

**ADVERTISING OPPORTUNITIES WITH**  
**AMERICAN JOURNAL OF COSMETIC SURGERY**  
 Official Publication of the American Academy of Cosmetic Surgery, Inc.  
*All Advertising subject to AACS approval.*



**2016 PRINT ADVERTISING RATES**

**DISPLAY AND CLASSIFIED**

B&W	1x	6x	12x	24x
1 page	\$1,370	\$1,285	\$1,230	\$1,070
½ page	\$1,095	\$1,075	\$935	\$885
¼ page	\$655	\$645	\$560	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.  
 Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES:** 4-Color charge (in addition to B&W rate above)..... \$1,285

**AGENCY COMMISSION:** 15%

**PAYMENT TERMS:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers. All rates are in USD.

**2016 DEADLINES**

<b>January</b>	
Space reservation due:	11/16/15
Materials due:	11/23/15
Inserts due:	11/30/15
<b>April</b>	
Space reservation due:	2/16/16
Materials due:	2/23/16
Inserts due:	3/1/16
<b>July</b>	
Space reservation due:	5/17/16
Materials due:	5/24/16
Inserts due:	5/31/16
<b>October</b>	
Space reservation due:	8/16/16
Materials due:	8/23/16
Inserts due:	8/30/16

**HIGH-IMPACT PRINT OPPORTUNITIES**

**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

**Cover Tips:** An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

**Belly Bands:** Another exclusive visibility option. Your ad would wrap around the entire journal.

**Outserts:** Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. A sample must be submitted to the publisher for approval.

**COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)**

Inside Front Cover .....	Earned B&W rate + 35%	Facing Table Of Contents.....	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%	Other Specified Positions.....	Earned B&W rate + 15%

**OTHER MARKETING OPPORTUNITIES**

**ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS**

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.

SAGE can also arrange for translation of reprints into the local language of your target audience.

**SUPPLEMENTS**

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

**TRANSLATED REGIONAL EDITIONS**

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

**SPONSORED SUBSCRIPTIONS**

Target the mailing list of your choice by sponsoring subscriptions to the journal.

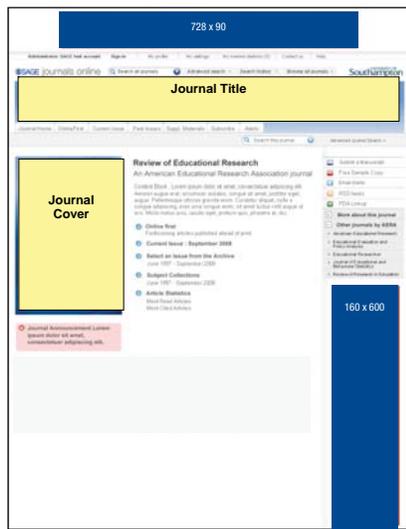
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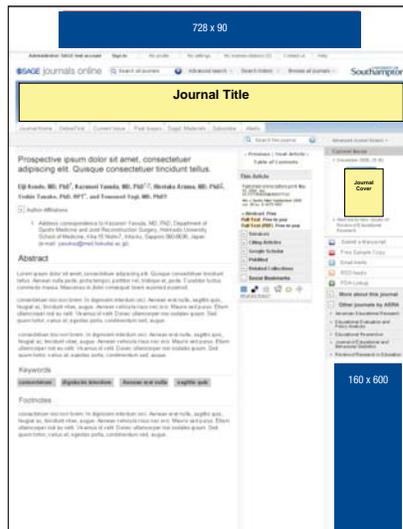
**DIGITAL OFFERINGS**

**JOURNAL WEBSITE: <http://acs.sagepub.com/>**

HOME PAGE



INTERNAL PAGES



**ONLINE ADVERTISING**

Leaderboard (728 x 90).....\$75 CPM  
 Skyscraper (160 x 600).....\$75 CPM  
 Minimum buy: 10,000 impressions per month per banner

**BANNER AD SPECIFICATIONS**

Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF  
 Maximum banner size: 100K  
 All artwork is subject to review/acceptance by publisher prior to placement.  
 Third party ad tags accepted.

Exclusive visibility may be available in any of the locations. Please contact your representative.  
 Please note that some locations may not be available for all sites.  
 Banner advertising may be available across multiple publications. Please contact your representative.  
 Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

**E-MAIL MARKETING**

**ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS**

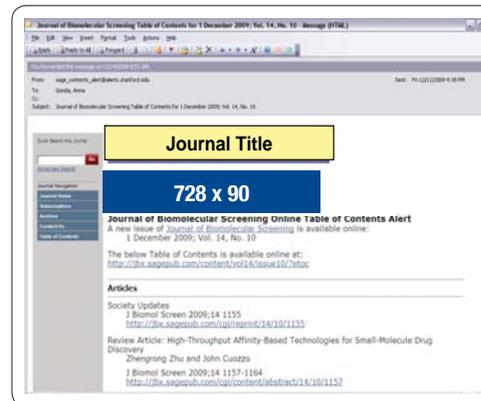
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text, which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

**BANNER AD SPECIFICATIONS FOR E-TOC**

Acceptable File Formats: GIF, JPG, PNG  
 Maximum size on banners: 40K  
 All artwork is subject to review/acceptance by publisher prior to placement.



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**GENERAL INFORMATION**

**FREQUENCY:** Quarterly

**PRINT CIRCULATION:** 1,700

**READERSHIP:** Readers include plastic surgeons, otolaryngologists, dermatologists, obstetricians and gynecologists, general surgeons, ophthalmic surgeons and oral & maxillofacial surgeons

**PUBLISHER:** SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA. Phone: (805) 499-0721, Fax: (805) 410-7009

**SOCIETY AFFILIATION:** American Academy of Cosmetic Surgery (AACS)

**EDITOR-IN-CHIEF:** Jane A. Petro, MD, FACS, Jamaica Plain, MA

**ABOUT THE SOCIETY**

Since its inception in 1985, the American Academy of Cosmetic Surgery (AACS) has become the leading educational platform for cosmetic surgery practitioners from a diverse array of medical specialties. AACS is comprised of medical and dental professionals who pursue educational and training opportunities in cosmetic surgery to ensure consistently high quality patient care. From live surgery workshops to our Annual Scientific Meetings, the AACS is the most trusted resource for patient safety through cosmetic surgery education.

**ABOUT THE JOURNAL**

Established in 1984, *The American Journal of Cosmetic Surgery* fulfills the need for a publication of significant thought, opinion, technique, and research on the subjects of cosmetic surgery and related modalities. The journal is hospitable to different points of approach and encourages original, creative endeavors in the various fields encompassing the achievement of beauty no matter how diversified the interests.

The official publication of the American Academy of Cosmetic Surgery, the American Society of Lipo-Suction Surgery, the American Society of Hair Restoration Surgery, the American Society of Cosmetic Breast Surgery, the International Academy of Aesthetic Surgery and Aesthetic Medicine, the Japanese Society of Hair Restoration Surgery, the Italian Society of Hair Restoration Surgery, and the Australian Association of Cosmetic Surgery.



## ARTWORK SPECIFICATIONS

Trim Size: 8 1/2" w x 11" h

	<b>Non-Bleed</b>	<b>Bleed</b>
Full page:	7" w x 10" h	8 3/4" w x 11 1/4" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim  
Binding: Perfect bound

### REQUIREMENTS FOR ELECTRONIC DELIVERY

#### General Instructions

A High-Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and **900-1200 dpi** for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

#### Image Size/Crop

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

#### Proof Instructions

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—[www.swop.org](http://www.swop.org)) must be supplied with the final digital file. If

a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

#### File Submission Instructions

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

#### BIND-IN CARDS AND INSERTS

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

#### POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 5" x 7".

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

**Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.**

## CONTACT INFORMATION

#### FOR DISPLAY AND CLASSIFIED ADVERTISING

Kelsey Ohle  
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Thousand Oaks, CA 91320 USA  
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#### FOR ARTWORK DELIVERY

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Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7772  
Fax: (805) 410-7009  
E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

#### PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)  
Ship To:  
Mary Heiliger  
CSR  
Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331 USA  
Phone: (800) 635-7181 ext. 8145

#### FOR REPRINT AND SUPPLEMENT SALES

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7763  
Fax: (805) 410-7009  
E-mail: [reprint@sagepub.com](mailto:reprint@sagepub.com)