

ASDS 2021

ADVERTISING & BRANDING MEDIA KIT

ASDS
American Society for
Dermatologic Surgery

COSMETIC AND RECONSTRUCTIVE **EXPERTISE**
FOR YOUR *skin health and beauty*SM

MAKE ASDS AN INTEGRAL PART OF YOUR MARKETING MIX

ASDS advertising opportunities deliver your message to the full spectrum of dermatology decision makers.

Target Dermatology's Most Influential Buyers

- 2021 ASDS Annual Meeting
- Weekly Update Member Newsletter
- *Currents* Member Publication

American Society for Dermatologic Surgery
5550 Meadowbrook Drive, Suite 120
Rolling Meadows, IL 60008

Phone 847-956-0900 Fax 847-956-0999 Web asds.net

ASDS Currents



COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR skin health and beautySM

ASDS members rely on *Currents*, the Society's news publication, to stay informed on relevant socioeconomic, legislative and practice management news as well as important society news, upcoming deadlines and ASDS Annual Meeting information.

CIRCULATION

Currents is now a fully digital member publication that incorporates an interactive, responsive design and analytic data. Animated flipping pages, video content, clickable links, download / print capability and keyword search are new functions available to the 6,400 ASDS members who receive the issue via email four times per year (also accessible at asds.net/Currents).

Content in each issue includes:

- Society initiatives, program updates and important deadlines.
- Advocacy and practice affairs issues.
- Industry news and member spotlights.
- Financial Focus by OJM Group.
- Practice Management Corner by the Association of Dermatology Administrators and Managers (ADAM).
- Digital Marketing by Total Social Solutions.
- HR Handbook by Tandem HR.
- Social Strategy by the Goldman Marketing Group.
- Reconstruction Insights directed by Jeremy Bordeaux, MD, MPH.
- A Resident Corner with educational and mentorship opportunities for dermatology residents.

New advertising opportunities for industry partners in 2021 include banner ads in the email distribution, as well as enhanced publication options with embedded videos, pop-up images and URL links.



DEADLINES

Issue	Space Reservation Due	Ad Materials Due	Publish Date
2021, Issue 2	Fri. March 12, 2021	Fri. March 26, 2021	Mon. May 10, 2021
2021, Issue 3	Fri. June 11, 2021	Tues. June 22, 2021	Fri. July 23, 2021
2021, Issue 4*	Mon. Aug. 9, 2021	Mon. Aug. 30, 2021	Mon. Oct. 4, 2021
2022, Issue 1	Fri. Nov. 5, 2021	Mon. Nov. 15, 2021	Fri. Jan. 7, 2022

*Special ASDS Annual Meeting Preview Issue

RUN OF BOOK (ROB) POSITIONS	RATES
Ad Unit (includes one hyperlink)	4-C
Full Page	\$2,445
1/2 Page Vertical,	
1/2 Page Horizontal	\$1,500
1/3 Page Horizontal	\$1,250
1/4 Page	\$1,100
Enhanced ROB Options	
<i>Multimedia options include embedded video and pop-up image</i>	
1/2 page horizontal or 500 pixels wide	\$1,750
1/4 page or 250 pixels wide	\$1,350
Banner ad on <i>Currents</i> email distribution 600px x 160px	\$2,000
PREMIUM POSITIONS	
Inside Front Cover	\$2,800
Inside Back Cover	\$2,700
Back Cover (1/2 Page Horizontal Only)	\$2,000

Send space reservation to:

Stephanie Garrow, Assistant, Development and Industry Relations, sgarrow@asds.net, phone 847-956-9141, fax 847-956-0999

Send ad materials to:

Alison Blanchard, blanchard85@gmail.com, (28MB max; for larger files, email for file sharing instructions)

To learn about other ASDS branding

and advertising opportunities please contact: Tara Azzano, Director, Development and Industry Relations, tazzano@asds.net, 847-956-9128

Dermatologic Surgery Journal

AS|DS
American Society for
Dermatologic Surgery

COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR skin health and beautySM

- Official Journal of the American Society of 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
 - 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
- **Oct 2021 Issue**- Bonus distribution at ASDS Annual Meeting- Chicago

NEW FOR 2021 SPONSORED/SUPPLEMENTAL OPPORTUNITIES

The Society's partnership with Wolters Kluwer Health is now offering opportunities, not just for Product promotion, but also to drive traffic to any educational/commercial data, using our robust engagement push, which could entail emails, digital banners, videos and Print advertising in our esteemed peer-reviewed journal *Dermatologic Surgery* to name a few.

Leverage your reach and maximize your messaging to our audience via our 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)



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:

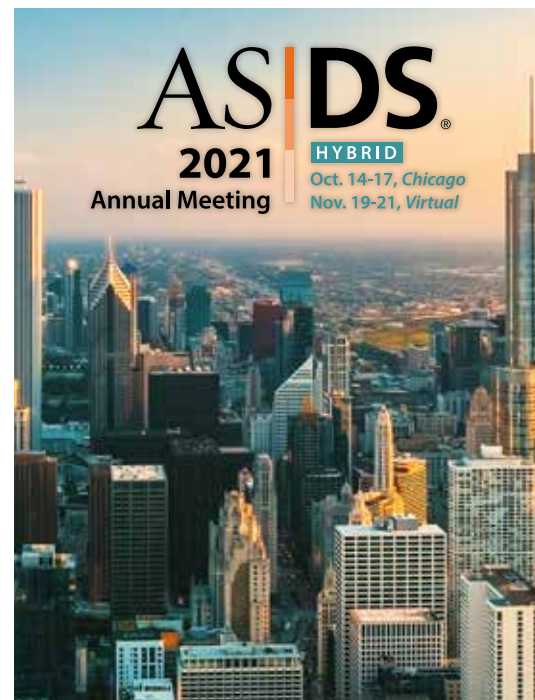
Michelle Smith, Senior National Account Manager, Wolters Kluwer
email: michelle.smith@wolterskluwer.com phone: 646-674-6537

2021 ASDS Annual Meeting

• Final Program

Build your brand name and direct physicians to your exhibit booth by advertising in these prominent publications!

• **The Final Program** features a handy Program-at-a-Glance, special lectures and highlights of the scientific program for the conference, including abstracts and reference materials, making it useful to attending physicians for years to come. It will be distributed on-site to medical attendees and viewed digitally with 2,700 views from 1,800 unique visitors.



DEADLINES

Final Program

Space Reservation Due	Sept. 1, 2021
Ad Materials Due	Sept. 20, 2021
Publication Date	October 2021



ROB POSITIONS

RATES

Ad Unit	Final Program
Full Page B&W (ROB)	\$1,300
Full Page 4-Color (ROB)	\$2,500
1/2 Page B&W (ROB horizontal / vertical)	\$1,000
1/2 Page 4-Color (ROB horizontal / vertical)	\$2,000

PREMIUM POSITIONS (4-COLOR ONLY)

Inside Front Cover	\$2,800
Inside Back Cover	\$2,700
Back Cover	\$2,900
Opposite Table of Contents	\$2,600
Opposite Welcome Letter	\$2,600
Bellyband	n/a

Includes bellyband printing plus one 4-color ROB page.

Send space reservation to:

Stephanie Garrow, Assistant, Development and Industry Relations, sgarrow@asds.net, phone 847-956-9141, fax 847-956-0999

Send ad materials to:

Alison Blanchard, blanchard85@gmail.com, (28MB max; for larger files, email for file sharing instructions)

To learn about other ASDS branding and advertising opportunities

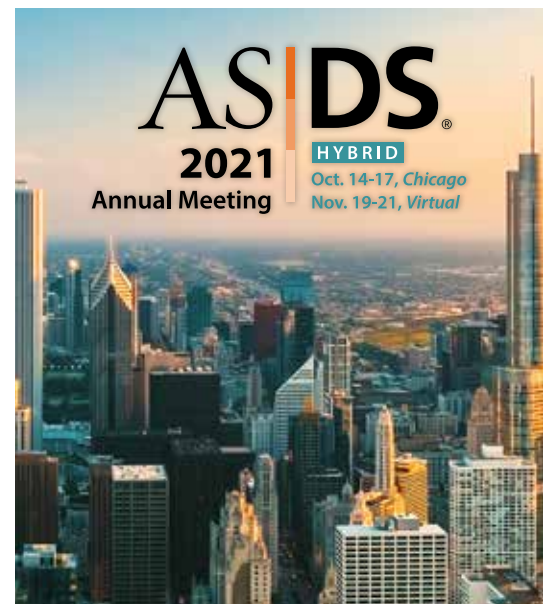
please contact: Tara Azzano, Director, Development and Industry Relations, tazzano@asds.net, 847-956-9128

2021 ASDS Annual Meeting Sponsorship Opportunities

- Hotel Door Drop Insert
- Registration Tote Bag Insert
- Tote Bags
- Lanyards
- PPE Kits
- Key Cards

Build your brand name and awareness by sponsoring one of these prominent opportunities!

- **Hotel Door Drop Insert:** The Door Drop provides a convenient and unique way to reach your target audience and put your company information or product samples in the hands of attendees before the Exhibit Hall opens!
- **Registration Tote Bag Insert:** Drive traffic to your booth and promote your company by including a product sample or promotional piece in the attendee tote bags, given to every medical registrant.
- **Tote Bags:** Put your company name in front of every attendee during the ASDS Annual Meeting. Each participant receives Annual Meeting material in an attractive tote bag imprinted with your company name and logo. As an exclusive supporter, you can enclose one marketing piece inside the tote bag.
- **Lanyards:** Receive high-level visibility through exclusive support of the official conference lanyard! Lanyards are distributed to each attendee at registration and your logo will be prominently featured.
- **PPE Kits:** Sponsor the ASDS PPE kits for the meeting attendees all while promoting your brand. Your logo will be placed on each of the kits.
- **Key Cards:** Have your company's logo appear on one of the most important items attendees will be carrying - their hotel room key cards. The key cards are distributed during check-in and will be carried by attendees for the duration of the ASDS Annual Meeting. This is a great way to be at everyone's fingertips!



DEADLINES

Space Reservation Due	Sept. 13, 2021
Submission for Approval	Oct. 1, 2021
Printed Inserts Due	Oct. 7, 2021

INSERTS

RATES

Hotel Door Drop Insert	\$3,500
Registration Tote Bag Insert	\$3,500

CIRCULATION

Hotel Door Drop:

Distributed to the ASDS official room block at the Hyatt Regency Chicago on Wednesday evening, Oct. 13, 2021.

Registration Tote Bag:

Distributed to all medical registrants.

Send space reservation to:

Stephanie Garrow, Assistant, Development and Industry Relations, sgarrow@asds.net, phone 847-956-9141, fax 847-956-0999

Send ad materials to:

Alison Blanchard, blanchard85@gmail.com, (28MB max; for larger files, email for file sharing instructions)

To learn about other ASDS branding and advertising opportunities

please contact: Tara Azzano, Director, Development and Industry Relations, tazzano@asds.net, 847-956-9128

2021 ASDS Annual Meeting On-site Advertising and Branding Opportunities.

- Escalator Clings
- Video Screens
- Window Clings
- Marquee Ads
- Stair Steps
- Hanging Banners
- Mirror Clings
- Column Wraps
- Light Box

• **Escalator Clings:** Your company message will appear alongside the handrails of the escalators leading to the Exhibit Hall. Attendees will view your message numerous times as they go up and down this heavily traveled area to lunches, breaks, receptions and general Exhibit Hall viewing.

• **Video Screens:** Build your brand name and direct physicians to your exhibit booth by advertising/branding on digital signage. This is your chance to showcase your products, promote your brand outside the Exhibit Hall, and encourage attendees to visit your booth and build awareness for your products and services with every hotel guest! Locations available within the BIG Bar and American Craft Kitchen & Bar.

• **Window Clings:** Brand the windows at the main entrance or Skybridge walkway of the hotel to make a big impression on attendees! Your message will have high visibility as physicians go to and from the hotel or travel this high traffic walkway.

• **Marquee Ads:** Located on the front drive, the marquee will allow you to capture every guest of the hotel with your branding. You may run a total of six ads that will rotate for the duration of the meeting. This is an exclusive opportunity!

• **Stair Steps:** Display your message to attendees as they enter the East Tower lobby main entrance. Your company message will appear on the steps leading up to guest check-in and guest rooms. Attendees will view your message numerous times as they go up and down this heavily traveled area.

• **Hanging Banners:** Make a big impact on attendees with a hanging banner at the top of the main entrance escalators, near the main lobby doors or underneath the BIG Bar. Multiple sizes and locations available. Physicians will view your message numerous times as they walk through this heavily traveled area.

• **Mirror Clings in Bathrooms:** Your message will be displayed on the guest bathroom mirror of every room in the ASDS room block at the Hyatt Regency Chicago. Mirror clings will be placed by hotel personnel. Each Cling is scheduled for 24 hours. Thursday, Friday and Saturday are available.

• **Column Wraps:** Display your message on prominent columns in the registration foyer. Your message will have high visibility and your company will be in the forefront as physicians pass through the area on their way to and from the general sessions, registration desk and Exhibit Hall. Six total columns are available.

• **Light Box:** Stand out from the competition and make a big impression on attendees with an advertisement on back-lit light boxes located just outside the general session room. A total of two back-lit light boxes are available. Your message will have high visibility as physicians will walk past the light boxes on their way to and from the general sessions.

View our Corporate Partnerships and Support / Branding to learn more at
<http://bit.ly/ASDS-AM21-Branding>

Send space reservation to:

Stephanie Garrow, Assistant, Development and Industry Relations, sgarrow@asds.net, phone 847-956-9141, fax 847-956-0999

Send ad materials to:

Alison Blanchard, blanchard85@gmail.com, (28MB max; for larger files, email for file sharing instructions)

To learn about other ASDS branding and advertising opportunities

please contact: Tara Azzano, Director, Development and Industry Relations, tazzano@asds.net, 847-956-9128

ASDS Weekly Update

ASDS
American Society for
Dermatologic Surgery

Weekly Update is emailed each Thursday to nearly 6,400 active ASDS members bringing them the latest Society news in a quick read. It includes members benefits, upcoming webinars and society and industry happenings to educate dermatologic surgeons on the best practices for their patients. The open rate average is 25% and click rate is 2.5% (industry averages are 27.36% and 2.23%, respectively).

COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR *skin health and beauty*SM

Banner Opportunities Available: \$750 per weekly email. Please contact ASDS for additional banner placement repetition discounts.

Banner Specifications: 600px x160px preferred (728px x 90px acceptable) / RGB format, 72 dpi / PNG or JPG format / 150 KB (max 1MB) / Provide link

4. **ASDSA Patient Safety Alert: Hylaron Pen Dangers**
ASDSA members have identified through social media a potential new patient safety concern regarding Hylaron pens and their use or potential use by children. These devices allegedly deliver hyaluronic acid to the epidermal and upper dermal layers of the skin without traditional injections.
ASDSA has alerted the FDA about our safety concerns and hopes to work together on keeping medical devices in the hands of board-certified dermatologists and away from children. ASDSA will also be alerting medical and esthetician boards about its patient safety concern.
Advocate
More Information on Hylaron Pen Safety

5. **Jumpstart Research Seed Grant Application is Open**
The Jumpstart Research Seed Grant program provides funding for members developing research initiatives, providing researchers an opportunity to define objectives, test hypotheses and determine feasibility of research before applying for additional funds from ASDS or other sources. The application deadline is March 15.
Apply for a Jumpstart Seed Research Grant by [link]

ASDSA Featured Member Benefits
ASDSA offers its members the Cutting Edge Research Grants and Jumpstart Research Seed Grants. These programs award up to \$100,000 each year to stimulate research relevant to dermatologic surgery and/or cutaneous oncology. Clinical research in the areas of cosmetic medicine and surgery, core surgical procedures and techniques, cutaneous oncology and new technologies.

IMPORTANT DATES
Feb. 22 Abstract submissions open for the 2021 ASDS Annual Meeting
Feb. 24 Diversity, Equity, and Inclusion and What It Means for Dermatology Webinar
Feb. 26 Extended discount deadline to renew ASDS/A membership
Mar. 15 Deadline to schedule ASDS Virtual Festival Event
Mar. 15 Jumpstart Research Seed Grant proposal deadline

Feb. 11 digest of all things ASDS
View the email in your browser

ASDS
American Society for
Dermatologic Surgery

Weekly Update

1. **DEI Work Group Launches Webinar Series**
The first Diversity, Equity and Inclusion (DEI) Work Group live webinar, "Diversity, Equity, and Inclusion and What It Means for Dermatologic Surgery and Cosmetic Dermatology" is Feb. 24 from 7:30 - 8:30 p.m. CST. Drs. DuAnne Davis and Seemal R. Desai are moderating with faculty Cheryl Burgess, MD, Mona Gohara, MD, Pearl Grimes, MD and Kira Peebles, MD.
This complimentary webinar series will allow attendees to tackle key diversity issues facing dermatologic surgery and dermatology from a practice, patient and forward facing perspective.
Register for the Diversity, Equity and Inclusion Webinar on Feb. 24

2. **Adverse Events of Injectable Fillers Webinar On-Demand**
The webinar, Preventing and Treating Adverse Events of Injectable Fillers, presented last Sunday evening is available to view on-demand complimentary for ASDS members (non-members pay \$99). You can receive 2.00 AMA PRA Category 1 Credit™ by viewing and evaluating this session.
This webinar discussed content from the paper, "Preventing and Treating Adverse Events of Injectable Fillers: Evidence-based Recommendations from the ASDS Multidisciplinary Task Force," published in the February 2021 issue of *Dermatologic Surgery*.
View the Evidence-based Injectable Fillers Recommendations Webinar

3. **ASDSA Announces New Patient Safety Database Partnership**
ASDSA is thrilled to announce the official kick-off of the Cutaneous Procedures Adverse Events Reporting (CAPER) system. This voluntary safety reporting program collects data on adverse events encountered in dermatologic surgery procedures. This collaboration between ASDSA and Northwestern University help with safety monitoring for our specialty, identify practice and/or educational associated with adverse events, and identify potential risk factors for adverse events. For additional questions, contact info@caper.net.
The Cutaneous Procedures Adverse Events Reporting (CAPER) Registry
Visit the New CAPER Website

4. **New Resource on Telemedicine**
ASDS Future Leaders Network (FLN) meets Sonya Kenkare, MD, and Harinya Kollipara, with support of mentor Anish Koochek, MD, released their Telemedicine Dermatology Appointment How-to Guide. Share this digital resource with your patients and staff. Topics include:
• What can a dermatologist evaluate on an e-visit?
• Get the most out of your telemedicine appointment.
How to take good photos for an e-visit
How to optimize the video for your patient
Download the ASDS Telemedicine Appointment How-to Guide
Read Currents — Get More Information
Currents is interactive! Flip the pages, click on links to linked information, watch video clips, and more. View the publication, print and refer back to it at any time. This is a great way to get involved in your organization. The future of our specialty depends on your participation!
Access the Telemedicine Appointment How-to Guide
ASDS/A Featured Member Benefits
The most significant research and techniques in cosmetic, general, reconstructive and Mohs procedures presented at the ASDS Annual Meeting are expertly presented by expert dermatologic surgeons in sessions designed to foster ideas, variety of scientific sessions and perspectives and best practices, improve professional talents and patient care for years to come. Save the date for 2021 ASDS Annual Meeting in-person and virtually.
IMPORTANT DATES
Feb. 7 Preventing and Treating Adverse Events of Injectable Fillers Webinar
Feb. 22 Abstract submissions open for the 2021 ASDS Annual Meeting
Feb. 26 Extended discount deadline to renew ASDS/A membership
Mar. 15 Deadline to schedule ASDS Virtual Festival Event

Feb. 4 digest of all things ASDS
View the email in your browser

ASDS
American Society for
Dermatologic Surgery

Weekly Update

1. **Live Webinar This Sunday**
Preventing and Treating Adverse Events of Injectable Fillers
Date: Sunday, Feb. 7, 2021
Time: 7 p.m. CST
CME: 1.00 AMA PRA Category 1 Credit™
Learning Objectives:
• Describe the course and depth of vessels at high risk of occlusion with injectable fillers.
• Mitigate vascular occlusion and be able to identify and treat it early if it occurs.
• Identify potential causes of inflammatory reactions to fillers and discuss options for prevention and treatment.
Register for Evidence-based Recommendations from ASDS

2. **ASDS / ASDSA Membership Renewal Deadline Extended**
The deadline to pay your 2021 ASDS / ASDSA membership dues to take advantage of cost savings has been extended — you now have until midnight CST on Friday, Feb. 26 to continue your member benefits at a reduced fee. But don't wait any longer, renew today!
Go to asds.net/My-Profile and pay your 2021 dues under My Membership. If you don't remember your password, click on the reset password link and an email will be sent to you. Please email ASDS.membership or call 847-956-0900 with questions.
Renew Your ASDS / ASDSA Dues Today!
DEADLINE EXTENDED

3. **The Legacy of Dr. Field**
Lawrence M. Field, MD, founder of the ASDS International Traveling Mentorship Program and longstanding ASDS supporter is honored for his legacy of building a community of international dermatologic surgeons through mentorship and training. View his decades of achievements, testimonials from colleagues, video interviews and more as we honor his considerable commitment to our Society and specialty.
See the Accomplishments of Lawrence M. Field, MD
In Memoriam
Lawrence M. Field, MD

Send space reservation to:
Stephanie Garrow, Assistant, Development and Industry Relations, sgarrow@asds.net, phone 847-956-9141, fax 847-956-0999

Send ad materials to:
Alison Blanchard, blanchard85@gmail.com, (28MB max; for larger files, email for file sharing instructions)

To learn about other ASDS branding and advertising opportunities please contact: Tara Azzano, Director, Development and Industry Relations, tazzano@asds.net, 847-956-9128

Production Specifications

To ease production for advertisers, **all ASDS print and digital publications have the same trim size.** Fractional unit availability varies by publication.

TRIM SIZE: 8.25" x 10.875"

Ad Units	Non-Bleed	Bleed	Live Area
Full Page	7.25" x 9.75"	8.5" x 11.125"	7.5" x 10"
1/2 Page Vertical	3.5" x 9.75"	4.125 x 11.125"	3.75" x 10"
1/2 Page Horizontal	7.25" x 4.75"	8.375" x 5.375"	7.5" x 5"
1/3 Page Horizontal*	7.25" x 3.0625"	n/a	n/a
1/4 Page*	3.5" x 4.75"	n/a	n/a

*1/3 and 1/4 page ads are available only in *Currents*.

Enhanced Multimedia Options:

1/2 page horizontal or 500 pixels wide

1/4 page or 250 pixels wide

Banner Specifications: 600px x160px preferred (728px x 90px acceptable) / RGB format, 72 dpi / PNG or JPG format / 150 KB (max 1MB) / Provide link.

Premium Positions

Inside Front Cover, Inside Back Cover, Back Cover

Premium Position Sizes	7.25" x 9.75"	8.5" x 11.125"	7.5" x 10"
------------------------	---------------	----------------	------------

MECHANICAL SPECIFICATIONS

- Electronic files required. Preferred format is PDF/X-1a. View specifications at swop.org or adobe.com/designcenter/acrobat/articles/acr6pdfx.html.
- Convert all colors to CMYK (except black text). No 5th / PMS colors.
- Maximum ink density is 300%.
- Ads with critical color requirements MUST be accompanied by a hard-copy color-accurate contract proof to SWOP standards. Without a contract proof, color accuracy CANNOT be guaranteed.
- All images must be 300 dpi and embedded in ad.
- All fonts must be outlined or embedded.
- Reversed text must be a minimum of 10 points.
- Include crop marks, trim marks, center marks and color bars in the PDF, outside the printing area.
- Assistance with ad creation is available at an additional charge.

ADDITIONAL OPPORTUNITIES TO REACH ASDS MEMBERS

Take advantage of over one million page views at asds.net. To advertise on the ASDS website, call 855-792-0001 or email info@associationrevenuepartners.com.

Launching a new product? Call Tara Azzano at 847-956-9128 or email tazzano@asds.net to discuss a custom advertising package specifically designed for you.

Dermatologic Surgery is the official journal of the American Society for Dermatologic Surgery, the American College of Mohs Surgery, the International Society of Hair Restoration Surgery, The Dermatologic & Aesthetic Surgery International League and the Affiliated Society for Taiwan Society for Dermatological and Aesthetic Surgery. For advertising rates and publication dates, contact Karl Franz of Wolters Kluwer at Karl.Franz@wolterskluwer.com.

Send space reservation to:

Stephanie Garrow, Assistant, Development and Industry Relations, sgarrow@asds.net, phone 847-956-9141, fax 847-956-0999

Send ad materials to:

Alison Blanchard, blanchard85@gmail.com, (28MB max; for larger files, email for file sharing instructions)

To learn about other ASDS branding and advertising opportunities

please contact: Tara Azzano, Director, Development and Industry Relations, tazzano@asds.net, 847-956-9128

Advertising Space Reservation Form

American Society for Dermatologic Surgery
5550 Meadowbrook Drive, Suite 120 • Rolling Meadows, IL 60008
Phone: 847-956-0900 • Fax: 847-956-0999



COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR *skin health and beauty*SM

Company Name _____

Bill to / Agency _____

Contact Name _____ Title _____

Billing Address _____

City _____ State / Province _____ ZIP / Postal Code _____

Phone _____ Fax _____

Email _____

Indicate Publication Title:

- ASDS *Currents* — Indicate issue #(s) (e.g.: Issue 2021-X) _____
- ASDS Weekly Update newsletter (sent every Thursday)

Indicate Ad Size:

- Full page
- Half page vertical
- Quarter page
- 2-Page spread
- Half page horizontal
- Third page horizontal
- Half page horizontal, enhanced
- Quarter page, enhanced

Indicate Preferred Position:

- Inside Front Cover
- Inside Back Cover
- Back Cover

Special Instructions _____

Total Ad(s) Cost \$ _____

No agency commission. No cash discount. Advertisements will be invoiced upon publication. All payments are due upon receipt of the invoice and should be made payable to the American Society for Dermatologic Surgery. ASDS reserves the right to hold the advertiser and/or its agency jointly liable for all monies due. Acceptance of an ad space order / contract does not obligate ASDS to publish the copy submitted. Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement also is binding.

Authorized Signature _____ Date _____

Send space reservation to:

Stephanie Garrow, Assistant, Development and Industry Relations, sgarrow@asds.net, phone 847-956-9141, fax 847-956-0999

Send ad materials to:

Alison Blanchard, blanchard85@gmail.com, (28MB max; for larger files, email for file sharing instructions)

To learn about other ASDS branding and advertising opportunities

please contact: Tara Azzano, Director, Development and Industry Relations, tazzano@asds.net, 847-956-9128

ADVERTISING STANDARDS & ACCEPTANCE POLICY

The American Society for Dermatologic Surgery (ASDS) seeks to promote the art and science of dermatologic surgery. ASDS welcomes advertising in its publications as an important means of keeping the profession informed of new and improved products and services. It is in all parties' interests that such advertising be factual, tasteful, professional and intended to provide useful product and service information.

As a matter of policy, ASDS sells advertising space in its publications when the inclusion of advertising material does not interfere with the purpose of those publications. The Society reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication. ASDS will not be bound by any condition appearing on insertion orders / contracts or copy instruction submitted by or on behalf of the advertiser, when such condition conflicts with any position in the rate card or with ASDS policy.

The following standards apply to all publications of ASDS in which advertising space is sold, including but not limited to *Currents*, ASDS Weekly Update, ASDS Annual Meeting Preliminary Program / Registration Brochure, Gala Program and the ASDS Annual Meeting Final Program.

The inclusion of an advertisement in ASDS publications is not to be construed or publicized as an endorsement or approval by ASDS, nor may the advertiser promote that its advertising claims are approved or endorsed by ASDS. The fact that an advertisement for a product, service or company has appeared in an ASDS publication shall not be referred to in collateral advertising.

General Eligibility Requirements

1. Products or services eligible for advertising in ASDS publications shall be germane to, effective and useful in the practice of dermatologic surgery.
2. Products and services offered by responsible advertisers that are of interest to dermatologic surgeons or the dermatology profession as a whole are eligible for advertising in the Society's publications. Alcoholic beverages and tobacco products are not eligible for advertising nor are ads for information regarding investment opportunities.
3. Advertisements will not be accepted if they conflict with ASDS programs or appear to violate ASDS policy, or if the advertisements are indecent, offensive or otherwise inappropriate in either text or artwork, or contain attacks of a personal, racial or religious nature.
4. In general, ASDS allows comparative advertising that is fair and can be substantiated adequately. However, comparative advertising is strictly reviewed because of the potential that it unfairly attacks a competitor or is misleading. See Copy Guideline #3.

Guidelines for Advertising Copy

1. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient shall appear.
2. Artwork, format and layout should be such as to avoid confusion with editorial content of the publication. The word "advertisement" may be required.
3. Advertisements should not be deceptive or misleading. Unwarranted disparagement or unfair comparisons of a competitor's products or services will not be allowed.
4. Except in unusual circumstances, comparative advertising must be supported by two independent, double-blind clinical studies. Such studies must be conducted among panelists representative of the population for whom the product is intended. All citable comparative studies related to an advertising claim should be taken into consideration. If other comparative studies give conflicting results, advertising claims not reflecting this conflict are unacceptable.

Comparative advertisements may include the use of a competitor's name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading.

It is the responsibility of the advertiser to comply with the laws and regulations applicable to the marketing and sale of the manufacturer's products, including, but not limited to, any applicable rules and regulations of the Food and Drug Administration (FDA). Acceptance of advertising in ASDS publications should not be construed as a guarantee that the manufacturer has complied with such laws and regulations. By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations (e.g., equal opportunity laws, FDA regulations pertaining to advertising of drugs and devices).

5. Evidence to support claims, including complete scientific and technical data, whether published or unpublished, concerning the product's safety, operation and usefulness may be required. Samples of the product are not to be submitted. All claims of fact must be fully supportable and should be meaningful in terms of performance or any other benefit. Advertisers should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true. The advertisement may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.
6. Guarantees may be used in advertisements provided the statements that are "guaranteed" are considered truthful, supportable and could be used whether or not they are guaranteed. However, no guarantee should be used without disclosing its conditions and limitations.
7. Advertisements containing testimonials or those that quote the names, statements or writings of any individual, public official, government agency, testing group or other organization must be accompanied by a written consent for use from the quoted individual/entity. Promotion of individual physician or practice names will not be allowed.

Placement Policy

With the exception of preferred positions, placement of ads will be at the sole discretion of ASDS. Preference will be given to 2020 advertisers and by date of receipt of the space reservation.

Payment Policy

No agency commission. No cash discount. Advertisements will be invoiced upon publication. Payment is due upon receipt of invoice.

Cancellation Policy

Space reservations canceled prior to reservation deadlines will be released without obligation. Cancellations made after reservation deadlines will be billed at the full amount.

Conclusion

As a matter of policy, ASDS periodically reviews its advertising standards with the objective of keeping pace with changes that may occur in the dermatology industry and in the profession. This practice of continuous review and re-evaluation will improve and ensure the relevancy, timeliness and appropriateness of the advertising content of ASDS publications. Should you require further information, please contact Tara Azzano at tazzano@asds.net or:

American Society for Dermatologic Surgery (ASDS)
5550 Meadowbrook Drive, Suite 120
Rolling Meadows, IL 60008
Phone 847-956-0900 Fax 847-956-0999 asds.net