

ARCHIVES

OF

DERMATOLOGY

WWW.ARCHDERMATOL.COM

2010 Rate Card

Rate Card Number 55
Effective January 1, 2010

Editorial Description

Archives of Dermatology enhances the understanding of skin and its diseases by publishing practical, peer-reviewed original articles. Characterized as an investigative journal for clinicians, the *Archives* is recognized as one of the most influential publications in its field, and at 127 years, is the oldest dermatology journal in America.

Features like "The Cutting Edge," focusing on medical and surgical therapeutics, "Off-Center Fold," presenting clinical cases in photo quiz form, and "skINsight," with visually compelling images whose recognition enhances diagnostic and therapeutic abilities, keep the journal lively and interesting. An international advisory committee brings the best dermatology manuscripts from around the world to the *Archives*. Quality paper stock and use of color illustrations contribute to the journal's high readership and retention.

The *Archives* Specialty Network allows advertisers to target specialty audiences with more flexibility and value than ever before. For details, refer to information on page 7.

Editor

June K. Robinson, MD
Northwestern University
Feinberg School of Medicine

Insertion Order or Billing Questions

(312) 464-2497
(312) 464-5840 Fax

Production Questions

(312) 464-2401
(312) 464-5840 Fax

Display

119 Cherry Hill Road
Suite 330
Parsippany, NJ 07054-1114
(973) 263-9191
(973) 263-9898 Fax

Display Senior Account Manager

Patricia Quilty
patricia.quilty@ama-assn.org

Classified

(800) 262-2260
(312) 464-5909 Fax
classifieds@ama-assn.org

Domestic Subscriptions and Site Licensing

Saskia Bolore
(312) 464-4371

Chicago Headquarters

515 North State Street
Chicago, IL 60654

Publication Statistics

Established: 1882; **Current title:** 1920
Editorial source: peer-reviewed, original manuscripts
Manuscripts submitted, accepted: 816, 24%
Time from acceptance to publication: average: 5.5 months
Average issue total folio: 158 pages
Average ad/edit ratio: 39:61
Ad placement policy: interspersed between articles;
fair ad rotation front/back from issue to issue

Advertising Policy

Advertising is subject to approval by the American Medical Association (AMA), which reserves the right to decline advertising deemed not in keeping with the publication's standards. Advertising orders are accepted subject to the terms and provisions of the current rate card, and conditions set forth in *Principles Governing Advertising in Publications of the American Medical Association*, which by this reference are made part of this rate card.

No conditions, printed or otherwise, appearing on insertion orders, billing instructions, or copy instructions conflicting with AMA's stated policies shall be binding on publisher. Positioning of advertising is at discretion of the publisher, except when a preferred position has been confirmed in writing by Advertising Services. Conditions other than rates are subject to change by publisher without notice. All new advertisements should be faxed to Ryan Patella at (312) 464-5840 for approval.

Short-Rates and Rebates

Advertisers will be short-rated if they do not attain the frequency upon which their advertising has been billed during the 12-month contract period. Advertisers will be rebated if they earn a more favorable frequency rate.

Issue and Closing Dates

Published monthly. Mailed the first week of the month.

Issue	Closing Date	Material Due
January	11/30/09	12/07/09
February	12/30/09	01/07/10
March	01/29/10	02/05/10
April	03/01/10	03/08/10
May	04/01/10	04/08/10
June	04/30/10	05/07/10
July	06/01/10	06/08/10
August	07/01/10	07/08/10
September	08/02/10	08/09/10
October	09/01/10	09/08/10
November	10/01/10	10/08/10
December	10/29/10	11/05/10

All space reservations and cancellations must be confirmed in writing prior to closing date. Mail or fax to:

Archives of Dermatology
Advertising Services, 11th Floor
American Medical Association
515 North State Street
Chicago, IL 60654
(312) 464-5840 Fax

CIRCULATION

Field served: physicians specializing in dermatology, and others interested in the field.

Qualified recipients: office- or hospital-based MDs and DOs in the US, with a controlled primary specialty. Circulated to the universe of qualified MDs. Included are all PGY1+ residents and residency program directors.

Qualified list origin: AMA Physician Masterfile

Source breakout: 20% rosters, 54% request, 21% paid, 5% complimentary;

Verification: sworn statement

Specialty/geographic breakout: see circulation statement

Projected 2010 circulation: 12,242

Archives of Dermatology

Circulation for the Issue of July, 2009

Distribution by Primary Specialty and Major Professional Activity

Primary Specialty	Total	Office			Hospital MDs				Other Professional Activity MDs				Total DOs
		MDs	Residents	Staff	Teach	Admin	Resrch	Other					
Dermatology	10,691	8,606	1,022	482	28	16	29	79	429				
Dermatopathology	54	35	0	6	3	1	0	9	0				
Pathol, Anatomic/Clinical	32	21	0	2	0	1	2	4	2				
All Other Specialties	127	42	12	9	3	0	5	52	4				
Total US Physicians	10,904	8,704	1,034	499	34	18	36	144	435				
Other Circulation	2,719												
Grand Total	13,623												

Distribution by State and Geographic Region

ZIP Codes	State and Region	Copies	Pct	ZIP Codes	State and Region	Copies	Pct	
039 - 049	ME Maine	23		400 - 427	KY Kentucky	136		
030 - 038	NH New Hampshire	47		370 - 385	TN Tennessee	207		
050 - 059	VT Vermont	22		350 - 369	AL Alabama	189		
010 - 027	MA Massachusetts	387		386 - 397	MS Mississippi	47		
028 - 029	RI Rhode Island	65		East South Central			579	5%
060 - 069	CT Connecticut	208		716 - 729	AR Arkansas	74		
New England				700 - 714	LA Louisiana	179		
100 - 149	NY New York	1,140		730 - 749	OK Oklahoma	78		
070 - 089	NJ New Jersey	433		750 - 799	TX Texas	765		
150 - 196	PA Pennsylvania	568		West South Central			1,096	9%
Middle Atlantic				590 - 599	MT Montana	34		
430 - 459	OH Ohio	424		832 - 838	ID Idaho	35		
460 - 479	IN Indiana	149		820 - 831	WY Wyoming	8		
600 - 629	IL Illinois	486		800 - 816	CO Colorado	169		
480 - 499	MI Michigan	376		870 - 884	NM New Mexico	53		
530 - 549	WI Wisconsin	184		850 - 865	AZ Arizona	226		
East North Central				840 - 847	UT Utah	96		
550 - 567	MN Minnesota	215		889 - 898	NV Nevada	60		
500 - 528	IA Iowa	92		Mountain			681	6%
630 - 658	MO Missouri	206		995 - 999	AK Alaska	13		
580 - 588	ND North Dakota	18		980 - 994	WA Washington	238		
570 - 577	SD South Dakota	28		970 - 979	OR Oregon	147		
680 - 693	NE Nebraska	39		900 - 961	CA California	1,689		
660 - 679	KS Kansas	78		967 - 968	HI Hawaii	53		
West North Central				Pacific			2,140	18%
197 - 199	DE Delaware	18		Total United States			11,990	88%
206 - 219	MD Maryland	292		US Territories			19	
200 - 205	DC District of Columbia	82		Overseas Fed Svcs			0	
220 - 246	VA Virginia	286		Canada			146	
247 - 268	WV West Virginia	38		Other Foreign			1,468	
270 - 289	NC North Carolina	354		Outside United States			1,633	12%
290 - 299	SC South Carolina	130		Grand Total			13,623	100%
300 - 319	GA Georgia	276						
320 - 349	FL Florida	830						
South Atlantic								

DISPLAY RATES

Black & White

Rates apply to the calendar year and are subject to change upon 60 days' notice from the publisher.

FREQ	1 p	2/3 p	1/2 p	1/3 p	1/4 p	1/6 p
1x	2,476	2,106	1,870	1,436	993	737
3x	2,437	2,075	1,844	1,418		
6x	2,386	2,030	1,800	1,386		
12x	2,290	1,946	1,731	1,328		
24x	2,175	1,851	1,646	1,266		
36x	2,080	1,768	1,571	1,210		
48x	1,978	1,685	1,494	1,151		
72x	1,952					
96x	1,941					
144x	1,916					
192x	1,896					
264x	1,889					
336x	1,882					
432x	1,876					
528x	1,858					

Color	Additional
2-color matched	938
2-color process	765
3- or 4-color process	1836
5-color process	2774
metallic inks	1567
4-color process + metallic	3403

No charge for bleed; 4-color rate applies to units with 2 process, standard, and/or matched colors. Call Advertising Services for availability of metallic inks, and 3- or 5-color process.

Premium Positions

Special positions are available on a limited basis for ad units of one page or more. Position cancellations must be made at least 30 days prior to closing date to avoid the premium charge.

Position	Additional
2nd cover (4-color mandatory)	1030
4th cover (4-color mandatory)	1100
Opposite table of contents	440
Page facing first reading	440

Insert Rates

Full-run insert rates are the B&W page rate times the number of insert pages. Inserts to less than full-run circulation are not accepted.

PRODUCTION INFORMATION

Digital Files

Rasterized data formats PDF X-1a preferred.

For processing of formats not listed, contact Karen Allbright at (312) 464-2401 Phone; (312) 464-5840 Fax.

Acceptable Ad Formats

A color proof for color match on press should accompany all ad file submissions.

Ads featuring spot colors must be furnished with a color-separated proof or a marked-up composite proof indicating color breaks for spot color elements. In addition, the file that contains the known spot color that is intended to print should contain the letters "pms" at the end of the filename before the ".pdf". Example: adnamepms.pdf

Ads should be built to the final trim size of the target publication with .125" bleed and .25" trim margin for non-bleed elements.

PDF Requirements

All furnished PDF files should comply with PDF X-1a specifications as detailed at <http://www.pdf-x.com>. The PDF version should be either 1.3 or 1.4. All fonts and high-resolution images should be embedded. Type set on the Mac OS should not be menu-styled. Embedded images should be in EPS or TIFF format in a CMYK mode. All art, type, and tint elements should be set to knockout or overprint as desired. **Crop and registration marks should be included with an offset of 12 points.** Page geometry must be set with the art box dimension 1" larger than the final trim size. Never use the "Save page as PDF" feature of the page layout program. Always print PostScript to disk and refine to PDF using Distiller. Do not submit CT/LW, TIFF-IT, or DCS files embedded in a PDF "wrapper."

Raster File Requirements

File dimensions must be 1" larger than final trim size with page trim centered within .5" border. All bleed and trim marks are contained in the same .5" border area. Trim coordinates must be .5" from top and .5" from left. DCS file resolution must be 2400 DPI. For CT/LW and TIFF-IT files, LineWork layer resolution must be 2400 DPI (94.48819 DPM) and ConTone layer resolution must be 300 DPI (11.81102 DPM). All components of multi-part files must be furnished in the same subdirectory. All file components, ConTone, LineWork, and Assign files must be furnished. When copying files to

Production Information (cont)

CD, enable the ISO 9660 format and Macintosh filenames settings, if available. If the filenames on the final CD appear in uppercase letters and truncated, the pages on the CD will not be usable.

Application File Requirements

High-resolution copies of all component files and resources (linked EPS and TIFF images) must be included with the final application file. All fonts must be supplied with the job. Be sure to supply fonts used by EPS graphic images to ensure type quality. Do not menu-style your fonts. Define all colors as CMYK builds unless the color will print as a spot color on press. Do not save TIFF or EPS files with embedded color management profiles. RGB, LAB, and ICC based colors are not allowed. Hairline rules should not be used. Ensure that all image, art, tint and type elements are set to knockout or overprint as desired.

Labeling Requirements

Journal name and issue date, advertiser name, agency name, agency contact and phone number, directory printout of disk contents, and return address for materials.

At advertiser's request, disks can be returned to the agency after the ad has been digitally archived by the printer. Please notify Production Services if so desired.

Digital File (ROB Ads) Shipping Instructions

Closing dates: see page 2. Ship disk, color proof, and PMS patches in an envelope marked with journal issue date to:

Archives of Dermatology
Attn: Annette Geringer
RR Donnelley
1600 North Main Street
Pontiac, IL 61764

Production Services Contact

Karen Allbright, 11th Floor
American Medical Association
515 North State Street
Chicago, IL 60654
(312) 464-2401 Phone; (312) 464-5840 Fax

Ad Page Dimensions

Ad Unit	Standard Page		Bleed Page	
	Width	Depth	Width	Depth
Full page	7"	10"	8-1/4"	11"
2/3 vert.	4-5/8	10	5-1/8	11
1/2 vert.	3-7/16	10	4-1/8	11
1/2 horiz.	7	4-7/8	8-1/4	5-5/8
1/3 vert.	2-1/4	10	2-7/8	11
1/3 horiz.	4-5/8	4-7/8		
1/4 vert.	3-7/16	4-7/8		
1/6 vert.	2-1/4	4-7/8		

Trim: 8" x 10-3/4". **Safety:** keep live matter 1/4" from trim.

If a spread does not align, it can be single pages.

If a spread ad is in alignment, it needs to be sent as a spread.

For additional guidance on file preparation, visit our printer's Web site: <http://prepress.rrd.com>

Insert Specifications

Publisher adheres to guidelines, available on request, of the Association of Medical Publications, Inc. (AMP). Send samples of insert stock to Production Services.

2-page: 8-1/4" x 11", trims to 8" x 10-3/4".

4-page: 16-1/2" x 11", folds to 8-1/4" x 11".

6-page: (adhere to the above specs) the 2-page piece should be glued (interleaved) inside the 4-page piece.

Jog: to head.

Trimming: 1/8" off all 4 sides.

Safety: keep live matter 1/4" from trim.

Stock: consult AMP guidelines. Acceptable basis weights are computed using 500 sheets, 25" x 38", 80# maximum.

High-bulk stock: subject to publisher's approval.

BRCs: subject to publisher's approval.

Required insert quantity: 13,000 per issue

Insert Shipping Instructions

Closing dates: see page 2. Inserts must be clearly marked on shipping label as to journal, issue date(s), and quantity per issue. Attach a sample of insert to each carton. Ship to:

Archives of Dermatology

Attn: Tom Puckett

RR Donnelley

121 Matthews Drive

Senatobia, MS 38668

Inserts should be shipped in telescopic cartons (T-boxes). Stack inserts with approximately 50 head to foot, and then 50 foot to head. Place a sheet of corrugated cardboard every 4-5 inches within stacks of inserts.

or

Pack inserts in standard cartons with 50 head to foot and then 50 foot to head.

- Do not shrink wrap or slip sheet between each book or item.

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 order is completed, may be subject to a storage charge. For details, consult Production Services.

Agency Commission

15% % of gross billings on space, color, cover, and preferred position charges. In consideration of such discount, Publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which the advertiser or its agent ordered and for which advertising was published.

Combined Frequency Savings

All full-run ad space of a parent company and its subsidiaries placed in any of the AMA's *Archives* Journals counts toward the earned frequency in all the journals. ROB full pages, fractionals, and insert pages each count as 1 x toward the earned frequency during one contract year.

Network Savings

Any product running display advertising simultaneously in 2 or more of the AMA's *Archives* Journals is eligible for network rates under specified conditions. Ads must be for the same product, and must run during the same month. Ad units may carry different messages and may differ in size.

Page rates no longer are being published for the *Archives* Specialty Network. Savings will be invoiced as percentages, after all other AMA savings programs have been applied.

Number of <i>Archives</i> Journals	2	3	4+
Applicable Network Savings	10%	15%	20%

Advertising Discount Program

A separate insertion order is required for each journal in a network buy. Each insertion order must state "Archives Specialty Network." To ensure that no component of a network buy is overlooked, all journals in the buy that month should be noted on pertinent insertion orders. Separate mechanicals (electronic media or film) are required for each journal.

Not all *Archives* Journals are issued at the same frequency. Ads in corresponding issues may qualify for network discounts.

Any ad that does not meet all requirements will be billed at standard rates. If an advertiser begins a schedule using several *Archives* Journals, and then cuts back to fewer journals, relevant rates will apply for subsequent ad space. For quotes and additional information, contact Advertising Services.

2010 Advertiser Savings Program (ASP)

The 2010 Advertiser Savings Program is effective with January 1, 2010, insertion orders.

The 2010 Advertiser Savings Program is based on an advertiser's 2009 gross advertising and US reprint expenditures in all of the American Medical Association's (AMA) print media.

- For example: In 2009 an advertiser placed \$4,250,000 in advertising space with the American Medical Association publications and purchased \$500,000 worth of reprints. The advertiser's ASP Corporate Spend Level would be \$4,750,000. The advertiser will receive a 6.5% savings on all 2010 advertising space and reprint purchases, beginning with January 2010 orders.
- When advertiser's 2010 gross advertising expenditure exceeds its 2009 gross advertising and US reprint expenditure, the advertiser will be afforded the next highest earned savings for all additional 2010 dollars that surpassed the 2009 amount.

The Advertiser Savings Program follows all policies pertaining to existing AMA combined earned frequency previously established by the AMA. These combined earned frequency policies are outlined in each AMA publication's rate card. The Advertiser Savings Program applies to recognized advertiser parent companies and their subsidiaries.

Incentive Level	Savings Rate	Minimum Savings
\$ 300,000 to \$ 500,000	1.00%	\$ 3,000
\$ 500,001 to \$ 1,000,000	2.00%	\$ 10,000
\$ 1,000,001 to \$ 1,500,000	3.00%	\$ 30,000
\$ 1,500,001 to \$ 2,000,000	3.50%	\$ 52,500
\$ 2,000,001 to \$ 2,500,000	4.00%	\$ 80,000
\$ 2,500,001 to \$ 3,000,000	4.50%	\$ 112,500
\$ 3,000,001 to \$ 3,500,000	5.00%	\$ 150,000
\$ 3,500,001 to \$ 4,000,000	5.50%	\$ 192,500
\$ 4,000,001 to \$ 4,500,000	6.00%	\$ 240,000
\$ 4,500,001 to \$ 5,000,000	6.50%	\$ 292,500

For detailed information and your current account status, please contact your account manager.

Basic Program

The Product Continuity Program is a product advertising insertion-based program involving the AMA's *Archives of Dermatology*. The program offers product savings with a minimum of 12 product insertions. The following is the product savings at the 12 insertion level.

Minimum Insertions	Rate
12 insertions per year	10%

Launch Component

New products launched February through December are eligible for the launch component. Average of 1 insertion a month results in a 7% discount. Also applies to products with new indications, dosage form/size, etc. You must commit to 1 insertion a month from launch through the end of the year. Should you reach the 12-insertion minimum with your product launch, you will receive the 10% product continuity discount.

Conditions

The minimum number of insertions must be met within a calendar year. One full page in *Archives of Dermatology* is the minimum insertion size. For simplicity and maximum savings, the Product Continuity Program percent savings will be taken off the product's gross insertion expenditure. The PC discount should be added to the corporation's Corporate Advertising Savings Program (ASP) earned discount and the resulting total taken off of the gross insertion cost. If you project that your product will achieve the minimum of 12 insertions for the year, you can begin to realize savings immediately. At your earliest convenience, please notify the AMA's Advertising Services Department at (312) 464-4227 of your product's planned PC Program participation level. If the product does not meet the minimum 12 insertions during the calendar year, then the product will be short-rated 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. All of a product's indications work together to attain a product's minimum insertion level.

AMA Publications

Journal of the American Medical Association (JAMA)
American Medical News (AMNews)
Archives of Dermatology
Archives of Facial Plastic Surgery
Archives of General Psychiatry
Archives of Internal Medicine
Archives of Neurology
Archives of Ophthalmology
Archives of Otolaryngology – Head & Neck Surgery
Archives of Pediatrics & Adolescent Medicine
Archives of Surgery