

cutis[®]

Diagnosing Cutaneous Diseases



2008 ADVERTISING RATES AND SPECIFICATIONS

STAFF



Advertising Sales Office:
7 Century Drive
Suite 302
Parsippany, NJ 07054-4609
www.cutis.com

Sales/Publishing Staff:

Senior Vice President/Group Publisher: Sharon Finch
(973) 206-8952 • Fax: (973) 206-9251
sharon.finch@qhc.com

Publishing Consultant: Claudia Shayne-Ferguson
(914) 522-3188
cshayne.ferguson@gmail.com

Regional Sales Manager: Richard D. O'Donnell
(847) 832-1512 • Fax: (847) 832-1810
od@healthmediagroup.com

Assistant Sales/Program Manager: Shannon C. Conover
(973) 206-8015 • Fax: (973) 206-9251
shannon.conover@qhc.com

Editor: Melissa Steiger
(973) 206-8096 • Fax: (973) 206-9251
melissa.steiger@qhc.com

Managing Editor: Laura A. Piserchia
(973) 206-8098 • Fax: (973) 206-9251
laura.piserchia@qhc.com

Assistant Editor: Stephanie Andersen
(973) 206-8097 • Fax: (973) 206-9251
stephanie.andersen@qhc.com

Corporate Circulation Director: Donna Sickles
(973) 206-8005 • Fax: (973) 206-9378
donna.sickles@qhc.com

Director, Marketing Research: Lori Raskin
(973) 206-8013 • Fax: (973) 206-9378
lori.raskin@qhc.com

Marketing and Promotion Manager: Wendy G. Kaletcher
(973) 206-8964 • Fax: (973) 206-9378
wendy.kaletcher@qhc.com

Production Manager: Jaime Serra
(973) 206-8011 • Fax: (973) 206-9535
jaime.serra@qhc.com

Reprint Inquiries: Shannon C. Conover
(973) 206-8015 • Fax: (973) 206-9251
shannon.conover@qhc.com

Classified Advertising: Valley Forge Publishing
(866) 312-8805 • Fax: (610) 854-3780

Contracts/Insertion Orders, Media Rates and Billing:

Kathleen Corbett
(973) 206-8022 • Fax: (973) 206-9378
kathy.corbett@qhc.com

Executive Staff:

President/CEO: Stephen Stoneburn



RATES

CUTIS[®] 2008 Full-Run B&W Rates (Circulation: 34,472)

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
1 Page	\$5,365	\$5,240	\$5,170	\$5,085	\$5,000	\$4,875	\$4,715	\$4,580	\$4,445	\$4,320	\$4,060	\$3,925	\$3,795
½ Page	\$3,865	\$3,745	\$3,690	\$3,590	\$3,545	\$3,480	\$3,380	\$3,310	\$3,220	\$3,105	\$2,905	\$2,660	\$2,545

CUTIS[®] 2008 Derm-Demo B&W Rates (Circulation: 12,218)

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
1 Page	\$2,600	\$2,555	\$2,530	\$2,500	\$2,450	\$2,410	\$2,340	\$2,270	\$2,220	\$2,150	\$2,050	\$1,990	\$1,940
½ Page	\$1,865	\$1,835	\$1,810	\$1,760	\$1,705	\$1,660	\$1,570	\$1,510	\$1,455	\$1,405	\$1,350	\$1,275	\$1,265

Color Rates

	2-Color Process	2-Color Matched	Metallic	3- & 4-Color Process	5 Color (4 Color & 1 Match)	4 Color & Metallic
Full run	\$1,035	\$1,265	\$2,090	\$2,530	\$3,795	\$4,620
Derm demo	\$700	\$820	\$1,415	\$1,535	\$2,355	\$2,950

RATES CONTINUED

1. Effective Date and Discounts:

- a. **Effective rate date:** January 2008.
- b. **Agency commission and cash discount:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.
- c. **Rates subject to change with 90 days' notice:** Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

2. Earned Rates:

- a. **Full-run and derm-demo editions:** Earned rates are based on frequency of advertising insertions from individual corporate entities within the 12-month period beginning January 2008 and ending December 2008. The number of insertions determines the earned rate. A full page and a fractional page count as single insertions. Each page charged for an insert counts as one insertion.

b. Incentive Programs:

Combination Frequency Program: Corporations may combine pages in *Cutis*® and *Cosmetic Dermatology*® for the highest frequency discount. (The highest frequency available is 144x on both journals combined.)

Product Launch Program: Commit to advertise a launch product in 5 consecutive issues and receive a 25% discount on the 3rd insertion and the 6th insertion free.* Average of unit size will determine free ad unit (prelaunch ads do not count). Continue your launch schedule for 3 additional consecutive issues and receive 25% off the 9th insertion; run for 3 additional consecutive issues and earn 25% off your 12th insertion.

3-6-9-12 Discount: Each product that advertised in 2007 qualifies for the following 4 discounts within the calendar year of January 2008 through December 2008:

- 3 insertions (same product): 25% off the 3rd insertion.
- 6 insertions (same product): 25% off the 3rd insertion and 25% off the 6th insertion.
- 9 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, and 25% off the 9th insertion.
- 12 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, 25% off the 9th insertion, and 25% off the 12th insertion.

New Business Incentive Program: Established products that have not run in *Cutis* during 2007 can qualify for the new business incentive program. Advertise a new product in 5 issues and receive 25% off the 3rd insertion and the 6th insertion free*; continue your schedule and receive 25% off the 9th insertion and 25% off the 12th insertion within the calendar year of January 2008 through December 2008. The 6th insertion must be the same size as or smaller than those placed for the qualifying previous 5 insertions.

* Clients must supply materials for free insertions. Free pages count toward frequency.

2008 Full-run Conversion Program: Current derm-demo advertisers (by product) that convert to the full-run edition for a minimum of 3 issues will earn a \$300 discount per full-run page

for the duration of the full-run schedule in 2008. Fractionals will be prorated. Applies to products that have never advertised in the full-run edition.

Quadrant Corporate Discount: Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2008. Full year 2007 NET spending (combined ad space and non-CME projects, including Internet, minus all discounts) with Quadrant will establish the minimum discount levels for all advertising purchased in 2008. Discounts will be applied to only advertising purchased in Quadrant professional publications. Spend levels and associated discounts are:

2007 NET Spending	Earned 2008 Discount
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%
\$1,500,000	7%
\$2,000,000	9%

Order of Discount Calculations as Applicable:

- 1. Combination Frequency
- 2. Combination Buy
- 3. Other Journal Discounts Applied Individually
- 4. Corporate Discount
- 5. Agency Discount

Quadrant Prepayment Plan: Quadrant HealthCom Inc. offers an optional prepayment program. Contact Sharon Finch, Senior Vice President/Group Publisher, (973) 206-8952, for additional details.

3. Color:

In addition to the earned black-and-white (B&W) rates, color rates are per page and apply to full or partial pages. (See color grid on first page for rates.)

4. Bleed:

No charge.

5. Preferred Positions and Covers:

Current year cover and position advertisers have first right of refusal on positions maintained. For 2008, advertisers must commit in writing to all paid positions before December 1, 2007. All paid positions require 90-day written notice prior to cancellation.

a. Preferred positions (full run only):

- 2nd Cover:** Earned B&W rate plus 30%, add color charges.
- 3rd Cover:** Earned B&W rate plus 20%, add color charges.
- 4th Cover:** Earned B&W rate plus 50%, add color charges (4/C only).
- OPP TOC:** Earned B&W rate plus 10%, add color charges.

6. Classified Rates:

National Account Executives
 Tim LaPella, ext. 138
 Drew Endy, ext. 109
 Valley Forge Publishing Group
 2570 Boulevard of the Generals, Suite 220
 Norristown, PA 19403
 (866) 312-8805 or (610) 854-3770
 Fax: (610) 854-3780

INSERTION INFORMATION

7. Availability and Acceptance:

- a. **Availability:** 2- to 8-page inserts with each leaf to full-trim size are available.
- b. **Acceptance:** *Cutis*® follows AMP insert guidelines.

8. Charges:

- a. **Inserts:** Charged at the earned B&W rate for each printed insert page.
- b. **Special handling charges:** Backup charges, \$650 per page, if applicable, noncommissionable.
- c. **Tip-in charge:** Not applicable.
- d. **Regional inserts:** Split runs or demos available.

9. Commissions:

Fees that result from demographic runs or splits that occur in addition to the regular insert charges are not considered to be commissionable.

10. Sizes and Specifications:

All inserts are to be supplied untrimmed, printed, folded (except single

leaf), and ready for binding. Maximum paper stock: 80 lb. offset; maximum micrometer readings: 0.004".

11. Trimming:

- Ship folded: 8 1/8" x 11".
- Trims: 1/8" head, 1/8" foot, 1/8" gutter and face.
- Book is jogged to head.
- Keep live matter 3/8" from trim edges.
- Final trim is 7 7/8" x 10 3/4".

12. Quantity:

Full run: 38,000.
Derm demo: 15,000.

13. Shipping:

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity. Ship to:

Cutis® • RR Donnelley & Sons, Inc. • 1600 North Main Street • Pontiac, IL 61764 • Attn: Kim Rigsby • (815) 844-1382

ISSUANCE AND CLOSING

14. First Issue:

February 1965.

15. Frequency:

Monthly.

16. Issue Date:

1st of publication month.

17. Mailing Date and Class:

12th of publication month; periodicals class.

18. Closing Dates:

- a. **Ad commitment:** 1st business day of the month preceding publication.
- b. **Inserts and film:** 2 weeks following ad commitment. See grid.

Issue	Ad Closings		
	Ad Closing	Material Due	Inserts Due
January	12/3/07	12/12/07	12/25/07
February	1/4/08	1/11/08	1/25/08
March	2/1/08	2/8/08	2/26/08
April	3/3/08	3/10/08	3/26/08
May	4/4/08	4/11/08	4/25/08
June	5/5/08	5/12/08	5/26/08
July	6/5/08	6/12/08	6/26/08
August	7/7/08	7/14/08	7/25/08
September	8/4/08	8/11/08	8/25/08
October	9/5/08	9/12/08	9/25/08
November	10/8/08	10/10/08	10/24/08
December	11/3/08	11/10/08	11/26/08

EDITORIAL

19. Special Issues:

January AAD Issue (Bonus Distribution)
 July Summer AAD Issue (Bonus Distribution)
 August Focus on Acne and Rosacea
 September Focus on Psoriasis
 December Index Issue

20. General Editorial Direction:

A clinical dermatology journal of 43 years, *Cutis*® is peer reviewed and referenced in *Index Medicus*. It is respected and enjoyed by both dermatologists and dermatology generalists, enabling its readers to get what they need quickly and efficiently. It covers a broad range of pertinent and timely topics, offers CME in every issue, and is written and edited by industry leaders.

21. Average Issue Information:

- a. **Average number of articles per issue (excluding departments):** 4.
- b. **Average article length:** 4 pages (2600 words).

- c. **Departments:** An average of 5 of the following features are included in each issue:

Close Encounters With
 the Environment
 Contact Dermatitis
 Continuing Medical Education
 Cosmetic Dermatology
 Drug Therapy Topics
 Editorial

Highlighting Skin
 of Color
 Pediatric Dermatology
 Photo Quiz
 Product News
 Therapeutics for
 the Clinician

22. Origin of Editorial:

- a. **Staff written:** 2% of articles.
- b. **Solicited:** 4% of articles.
- c. **Submitted:** 94% of articles.
- d. **Peer review:** All articles submitted are reviewed by 2 Editorial Board members. Rejection rate is 45%.
- e. **Submissions:** All articles must conform to the Information for Authors, which is found on our Web site at www.cutis.com.

CIRCULATION

23. Description of Controlled Circulation Parameters:

Sent on a controlled circulation basis to all dermatologists and allergists, including all residents. Also included are office-based GPs, FPs, IMs, PEDs, and DOs who are requestors

and/or high prescribers of dermatologic products (Direct Medical Data Wolters Kluwer Health Power Profiler®). Dermatologic PAs and NPs are invited to receive the journal on a request basis.

CIRCULATION CONTINUED

24. Demographic Selection Criteria:

- a. **Age:** Varies by specialty.
- b. **Prescribing:** GP, FP, IM, PED, and DO high prescribers in the following drug categories: acne preparations, antihistamines, topical and systemic antifungals, topical anti-infectives, topical corticosteroids, and dermatology preparations.
- c. **Circulation distribution:** Controlled 98% (64.5% request rate), paid 2%.
- d. **Paid circulation:** 500.
- e. **For Subscription rates, contact 1-800-480-4851.**

Dermatologic Surgeons	113
DOs	2,575
Generalists	9,072
Pediatricians	7,668
Allergists (incl: Allergy, Allergy and Immunology, and Pediatric Allergy).	3,360
Dermatology PAs.	779
Dermatology NPs	76
Other	13
Total	34,472

25. Circulation Verification:

- a. **Audit:** BPA®.
- b. **Mailing house:** Direct Medical Data.



26. Coverage:

- a. **Have any specialties been combined in the following grid?** Yes.
- b. **Date and source of breakdown:** BPA®, January 2007 issue.
- c. **Controlled circulation breakdown:**
 Dermatologists 10,383
 Dermatopathologists 433

Derm demo includes: Dermatologists, Dermatopathologists, Dermatologic Surgeons, Dermatology DOs, PAs and NPs, and Other.

27. Estimated total circulation for 2008:

Controlled:	
Full run: 34,400	
Derm demo: 12,200	
Paid: 500	

GENERAL INFORMATION

28. Requirements for Advertising Acceptance:

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approvals and are accepted provided they are in harmony with the policy of service to the medical professions. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date.

In consideration of the acceptance of the advertisement (subject always to the other terms and conditions of our Rate Card), the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement.

Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom.

29. New Product Releases:

Accepted for Product News.

30. Editorial Research:

Issues are post-tested periodically to measure readership response to the editorial package.

31. Ad Format and Placement Policy:

- a. **Format:**
 - 1. Between articles? Yes
 - 2. Welled? No
 - 3. Stacked? No
 - 4. Within articles? Rarely
- b. **Are ads rotated?** Yes

32. Ad/Edit Ratio Information:

Full run: 40/60
 Derm demo: 50/50

33. Services:

- a. **Reprint quotations:** Furnished upon request.
- b. Supplements and special projects.
- c. **Research:** Consult Publisher.
- d. **Bonus distribution:** January and July.

MECHANICAL SPECIFICATIONS

34. Ad Sizes and Bleed Sizes:

- a. Trim size of journal is 7⁷/₈" x 10³/₄".
- b. Hold live matter 3⁸/₁₆" from all sides.

	Width/Depth	
	Ad Sizes	Bleed Sizes
2-page spread	15" x 10"	16 ¹ / ₄ " x 11"
1 page	7" x 10"	8 ¹ / ₈ " x 11"
1/2 page (h)	7" x 4 ⁷ / ₈ "	8 ¹ / ₈ " x 5 ¹ / ₂ "
1/2 page (v)	3 ³ / ₈ " x 10"	4" x 11"

35. Paper Stock:

- a. **Inside pages:** 45 lb. coated.
- b. **Covers:** 70 lb. coated.

36. Type of Binding:

Perfect bound.

37. Reproduction Requirements:

- a. Follow Specifications for Web Offset Publications (S.W.O.P.) guidelines.
- b. 133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.

38. Accepted Materials:

Electronic files: PDF x1a, PDF, InDesign. Digital contract color proof required.

39. Materials Policy:

Materials including inserts, film, and electronic files will be held for one year from date of last insertion and then destroyed.

Send reproduction materials to:

Cutis®
 Quadrant HealthCom Inc.
 7 Century Drive
 Suite 302
 Parsippany, NJ 07054-4609
 Attn: Jaime Serra
 (973) 206-8011 • Fax: (973) 206-9535