

2010 ADVERTISING RATES AND SPECIFICATIONS

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RATES

CUTIS® 2010 DERM-DEMO B&W RATES (CIRCULATION: 13,583)

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
1 Page B&W	\$2,760	\$2,710	\$2,685	\$2,650	\$2,600	\$2,555	\$2,485	\$2,405	\$2,355	\$2,280	\$2,175	\$2,110	\$2,060
½ Page B&W	\$1,980	\$1,950	\$1,920	\$1,865	\$1,810	\$1,760	\$1,670	\$1,600	\$1,545	\$1,490	\$1,435	\$1,350	\$1,340
Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
2 Page Insert	\$5,630	\$5,530	\$5,475	\$5,405	\$5,305	\$5,210	\$5,070	\$4,905	\$4,805	\$4,650	\$4,435	\$4,305	\$4,200
4 Page Insert	\$11,260	\$11,055	\$10,955	\$10,810	\$10,610	\$10,425	\$10,140	\$9,810	\$9,610	\$9,300	\$8,875	\$8,610	\$8,405
6 Page Insert	\$16,890	\$16,585	\$16,430	\$16,220	\$15,910	\$15,635	\$15,210	\$14,720	\$14,415	\$13,955	\$13,310	\$12,915	\$12,605
8 Page Insert	\$22,520	\$22,115	\$21,910	\$21,625	\$21,215	\$20,850	\$20,280	\$19,625	\$19,215	\$18,605	\$17,750	\$17,220	\$16,810
10 Page Insert	\$28,150	\$27,640	\$27,385	\$27,030	\$26,520	\$26,060	\$25,345	\$24,530	\$24,020	\$23,255	\$22,185	\$21,520	\$21,010
12 Page Insert	\$33,780	\$33,170	\$32,865	\$32,435	\$31,825	\$31,275	\$30,415	\$29,435	\$28,825	\$27,905	\$26,620	\$25,825	\$25,215

CUTIS® 2010 FULL-RUN B&W RATES (CIRCULATION: 33,084)

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
1 Page B&W	\$5,805	\$5,665	\$5,595	\$5,500	\$5,410	\$5,275	\$5,100	\$4,955	\$4,805	\$4,670	\$4,395	\$4,245	\$4,105
½ Page B&W	\$4,180	\$4,050	\$3,990	\$3,885	\$3,830	\$3,765	\$3,655	\$3,580	\$3,480	\$3,360	\$3,140	\$2,880	\$2,750
Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
2 Page Insert	\$11,670	\$11,385	\$11,245	\$11,055	\$10,875	\$10,605	\$10,250	\$9,960	\$9,660	\$9,385	\$8,835	\$8,530	\$8,250
4 Page Insert	\$23,280	\$22,715	\$22,435	\$22,055	\$21,695	\$21,155	\$20,450	\$19,870	\$19,270	\$18,725	\$17,625	\$17,020	\$16,460
6 Page Insert	\$34,890	\$34,045	\$33,625	\$33,055	\$32,515	\$31,705	\$30,650	\$29,780	\$28,880	\$28,065	\$26,415	\$25,510	\$24,670
8 Page Insert	\$46,500	\$45,375	\$44,815	\$44,055	\$43,335	\$42,255	\$40,850	\$39,690	\$38,490	\$37,405	\$35,205	\$34,000	\$32,880
10 Page Insert	\$58,110	\$56,705	\$56,005	\$55,055	\$54,155	\$52,805	\$51,050	\$49,600	\$48,100	\$46,745	\$43,995	\$42,490	\$41,090
12 Page Insert	\$69,720	\$68,035	\$67,195	\$66,055	\$64,975	\$63,355	\$61,250	\$59,510	\$57,710	\$56,085	\$52,785	\$50,980	\$49,300

CUTIS® 2010 COLOR RATES

	2-Color Process	2-Color Matched	Metallic	3- & 4-Color Process	5 Color (4 Color & 1 Match)	4 Color & Metallic
Derm-Demo	\$720	\$845	\$1,460	\$1,580	\$2,425	\$3,040
Full-Run	\$1,075	\$1,320	\$2,175	\$2,630	\$3,950	\$4,805

RATES CONTINUED

1. Effective Date and Discounts:

- a. **Effective rate date:** January 2010.
- b. **Agency commission:** 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 2010 and ending December 2010. 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:**

Corporate Frequency Combination: Earned frequency will be calculated for a corporate parent and its subsidiaries based on the combination of all full and partial pages that are scheduled in Quadrant HealthCom Inc. journals in 2010. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal will be the earned rate. Split runs pages count as full pages toward frequency. Short rates apply if corporate frequency is not achieved. (The highest frequency available is 144x on all 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 2009 qualifies for the following 4 discounts within the calendar year of January 2010 through December 2010:

- 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 2009 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 2010 through December 2010. 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.

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 2010. 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 2010. Full year 2009 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2010. Discounts will be applied to only advertising purchased in Quadrant professional publications. The Quadrant Corporate Discount is applied to the adjusted gross cost after all other earned discounts have been applied. Spend levels and associated discounts are:

2009 NET SPENDING	EARNED 2010 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. Corporate Frequency Combination
2. Journal-Specific Discount Programs
3. Corporate Discount
4. 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 2010, advertisers must commit in writing to all paid positions before December 1, 2009. 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
 tlapella@valleyforgepress.com

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

8. Charges:

- a. **Inserts:** See grid on first page for rates.
- 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".
- Book is jogged to head.
- Trims: 1/8" head, 1/8" foot, 1/8" gutter and face.
- Keep live matter 3/8" from trim edges.
- Final trim is 7 7/8" x 10 3/4".

12. Quantity:

Full-run: 36,000.
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	12/3/09	12/11/09	12/24/09
February	1/5/10	1/12/10	1/26/10
March	2/2/10	2/9/10	2/26/10
April	3/3/10	3/10/10	3/26/10
May	4/5/10	4/12/10	4/26/10
June	5/5/10	5/12/10	5/26/10
July	6/4/10	6/11/10	6/25/10
August	7/7/10	7/14/10	7/23/10
September	8/4/10	8/11/10	8/25/10
October	9/3/10	9/10/10	9/24/10
November	10/8/10	10/12/10	10/26/10
December	11/3/10	11/10/10	11/24/10

EDITORIAL

19. Special Issues:

February 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 45 years, *Cutis®* is peer reviewed and referenced in *Index Medicus*. It is respected and enjoyed by both dermatologists and derm-active 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):** 5.
- b. **Average article length:** 4 pages (2600 words).

- c. **Departments:** An average of 6 of the following features are included in each issue:

Close Encounters With the Environment	Editorial
Contact Dermatitis	Highlighting Skin of Color
Continuing Medical Education	Pediatric Dermatology
Cosmetic Dermatology	Photo Quiz
Drug Therapy Topics	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 42%.
- e. **Submissions:** All articles must conform to the Information for Authors, which is found on our Web site at www.cutis.com.
- f. **Web site:** Full-text articles, excluding supplements (unless otherwise indicated), are available on the *Cutis®* Web site (www.cutis.com) 30 days after the issue has mailed.

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. Dermatologic PAs and NPs are invited to receive the journal on a request basis.

CIRCULATION CONTINUED

24. Demographic Selection Criteria:

- a. **Age:** N/A
- 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 99% (59.6% request rate), paid 1%.
- d. **Paid circulation:** 384.
- e. **For subscription rates, contact 1-800-480-4851.**

25. Circulation Verification:

- a. **Audit:** BPA® 
- b. **Mailing house:** Healthcare Data Solutions.

26. Coverage:

- a. **Have any specialties been combined in the following grid?** Yes.
- b. **Date and source of breakdown:** BPA®, July 2009 issue.
- c. **Controlled circulation breakdown:**

Dermatologists	11,127
Dermatopathologists	460
Dermatologic Surgeons	211
Procedural Dermatology	229
DOs	2,613

Generalists	838
Pediatricians	5,949
Pediatric Dermatology	20
Allergists (incl: Allergy, Allergy and Immunology, and Pediatric Allergy)	3,361
Family Medicine	4,508
Family Practice (incl: Geriatric)	1,184
Internal Medicine (incl: Geriatric)	1,631
Dermatology Physician Assistants (PAs)	811
Dermatology Nurse Practitioners (NPs)	115
Other	27
Total	33,084

Derm-demo includes: Dermatologists; Dermatopathologists; Dermatologic Surgeons; Pediatric Dermatologists; Procedural Dermatologists; and Dermatology DOs, PAs, and NPs.

27. Estimated Total Circulation for 2010:

Controlled:
 Full-run: 33,000
 Derm-demo: 13,500
 Paid: 300

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:** February and July.

MECHANICAL SPECIFICATIONS

34. Ad Sizes and Bleed Sizes:

- a. Trim size of journal is 7⁷/₈"×10¹/₄".
- b. Hold live matter ³/₈" from all sides.

	WIDTH/DEPTH	
	AD SIZES	BLEED SIZES
2-page spread	15"×10"	16 ¹ / ₄ "×11"
1 page	7"×10"	8 ³ / ₈ "×11"
1/2 page (h)	7"×4 ⁷ / ₈ "	8 ³ / ₈ "×5 ¹ / ₂ "
1/2 page (v)	3 ³ / ₈ "×10"	4"×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. Digital contract color proof required.

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
 jaime.serra@qhcc.com



39. Materials Policy:

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