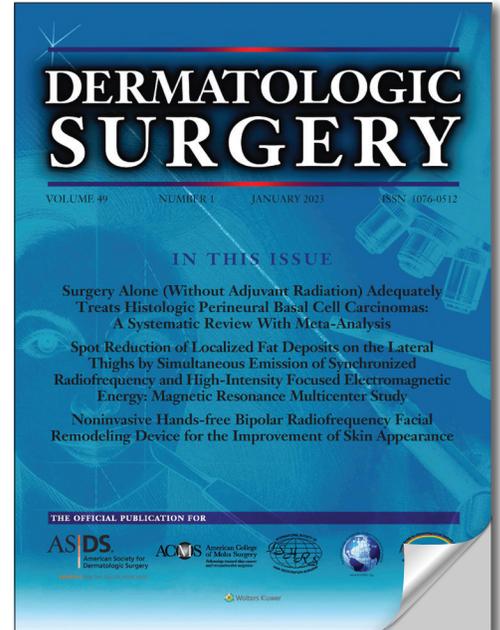


# *Dermatologic Surgery Journal*

**AS | DS**  
American Society for  
Dermatologic Surgery

COSMETIC AND RECONSTRUCTIVE EXPERTISE  
FOR YOUR *skin health and beauty*<sup>SM</sup>

- Official Journal of the American Society for Dermatologic Surgery (ASDS)
- Also the official journal of:
  - American College of Mohs Surgery
  - International Society of Hair Restoration Surgery
  - Dermatologic and Aesthetic Surgery International League
- Affiliated Society
  - Taiwan Society for Dermatological and Aesthetic Surgery
- Recognized brand for over 40 years – All content originally submitted and peer-reviewed
- Total Print / Digital Circulation: 7,883
- 84% U.S, 10% APAC, 6% Europe
- **October 2023 Issue** – Bonus distribution at ASDS Annual Meeting Chicago



## **SPONSORED / SUPPLEMENTAL OPPORTUNITIES**

**The Society's** partnership with Wolters Kluwer Health offers additional sponsor opportunities in the peer-reviewed *Dermatologic Surgery* journal for product promotion and to drive traffic to any educational / commercial data. To take advantage of the journal's robust engagement level, sponsored opportunities could entail emails, digital banners, videos and print advertising to name a few.

Leverage your reach and maximize your messaging to this expert audience via the following professional channels:

- Create a virtual roundtable discussion
- Supplement and reader engagement program
- Enduring material – digital or print supplement
- High impact print – cover tips, cover warps
- Sponsored videos, podcasts
- Resource center (content sponsorship)

**Please contact Michelle Smith for further information:**

Michelle Smith, Senior National Account Manager, Wolters Kluwer  
email: [michelle.smith@wolterskluwer.com](mailto:michelle.smith@wolterskluwer.com) phone: 646-674-6537

# Dermatologic Surgery Journal Production Specifications

The following is for journal sized ads with a trim size of 8.125" x 10.875".

**TRIM SIZE: 8.125" X 10.875"** Safety Allowance: 0.5" from trim

Ad Units	Non-Bleed	Bleed	Live Area
Full Page	7" x 10"	8.375" x 11.125"	7.125" x 9.875"
2/3 Page Vertical	5" x 10.875"	6.375" x 11.125"	5.375" x 10.125"
1/2 Page Vertical	3.5" x 10"	4.267" x 11.125"	3.267" x 10.125"
1/2 Page Horizontal	7" x 5"	8.375" x 5.625"	7.375" x 4.625"
1/3 Page Vertical	2.5" x 10.875"	n/a	2.5" x 10.875"
1/3 Page Horizontal	8.125" x 3.6"	n/a	8.125" x 3.6"
1/4 Page	3.5" x 5"	n/a	3.475" x 3.625"
2 Page Spread	15" x 10"	16.625" x 11.125"	14.75" x 10.125"

## MATERIAL SUBMISSION:

Digital ads required. Press-ready PDFs preferred. If sending in this format, please embed all fonts and subset at 100%.

- Ad materials submitted for 4/C must be saved as CMYK. PMS and RGB colors will be converted to CMYK.
- All materials must include advertiser name, publication, and issue. Also include contact name and telephone number, filename, and hard copy proof.
- Submit on CD or electronically (FTP or E-mail acceptable / E-mailed files should be no larger than 5MB), Mac or PC format, using QuarkXPress, PhotoShop, or Illustrator software. Supply a list of all supporting art files. Files must be PDF (preferred), TIFF, or EPS format, high resolution at a minimum of 300dpi. Indicate application(s) used, provide a list of fonts, and also supply on disk all screen and printer fonts.

**Proofs:** Required for all methods of ad submission (including e-mail). Supply a printer quality color proof that matches the supplied digital ad at 100% size. Standard Web Offset Printing (SWOP) Press proof or SWOP Off- Press Proof (Kodak Approval or equivalent) is required for color guidance on press. If a color proof is not supplied, LWW will print to SWOP standards. LWW assumes no responsibility for final printing of the ad in the event that a printer quality color proof is not provided.

## Print & Digital – Advertising Sample Pricing

### PRINT OPTIONS:

Best Available - Full Page 4C Ad: **\$3,999 Net**

Premium Inside Front Cover: **\$6,672 Net**

High impact opportunity - Cover tip:  
**\$8,000 Net (Supplied)**

Polybagged outsert: **\$6,000 Net**

### DIGITAL OPTIONS:

Banner ads on Dermatologic Surgery website -  
50% SOV - 15,000 US Imps/Month:  
**\$150 CPM, \$2,250/month**

Exclusive Interstitial: **\$3,000/month, flat fee**

Exclusive Sponsored video:  
**\$3,000/month, flat fee (3 months min)**

Exclusive Monthly Dermatologic Surgery eTOC:  
**\$2,200 net/month**

Please contact Michelle Smith for further information:

Michelle Smith, Senior National Account Manager, Wolters Kluwer  
email: [michelle.smith@wolterskluwer.com](mailto:michelle.smith@wolterskluwer.com) phone: 646-674-6537