |
| Hospital Staff                 | 435           |
| Medical Teaching               | 73            |
| Administration                 | 41            |
| Research                       | 103           |
| Other                          | 28            |
| <b>Physician Subtotal*</b>     | <b>10,633</b> |
| <b>Total Distribution*</b>     | <b>10,633</b> |
- \*Source: 7/07 BPA Worldwide Circulation Statement

- 26. Circulation Modifications or Changes (effective 2006):**  
Additions/Modifications: Full universe.

## General Information

- 27. Requirements for Advertising Acceptance:**  
a) Professional and nonprofessional products or services are accepted if judged by Publisher to be in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy to Publisher two weeks prior to closing date.  
b) Any ad or advertorial that resembles the *Dermatology Times* editorial style is strictly prohibited. All advertorials must be clearly designated, and Publisher reserves the right to request more specific designation.  
**28. New Product Releases:** Contact Heather Onorati, Managing Editor, at (440) 891-3176.