

Journals of the American Academy of Dermatology



2018 MEDIA KIT

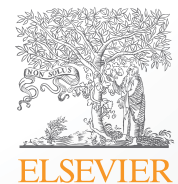


Table of Contents

[Click to view](#)

Editorial Overview.....	1
Member Demographics.....	2
Digital Advertising Opportunities	3
<i>Journal Website Banner Advertising</i>	3
<i>JAAD Case Reports</i>	4
<i>Table of Contents (TOC) Email Advertising</i>	5
<i>Mobile App Advertising</i>	6
Print Advertising Opportunities.....	7
<i>Print Rates & Closing Dates</i>	7
<i>Bonus Distribution</i>	8
Targeted Solutions.....	9
Reprint Capabilities.....	10
Specifications.....	11
<i>Digital Media</i>	11
<i>Print Media</i>	13
Contacts.....	16

Print Circulation

17,500

Average Monthly Visits

86,588

Average Monthly Pageviews

227,474

Opt-in Email Subscribers

43,212

Editorial Overview



Editorial Direction

Journal of the American Academy of Dermatology (JAAD), an official clinical journal of the American Academy of Dermatology (AAD), leads the field in many important metrics. JAAD is published monthly and maintains a favorable advertising ratio of 31% ad space to 69% editorial content. The AAD is the world's largest and most influential society in the specialty, giving JAAD the best reach of any journal in dermatology. The journal is circulated to more than 17,000 dermatologists, including all residents enrolled in US dermatology training programs. AAD members report that receiving the journal is one of the top benefits of membership. JAAD features original, peer-reviewed articles that are available in print and online. The journal consistently reports the latest advances in the prevention, diagnosis, and treatment of dermatologic disorders. It also offers monthly opportunities for readers to obtain continuing medical education credits. JAAD's highly regarded editorial content ensures cover-to-cover exposure for your advertisement. With an Impact Factor of 7.002, JAAD ranks #1 out of 61 titles in the dermatology category.*

Editorial-Advertising Ratio

Editorial 69%: Advertising 31%

Established

1979

Editor-in-Chief

Bruce H. Thiers, MD, FAAD

Publisher

Terrie DuHadway

Societies & Affiliations

Official Journal of the American Academy of Dermatology

Market

The entire dermatologic community

Issuance

12 times per year

Circulation

17,500

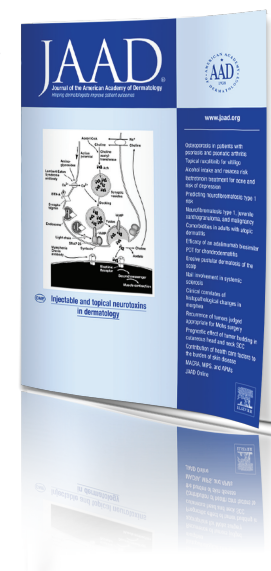
Website

www.jaad.org

App

[Download from iTunes](#)

[Download for Android](#)



*2016 Journal Citation Report® Clarivate Analytics

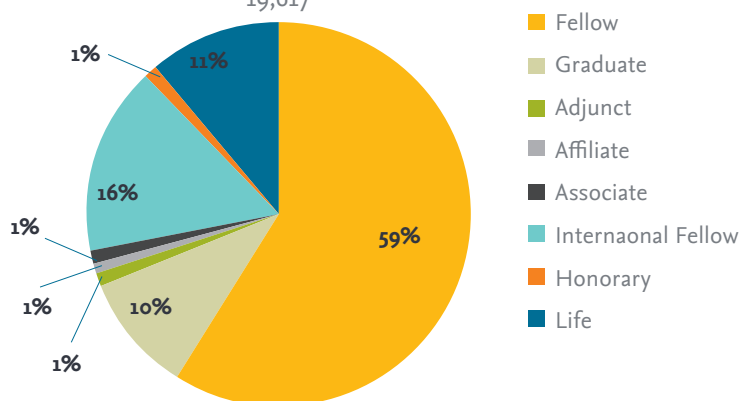
Member Demographics

Key Membership Facts

- Total membership: **19,617** (including Life & Honorary members)
- 2016 Renewal rate: **96%** (Source: Retention Report)
- AAD represents **92%** of ABD-certified dermatologists

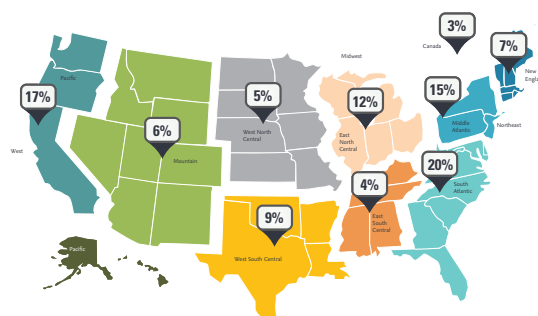
Total Membership by Category

Total Members:
19,617



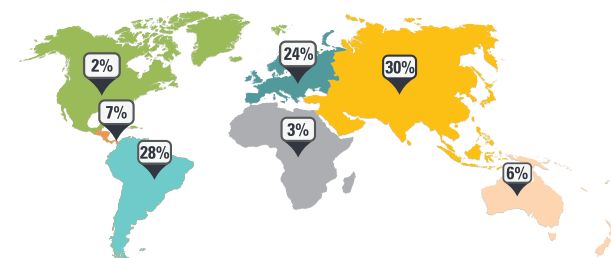
US/Canada Members by Region

Members: 16,124



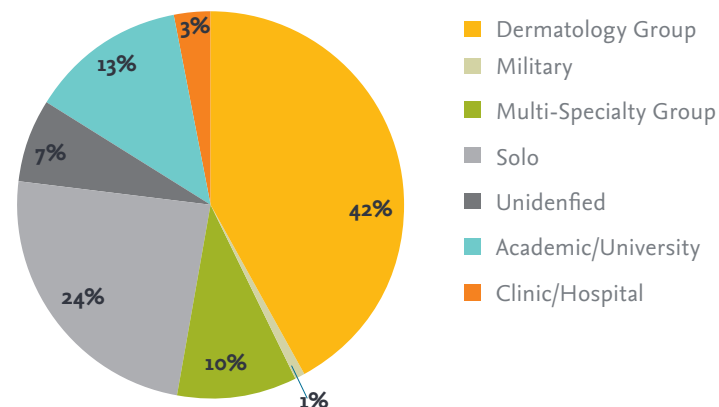
International Membership by Region

Members: 3,216



US Fellow and Associate Members by Practice Settings

11,302 Dermatologists



*American Academy of Dermatology 2017 Member Profile

Journal Website Banner Advertising

Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Online advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Banner Positions

Homepage

Leaderboard	728 x 90
Skyscraper	160 x 600
Boombbox	300 x 250

Rest of Site (ROS)

Leaderboard	728 x 90
Skyscraper	160 x 600

Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. Rectangle and Skyscraper on ROS pages remains in place on right side throughout scroll

Rate

\$115 CPM Net/Geotarget

Monthly Metrics*

www.jaad.org

Pageviews	227,474
Unique Visitors	67,530
Visits	86,588



*Adobe Analytics: Average of June 2016 - May 2017

JAAD Case Reports



Editorial Direction

JAAD Case Reports® is an open access journal dedicated to publishing case reports. Manuscripts must be authentic, understandable, educational, and of interest to an international audience of dermatologists, residents, fellows, and researchers in all dermatology subspecialties, as well as clinicians in related fields. All submissions are peer reviewed.

Audience

The entire dermatologic community

Issuance

6 times per year

Circulation

Online-only

Banner Positions

Homepage

Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250

Rest of Site (ROS)

Leaderboard	728 x 90
Skyscraper	160 x 600

Monthly Metrics*

www.jaadcasereports.org

Pageviews	14,159
Unique Visitors	4,961
Visits	6,585

Rate

\$110 CPM



*Adobe Analytics, August 2016 - July 2017

Table of Contents (TOC) Email Advertising

Each month, registered subscribers and all members of the Academy receive the Table of Contents (TOC) email for the *Journal of the American Academy of Dermatology* providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis. TOC emails deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Banner Positions

Only 3 positions available per TOC

Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250

Metrics*

Opt-in Distribution	43,212
Average Open Rate	17%

Rates per Position:

Leaderboard (728 x 90)	\$2,000
Skyscraper (160 x 600)	\$1,500
Rectangle (300 x 250)	\$1,000

Exclusive Buy

\$4,000 for all ad slots



*Epsilon: May 2017

Mobile App Advertising



iPad, iPhone, and Android Advertising

Journal mobile apps allow busy healthcare professionals to turn to their favorite journals no matter where their schedules take them. Thanks to the convenience and real-time relevancy of the apps, keeping up-to-date is easy. Connect with these forward thinking HCPs in their medium of choice by advertising within the *Journal of the American Academy of Dermatology* mobile app.



Banner Positions

Tablets (iPad and Android)

Home Screen	728 x 90
Table of Contents	728 x 90
Abstract Page	728 x 90
Article Menu Bar	160 x 600

Smartphones (iPhone and Android)

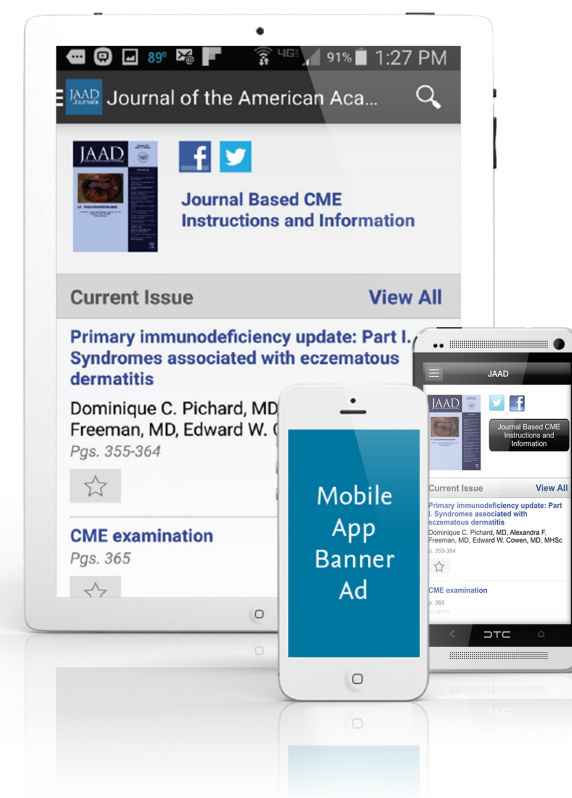
Home Screen	300 x 50
Table of Contents	300 x 50
Abstract Page	300 x 50

Monthly Metrics*

Users	1,248
Sessions/Visits	4,236
Screen Views	24,858

Rate

\$2,500 per month with 25% Share of Voice advertising option



*Adobe Analytics: Average of May 2016 - April 2017

Print Rates & Closing Dates

Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,880	\$2,845	\$2,085
6x	\$3,865	\$2,825	\$2,060
12x	\$3,710	\$2,810	\$2,020
24x	\$3,645	\$2,780	\$1,995
36x	\$3,625	\$2,765	\$1,970
48x	\$3,590	\$2,640	\$1,965
60x	\$3,510	\$2,590	\$1,930
72x	\$3,500	\$2,575	\$1,905
96x	\$3,430	\$2,530	\$1,895
120x	\$3,390	\$2,520	\$1,865
144x	\$3,360	\$2,515	\$1,695

Color Rates

Standard Color	\$800
Matched Color	\$925
Metallic Color	\$1,190
4 Color	\$1,930

Cover Tips

\$22,000 Net (supplied)

\$25,000 Net (Elsevier to print)

Outserts

\$26,000 Net (supplied)

*All ads must go through an approval process

Closing Dates

Publication Date	Closing Date	Materials Deadline	Inserts Due
January	11/21/17	11/28/17	12/5/17
February	12/19/17	12/27/17	1/4/18
March	1/22/18	1/25/18	2/2/18
April	2/22/18	2/27/18	3/6/18
May	3/23/18	3/28/18	4/5/18
June	4/23/18	4/26/18	5/4/18
July	5/24/18	5/30/18	6/6/18
August	6/22/18	6/27/18	7/5/18
September	7/25/18	7/30/18	8/6/18
October	8/23/18	8/28/18	9/5/18
November	9/20/18	9/25/18	10/3/18
December	10/22/18	10/25/18	11/1/18

Premium Positions

Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
First Right Hand Page	25% B/W page rate
Other Preferred Positions	10% B/W page rate

Bonus Distribution



American Academy of Dermatology Annual Meeting

February 16-20, 2018 (San Diego, CA)

Issue:

February 2018

Summer AAD Meeting

July 26-29, 2018 (Chicago, IL)

Issue:

July 2018



Please Note: Conference distribution subject to change. Please contact your Sales Representative prior to finalizing your media plan.

Targeted Solutions

Strategically position your brand alongside trusted, relevant content

Topic Collections

1 These specialty topic collections on our journal website present a unique advertising opportunity for brands to connect with HCPs in an unbiased and engaging online environment. Sponsorship includes the placement of a leaderboard banner on a 3-wave email campaign targeting your specialty audience, and banner placement on the journal site's topic collection.

Digital Solution



Print Solution



Editorial Supplements

2 A supplemental publication containing a group of papers on a specific topic, which is then mailed with the publication and also available online.

*All Custom Solutions subject to society and Editor approval

Reprint Capabilities



The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs

Order Reprints Online

Visit us at www.reprints.elsevier.com where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process

Digital Reprints

E-Premier

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints.

[View a demo](#)

Linkards:

Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Tablet Program

Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

Targeted Email Marketing

We offer the opportunity to distribute your ePrint via Elsevier's specialty email lists or your own email list.

An Electronic Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.



Digital Media

Journal Website Banner Ads

Creative Sizes

Leaderboard 728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Wide Skyscraper 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all non-content pages (content pages = abstract and full text articles*)

Large Rectangle 300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

Specifications

Desktop/Tablet	HTML5, 150kB
Mobile (mWeb or In-App)	HTML5, 40kB
Size	200K max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
Required Resolution	72 dpi
Acceptable File Format	GIF, JPEG, SWF [rich media]
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required

*Generic list of non-content pages available upon request though will vary by journal

†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Rich Media Expanding & HTML In-Page Ads†

Leaderboard 728 x 90

Expands ▼ down to a maximum size of 728 x 315

Wide Skyscraper 160 x 600

Expands ◀ left to a maximum size of 300 x 600

Large Rectangle 300 x 250

Expands ▶ right to a maximum size of 600 x 250

Rich Media Specifications

Initial Size	150 KB
Subsequent Size	2.2 MB
Back-up GIF	200 KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot Requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

Digital Media (continued)



Table of Contents (TOC) Email Banner Ads

Creative Sizes

Leaderboard 728 x 90
Wide Skyscraper 160 x 600
Large Rectangle 300 x 250

Email Specifications

Size	200K max
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

Mobile App Banner Ads - Tablets (iPad and Android)

Creative Sizes

Landscape 1024 x 768
 Interstitial

Portrait 768 x 1024
 Interstitial

Leaderboard 728 x 90
 Home Screen, Table of Contents, Abstract Page

Wide Skyscraper 160 x 600
 Article Menu Bar

Tablet Specifications

File Types	.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File Size	200K file size limit.
Rich Media Ads	Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
Target URL	Required

Mobile App Banner Ads - Smartphones (iPhone and Android)

Creative Sizes

Portrait 320 x 480
 Interstitial (portrait only)

Leaderboard 300 x 50
 Home Screen, Table of Contents, Abstract Page (portrait only)

Smartphone Specifications

File Types	.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File Size	40k file size limit. 3rd party tracking and click pixels are accepted.
Rich Media Ads	Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
Target URL	Required

Print Media



Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8-1/8" x 10-7/8"	—
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7" x 5"	8-3/8" x 5-11/16"
1/2 Vertical	3-1/2" x 10"	4-5/16" x 11-1/8"
1/4 Page	3-1/2" x 5"	—

Keep live matter 1/4" from all trim edges.

Binding	Perfect; Jogs to head
Printing process	Web
Halftone screen	Cover, 150 line screen Text, 150 line screen

Print Ad Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/ masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.

Print Media (continued)

- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Insert Requirements:

2-page insert	8-3/8" x 11-1/8"
4-page insert	16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	For 2 page 8o# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
Closing Date for Booking Inserts	Same as ad space closing
Insert Delivery Date	See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.
Insert Quality	Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Print Media (continued)

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipment Address

Journal of the American Academy of Dermatology
Publishers Press
13487 South Preston Highway
Lebanon Junction, KY 40150
Attn: Elsevier Team

Disposition of Reproduction Material

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Contacts



Integrated Advertising

Aileen Rivera

Elsevier
230 Park Avenue
New York, NY 10169

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Cell:	917-825-3954
Fax:	212-633-3846
Email:	a.rivera@elsevier.com

Joe Skey

Elsevier
230 Park Avenue
New York, NY 10169

Cell:	856-325-7977
Email:	j.skey@elsevier.com

Contracts, Insertion Orders & Production Materials

Lorrie Young

Elsevier
230 Park Avenue
New York, NY 10169

Tel:	212-633-3855
Fax:	212-633-3846
Email:	lorrie.young@elsevier.com

Send new print ad files and submit pickup ads to
www.ads4els.com

Recruitment & Classified Advertising

Adam Moorad

Elsevier
230 Park Avenue
New York, NY 10169

Tel:	212-633-3122
Fax:	212-633-3846
Email:	a.moorad@elsevier.com

Visit www.elsmediakits.com to view other media kits and rate cards.