



Dermatology News[®]

from Medscape

2025 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

For over 50 years, *Dermatology News*[®] (published by Frontline Medical Communications) has been the leading independent newspaper for medical, surgical, and aesthetic dermatology. Readers rely on *Dermatology News* for specialty-specific news and insightful physician commentary presented in a clear, concise, accessible format that can be used daily in practice. *Dermatology News* is published monthly and circulates to more than 16,000 dermatologists, dermatologic surgeons, procedural dermatologists, dermatology nurse practitioners, and dermatology physician assistants. All articles are researched, written, and reported by professional medical journalists. *Dermatology News* is the best way for dermatology specialists to stay current, save time, and gain perspective.

ADVERTISING / CONTRACTS / INSERTION ORDERS

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FRONTLINE
MEDICAL COMMUNICATIONS

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GENERAL INFORMATION

Dermatology News is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 1970
- **ORGANIZATION AFFILIATION:** Independent; AAM; AMM
- **CONTRACT AND COPY REGULATIONS**
 - a. All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
 - b. FMC reserves the right to inspect and approve all web site advertising. Proof must be submitted to FMC no later than the ad space closing date.
 - c. Sweepstakes ads are prohibited by AMA list rental agreement.
 - d. FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
 - e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
 - f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
 - g. Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

- **ADVERTISERS' INDEX:** Back-of-book

- **ADVERTISING SERVICE**

a. Convention Bonus Distribution:
**pending live conferences*

March Issue:

- American Academy of Dermatology (Spring) Orlando; Mar 7-11, 2025

Select issues will be distributed at MedscapeLive Dermatology conferences in 2025; pending live meetings and confirmed dates. Please consult with Publisher for more information.

b. Sales force bulk subscription discount available.

- **AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS**

- a. Agency commission: 15% on all ads.
- b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, Publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.
- c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

- **CANCELLATIONS**

- a. Notification in writing of space cancellations must be received by space closing deadline.
- b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- c. Cover positions are non-cancelable within 60 days of the issue's closing date.

- **EDITORIAL:** The *Dermatology News* print publication provides practicing dermatologists timely and relevant news from coverage of medical conferences, journals, guidelines, specialty societies, and the FDA and CDC. Commentaries from leaders in the field add perspective about how the news matters to clinical practice and columnists offer insights on issues in dermatology. Our practice economics articles cover regulatory, specialty, and healthcare reform issues that affect dermatologist's pocketbooks and how they manage their practices. All articles are researched, written, produced, and reported by professional medical journalists.

- **EDITORIAL/ADVERTISING RATIO**

55% editorial/45% advertising

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EDITORIAL MEETING CALENDAR

2025 Dermatology Conference Schedule

MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
ODAC Dermatology, Aesthetic, and Surgical Conference	01/17/25	March 2025
American Academy of Allergy, Asthma, & Immunology (AAAAI)	02/28/25	April 2025
Skin of Color Society Scientific Symposium	03/06/25	May 2025
American Contact Dermatitis Society Annual Meeting	03/06/25	May 2025
American Academy of Dermatology (AAD) Annual Meeting	03/07/25	May 2025
American Association for Cancer Research (AACR)	04/25/25	May 2025
American Society for Laser Medicine and Surgery Annual Meeting (ASLMS)	04/24/25	June 2025
Pediatric Academic Societies (PAS)	04/24/25	July 2025
Society For Investigative Dermatology Annual Meeting	05/07/25	July 2025
American College of Mohs Surgery (ACMS) Annual Meeting	05/15/25	July 2025
American Society of Clinical Oncology (ASCO)	05/30/25	August 2025
EULAR (European Alliance of Associations for Rheumatology): Annual Congress	06/11/25	July 2025
American Academy of Dermatology (AAD): Innovation Academy	07/10/25	September 2025
Group for Research and Assessment of Psoriasis and PsA	07/10/25	September 2025
Society For Pediatric Dermatology (SPD) Annual Meeting	07/23/25	September 2025
Skin of Color Update (SanovaWorks)	TBD	September 2025
Pacific Dermatological Association Annual Meeting	08/22/25	October 2025
European Academy of Dermatology & Venereology (EADV)	9/17/25	December 2025
American Academy of Pediatrics (AAP) National Conference	9/26/25	December 2025
American Society for Dermatologic Surgery	11/13/25	January 2026
Las Vegas Dermatology (MedscapeLive)	TBD	January 2026
Masters of Aesthetics Annual Symposium	TBD	January 2026

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CIRCULATION

Dermatology News reaches over 16,500 dermatologists, procedural dermatologists, dermatologic surgeons, as well as physician assistants and nurse practitioners specializing in dermatology.

CIRCULATION ANALYSIS						
Specialty	Office Based	Residents	Hospital Staff	Other Professional Activity	Osteopaths	TOTAL QUALIFIED
Dermatologic Surgery	122	-	6	-	7	135
Dermatology	9,683	1,440	546	196	820	12,685
IM-Dermatology	49	31	4	2	2	88
Pediatric Dermatology	24	23	8	1	1	57
Procedural Dermatology	631	75	26	10	27	769
Dermatology Nurse Practitioners	-	-	-	-	-	658
Dermatology Physican Assistants	-	-	-	-	-	2,139
Total Distribution	10,509	1,569	590	209	857	16,531

Source: July 2024 AAM Circulation Statement

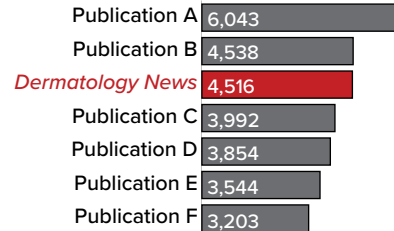
ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 5, 2024	December 12, 2024
February	January 13	January 21
March	February 6	February 13
April	March 17	March 24
May	April 9	April 16
June	May 9	May 16
July	June 11	June 18
August	July 14	July 21
September	August 11	August 18
October	September 11	September 18
November	October 14	October 21
December	November 6	November 13

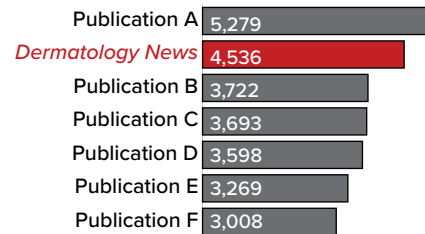
Stated Date of Mailing and Class: 15th of publication month. Periodicals class.

READERSHIP SCORES

Average Page Exposures



High Readers



Source: Kantar Media, Medical/Surgical May 2023 Media Measurement Study
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ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2025. Full year 2024 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2025. All manufacturer promotional spend will be credited towards the corporate level, including electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are listed in the graphic on the right.

2024 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2025 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

Corporate Frequency Discount Program

Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x.)

Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available (see next page). Choose either the

continuity program or the new business/launch program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at frontlinerrates.com. Full-run only.

Prescribing Information (PI) Page Discounts:

Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.

Order of print ad discounts (As applicable)

1) Corporate earned frequency; 2) Journal Combination; 3) Journal list match; 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.

Earned Frequency

Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each

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ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

(cont'd)

New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *Dermatology News* and receive 50% off the space and color charges of your fourth (4th) insertion. Only new products and line extensions are eligible for this program. Pre-launch ad units are not eligible. Launch ad unit must be same size for all four insertions. Discounted ad unit counts towards earned frequency. All FMC combination discounts apply. Launch Program may not be combined with Continuity Discount Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

Split Runs

■ SPECIFICATIONS

1. Split runs can be either geographic (state or zip code) or demographic. If FMC matches supplied data, records must include Medical Education (M.E.) numbers.
2. Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
3. All split-run ROB advertising units must be the same size.
4. Split-run additional production charges are commissionable.
5. Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
6. The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

Continuity Discount Program

Please select one program. (Programs cannot be combined.)

- a. Run an ad for the same product in six (6) issues of *Dermatology News* during 2025 and receive 50% off your 7th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.
- b. Run an ad for the same product in every issue (12) of *Dermatology News* during 2025 and receive the 12th insertion at no charge. Varying ad unit sizes will be averaged to determine free ad unit. Premium position charges still applicable on free ads. Free ads count towards earned frequency.

■ SPLIT-RUN RATES—INSERTS

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost.
4. No production charges for inserts.

■ SPLIT-RUN RATES—RUN-OF-BOOK

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
4. Split-run Production Charges—Run-of-book: \$900 per split-run insertion.

- c. Run an ad for the same product in every issue (12) of *Dermatology News* during 2025 and deduct 8.3% off each insertion throughout the year.

Program available to full-run and full-cost split-run advertisers; ROB production charges apply. Cover tips do not get counted towards continuity discount program.

Skin Combination Discounts

Advertise the same product in the same issue dates of *Dermatology News* and *Cutis*, and receive 7.5% off your black-and-white and color rates in both publications.

■ DISCOUNTS

Split-run advertisers do not qualify for combination, continuity, or new business/launch programs. Split-run insertions do count toward earned frequency and corporate discounts do apply.

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ADVERTISING RATES

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$4,825	\$4,660	\$4,590	\$4,480	\$4,380	\$4,265	\$4,200	\$4,085	\$4,020	\$3,935
3/4 Page	4,470	4,250	4,090	4,050	4,030	4,010	3,875	3,845	3,560	3,515
Island Page	3,740	3,530	3,460	3,390	3,315	3,225	3,190	3,125	3,065	3,010
1/2 Page	3,590	3,385	3,240	3,165	3,125	3,035	2,930	2,880	2,805	2,780
1/4 Page	1,820	1,700	1,645	1,595	1,570	1,530	1,480	1,465	1,420	1,405

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$7,160	\$6,995	\$6,925	\$6,815	\$6,715	\$6,600	\$6,535	\$6,420	\$6,355	\$6,270
3/4 Page	6,805	6,585	6,425	6,385	6,365	6,345	6,210	6,180	5,895	5,850
Island Page	6,075	5,865	5,795	5,725	5,650	5,560	5,525	5,460	5,400	5,345
1/2 Page	5,925	5,720	5,575	5,500	5,460	5,370	5,265	5,215	5,140	5,115
1/4 Page	4,155	4,035	3,980	3,930	3,905	3,865	3,815	3,800	3,755	3,740

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$2,335
Five Color Rates (4C + PMS)	\$3,845

SPECIAL POSITIONS
Cover 2 / Page 3 – Earned king rate + 30% (plus color)
Fourth Cover – Earned king rate + 60% (plus color)
Center Spread – Earned king rate + 25% (plus color)
Please consult sales representative for additional special positions.
BLEED Full-page bleed or gutter bleed (accepted for spreads only): no charge.

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$7,565	\$7,140	\$6,970	\$6,855	\$6,700	\$6,520	\$6,445	\$6,315	\$6,175	\$6,075
2-Page King	9,760	9,425	9,265	9,055	8,835	8,615	8,475	8,250	8,115	7,965
4-Page A-size	15,125	14,290	13,940	13,700	13,390	13,040	12,870	12,620	12,375	12,155
4-Page King	19,510	18,855	18,535	18,130	17,685	17,245	16,965	16,500	16,245	15,915
6-Page A-size	22,660	21,430	20,915	20,540	20,090	19,555	19,295	18,930	18,555	18,225
6-Page King	29,280	28,275	27,815	27,190	26,525	25,860	25,445	24,735	24,370	23,875
8-Page A-size	30,215	28,550	27,900	27,400	26,795	26,065	25,745	25,240	24,735	24,300
8-Page King	39,010	37,685	37,090	36,260	35,375	34,485	33,935	32,980	32,490	31,820

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CHILDREN'S SKIN CARE COMBINATION DISCOUNT DERMATOLOGY NEWS + PEDIATRIC NEWS

7.5% off *Dermatology News* and 10% off *Pediatric News*

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Dermatology News* and *Pediatric News*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$5,245
Five Color Rates (4C + PMS)	\$7,955

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$11,895	\$11,540	\$11,430	\$11,165	\$10,960	\$10,705	\$10,580	\$10,365	\$10,255	\$10,070
3/4 Page	11,095	10,735	10,445	10,240	10,060	9,855	9,640	9,510	9,140	8,900
Island Page	8,940	8,590	8,430	8,165	8,000	7,795	7,640	7,540	7,455	7,285
1/2 Page	8,680	8,340	8,105	7,765	7,670	7,485	7,290	7,160	7,030	6,965
1/4 Page	4,380	4,190	4,110	3,900	3,860	3,790	3,620	3,585	3,505	3,480

INSERT RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$18,295	\$17,585	\$17,235	\$16,700	\$16,355	\$15,945	\$15,640	\$15,410	\$15,225	\$14,885
2-Page King	24,335	23,620	23,380	22,845	22,405	21,900	21,635	21,210	20,970	20,625
4-Page A-size	36,575	35,170	34,455	33,400	32,710	31,885	31,240	30,820	30,460	29,775
4-Page King	48,660	47,230	46,775	45,705	44,825	43,810	43,290	42,410	41,955	41,245
6-Page A-size	54,845	52,745	51,690	50,090	49,060	47,835	46,860	46,225	45,695	44,670
6-Page King	73,015	70,845	70,155	68,560	67,235	65,715	64,920	63,615	62,950	61,855
8-Page A-size	73,130	70,315	68,930	66,815	65,415	63,775	62,490	61,640	60,920	59,550
8-Page King	97,330	94,440	93,545	91,415	89,670	87,625	86,575	84,820	83,920	82,460

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DERMATOLOGY MARKET DUO DERMATOLOGY NEWS + CUTIS

7.5% Off Each Publication

Discounted rate schedule for advertisers who place the same product, same size ad unit in the same issue date of *Dermatology News* and *Cutis*. Full-run only. Insertions count towards earned frequency.

COLOR RATES (In addition to black & white rates)	
Four Color Rates	\$3,875
Five Color Rates (4C + PMS)	\$6,205

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$8,145	\$7,885	\$7,775	\$7,550	\$7,365	\$7,150	\$6,930	\$6,590	\$6,455	\$6,320
King 3/4 page + A-size page	7,815	7,505	7,310	7,150	7,040	6,915	6,630	6,370	6,030	5,935
Island page + A-size page	7,140	6,840	6,730	6,540	6,380	6,190	5,995	5,705	5,575	5,465
King 1/2 page + 1/2 A-size page	5,955	5,690	5,480	5,270	5,125	4,940	4,690	4,470	4,385	3,730

INSERT RATES (KING+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page Insert	NA	\$13,755	\$13,490	\$13,135	\$12,805	\$12,425	\$12,030	\$11,460	\$11,195	\$10,990
4 page Insert	NA	27,525	27,010	26,285	25,635	24,860	24,055	22,915	22,425	22,005
6 page Insert	NA	NA	40,520	39,420	38,445	37,310	36,070	34,370	33,625	32,995
8 page Insert	NA	NA	54,045	52,565	51,270	49,740	48,105	45,825	44,820	43,990

INSERT RATES (A-SIZE (ISLAND)+A-SIZE)										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page Insert	NA	\$13,755	\$13,490	\$13,135	\$12,805	\$12,425	\$12,030	\$11,460	\$11,195	\$10,990
4 page Insert	NA	\$27,525	27,010	26,285	25,635	24,860	24,055	22,915	22,425	22,005
6 page Insert	NA	NA	40,520	39,420	38,445	37,310	36,070	34,370	33,625	32,995
8 page Insert	NA	NA	54,045	52,565	51,270	49,740	48,105	45,825	44,820	43,990

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COVER TIPS

This is a great cost-effective way to get your message to an engaged audience with the brand they trust most. Count on prime exposure when you use a cover tip for:

- A new product launch
- A coming soon ad
- An upcoming event



SPACE RESERVATIONS

Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

SPECIFICATIONS		DESCRIPTION	TOTAL NET COST
Size: 10" x 6" or smaller	standard	2 page - single leaf	Please contact sales representative for pricing.
Multi page or pita pocket	non standard	minimum size: 7"(W) x 5"(H) maximum size: 10"(W) x 8"(H)	

Costs include tipping to front cover and polybagging. For demos and other custom elements, please consult the sales representative for pricing. Cost is net; non-commissionable. Client provides printed materials.

All Non-Standard cover tips must supply a sample or accurate mock-up at least three weeks prior to materials' due date.

Any cover tip that includes a folded PI:

- Will incur an additional charge
- PI must be enclosed within the covertip and closed with a wafer seal.

Cancellations of less than 60 days written notice will incur a fee equal to the cost of the secured cover tip.

FRONT COVER BANNER AD

- Advertisement runs on the lower right-hand corner of the cover
- Cost is the same as a four-color King page at your earned frequency rate
- Corporate discount applies; commissionable
- **SIZE:** 5 5/8" x 1 3/4"
- Email file to mdproduction@mdedge.com

OUTSERTS

Outserts are a great opportunity to capture high visibility through *Dermatology News* that's highly read and trusted. Your preprinted outserts are placed with a current issue and polybagged for outstanding exposure. Please note: multiple items may appear within a polybag. Disease state exclusivity within the polybag is guaranteed. This is a cost-effective way to get your message to an engaged audience with a brand they trust most. Samples must be submitted for review. Availability contingent upon approval. Minimum size: 7"x5"; minimum weight: on 70# text; outserts over 3.2 oz. may incur additional costs.

Please contact sales representative for quantity with spoilage.

SAMPLES ONLY SHIP TO:

Quad
 Todd Kelley / *publication name and issue date*
 N61 W23044 Harry's Way
 Sussex, WI 53089-3995
 and
 Rebecca Slebodnik
 7222 Talisman Lane
 Columbia, MD 21045

FOR APPROVED COVER TIPS / OUTSERTS SHIP TO:

Quad
 Attn: Tony Lechner / Publication Name and Issue Date
 N11896 Hwy. 175
 Lomira, WI 53048

CONTACTS / COVER

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- Printing Information

MULTI-SPONSORED SUPPLEMENTS

For further information, contact the sales representative

PRINTING INFORMATION

Frontline Medical Communications (FMC) publications are printed offset in a tabloid news format. Black-and-white, four, and five-color advertisements are accepted.

■ **BINDING:** Saddle Stitch

■ **AD SPECIFICATIONS**

See next page for all ad dimensions

a. Full Page ads require bleed

- Bleed size: 10 3/4" x 13 1/4"
- Trim: 10 1/2" x 13"
- LIVE: 9 3/4" x 12 1/4" (keep live matter 3/8" from all trim edges)

b. Partial Page Ads do not bleed

■ **RUN-OF-BOOK REPRODUCTION REQUIREMENTS**

- PDF/X-1a required
- All images must be CMYK (RGB not accepted)
- All files must be at 100%
- Digital files will not be altered or manipulated
- Color Proofs accepted but not required

Production Contact: Rebecca Slebodnik
240-221-2417, rslebodnik@mdedge.com

■ **FILE RELEASE INSTRUCTIONS**

Email files to mdproduction@mdedge.com.
Indicate in the body of the email:

- Publication name,
- Issue date,
- Product,
- Manufacturer,
- Contact name, email and telephone number.

When uploading multiple files, please place all files in a folder and compress with ZIP.

When the same ad is running in multiple publications, please only upload once, indicating each publication in the body of the email.

■ **INSERTS AND INSERT REQUIREMENTS**

a. General Conditions

Publication accepts both full King-size and "A-size" (minimum size: 7 3/4" x 10 1/2") inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability and quantities.

b. Mechanical Specifications

Maximum Paper Weight:

- Two-page (single-leaf) and Four-page (double-leaf) inserts: 80 lb. text coated or matte

- Larger inserts: Consult FMC

Size Requirements:

- Full King-size: 10 3/8" x 12 7/8", must furnish trimmed; no portion will trim with publication
- "A-size": 7 3/4" x 10 1/2", must furnish trimmed; no portion will trim with publication
- Note: Multiple-leaf inserts to be furnished folded

Quantity:

- Consult FMC Production as quantity varies

Shipping of Inserts:

- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

Ship inserts to:
Dermatology News
Quad

Attn: Tony Lechner / Publication Name and Issue Date
N11896 Hwy. 175
Lomira, WI 53048

■ **POLYBAGGING GUIDELINES**

Polybagging is available for promotional outserts with all publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Contact your sales representative for details.

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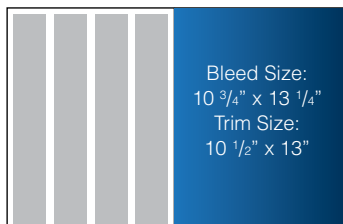
Cover Tips, Outserts, Reprints

Printing Information

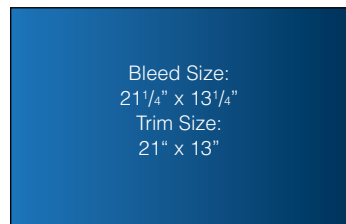
MULTI-SPONSORED SUPPLEMENTS

SPECIFICATIONS

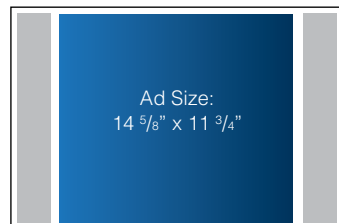
King-size Page



King-size Spread



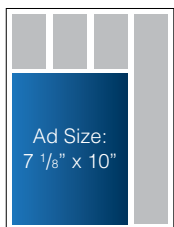
3/4 Vertical Spread



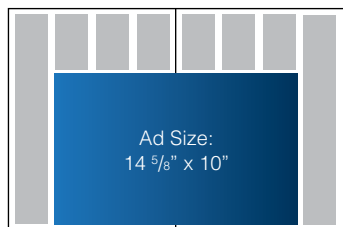
3/4 Vertical



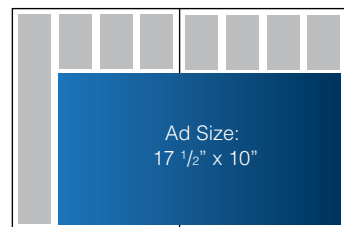
Island Page



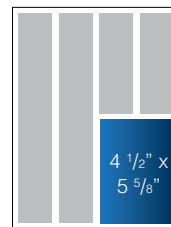
Island Spread



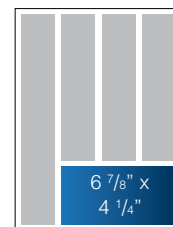
Island Page + 3/4 Page Horiz.



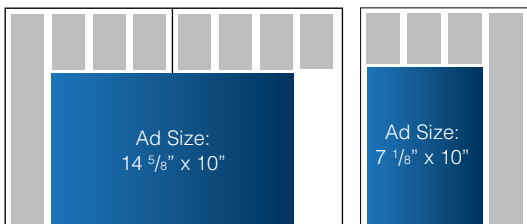
1/4 Page Vertical



1/4 Page Horizontal



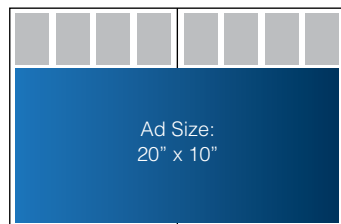
Island Spread + Island Page



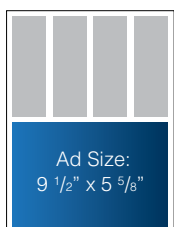
3/4 Horizontal



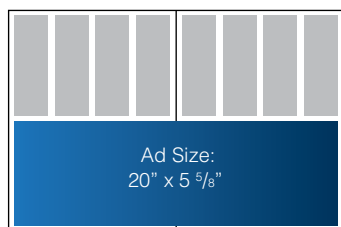
3/4 Horizontal Spread



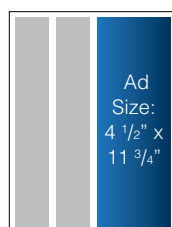
1/2 Page Horizontal



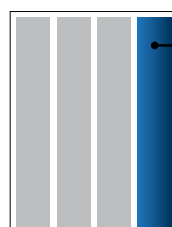
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 ¹/₂" x 13"
Live matter: Allow ³/₈" safety from all trim edges
Type of Binding: Saddle Stitch
Only Full Page Ads Bleed

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For further information, contact the sales representative

ADVERTORIALS

The advertorial must include the following:

“Advertisement” should be printed horizontally and centered at the top of each advertising unit in 12 pt black type.

The format/presentation of the advertorial should NOT mimic the publication. It should not be confused with editorial content in the publication.

A prominent display of the company name, logo, or both so that readers can quickly ascertain that the information is an advertisement from the company and not part of the newspaper’s editorial content. The point size should be at least 14 pt

The Publisher will send the advertorial for a medical review. Final PDF should be shared with FMC Editorial and Production prior to space close to ensure adequate time for medical review.

ADDITIONAL NOTES:

If the advertorial contains a sponsorship line, the client must also add the following disclaimer:

Neither the Editorial Advisory Board of *Dermatology News* nor the publication’s reporting or editing staff contributed to this content.

REPRINTS / EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

REPRINTS—USA & CANADA ONLY

CONTACT:

Wright’s Media
2407 Timberloch Place, Suite B
The Woodlands, TX 77380
Toll Free: 877-652-5295
Email: frontline@wrightsmedia.com
www.wrightsmedia.com

REPRINTS—ALL OTHER

CONTACT:

Ray Thibodeau, Executive Vice President
Content Ed Net
350 South Main St., Suite 113B
Doylestown, PA 18901
Phone: 267-895-1758
Cell: 215-933-8484
Skype: raythibodeau1
Email: Ray.Thibodeau@contentednet.com
www.contentednet.com

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Issue	Space Close	Materials Due	Bonus Distribution	Topic
September	07/21/2025	08/04/2025	See page 2	Pediatric Dermatology

Supplement will polybag and mail with that month's issue.
 Supplement will be posted online in the medical education library of the newspaper's website.

RATES

Special rate card is used for multi-sponsored supplements. Monthly *Dermatology News* costs provided in this media kit are not applicable to multi-sponsored supplements. Please consult with the Publisher for advertising rate card for these topic focused issues.

AD SPECIFICATIONS

- **1 PAGE**
 Trim size: 7 7/8" x 10 3/4"
 Bleed size: 8 1/8" x 11"
- **SPREAD:**
 Trim size: 15 3/4" x 10 3/4"
 Bleed size: 16" x 11"
 Live matter: Allow 1/4" safety all sides

RUN-OF-BOOK PRODUCTION REQUIREMENTS

- PDF/X-1a required
- All images must be CMYK (RGB not accepted)
- All files must be at 100%
- Digital file will not be altered or manipulated

UPLOADING INSTRUCTIONS

Email files to mdproduction@mdedge.com.
 Indicate in the body of the email:

- Publication name,
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- Product,
- Manufacturer,
- Contact name, email and telephone number.

When uploading multiple files, please place all files in a folder and compress with ZIP.

CANCELLATION POLICY

Space may be canceled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancelable and will be invoiced in full.

Please consult with Publisher on costs for each supplement or to request the multi-sponsored rate card. Cover tips also available; please consult with Publisher regarding availability and costs.

Please note: All 2024 advertisers have FROR on any premium placements. For any insertion orders issued for above, please state ad is approved for both print and digital placements.



INSERTS

Please consult with **Cheryl Wall**, for quantity and specs.

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