ADVERTISING OPPORTUNITIES WITH
JOURNAL OF CUTANEOUS MEDICINE AND SURGERY
Official Publication of the Canadian Dermatology Association
All Advertising subject to CDA approval.

2017 PRINT ADVERTISING RATES
(All print and digital rates listed in Canadian Dollars)

<table>
<thead>
<tr>
<th>DISPLAY AND CLASSIFIED</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W page 1</td>
<td>$1,600</td>
<td>$1,440</td>
<td>$1,380</td>
<td>$1,190</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,280</td>
<td>$1,255</td>
<td>$1,100</td>
<td>$1,040</td>
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<tr>
<td>¼ page</td>
<td>$770</td>
<td>$755</td>
<td>$655</td>
<td>$625</td>
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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) $1,350

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 CAD.

2017 DEADLINES

<table>
<thead>
<tr>
<th>January/February</th>
<th>Space reservation due:</th>
<th>11/14/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials due:</td>
<td></td>
<td>11/21/2016</td>
</tr>
<tr>
<td>Inserts due:</td>
<td></td>
<td>12/2/2016</td>
</tr>
<tr>
<td>March/April</td>
<td>Space reservation due:</td>
<td>1/17/2017</td>
</tr>
<tr>
<td>Materials due:</td>
<td></td>
<td>1/24/2017</td>
</tr>
<tr>
<td>Inserts due:</td>
<td></td>
<td>2/2/2017</td>
</tr>
<tr>
<td>May/June</td>
<td>Space reservation due:</td>
<td>3/16/2017</td>
</tr>
<tr>
<td>Materials due:</td>
<td></td>
<td>3/23/2017</td>
</tr>
<tr>
<td>Inserts due:</td>
<td></td>
<td>4/3/2017</td>
</tr>
<tr>
<td>July/August</td>
<td>Space reservation due:</td>
<td>5/17/2017</td>
</tr>
<tr>
<td>Materials due:</td>
<td></td>
<td>5/24/2017</td>
</tr>
<tr>
<td>Inserts due:</td>
<td></td>
<td>6/5/2017</td>
</tr>
<tr>
<td>September/October</td>
<td>Space reservation due:</td>
<td>9/14/2017</td>
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<tr>
<td>Materials due:</td>
<td></td>
<td>9/21/2017</td>
</tr>
<tr>
<td>Inserts due:</td>
<td></td>
<td>10/2/2017</td>
</tr>
</tbody>
</table>

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover ........................................... Earned B&W rate + 35%
Inside Back Cover ........................................... Earned B&W rate + 25%
Back Cover ...................................................... Earned B&W rate + 50%
Facing Table Of Contents ................................... Earned B&W rate + 30%
Facing First Text Page ...................................... Earned B&W rate + 25%
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.
FREQUENCY: Bi-monthly

PRINT CIRCULATION: 680

READERSHIP: Readers include all members of the Canadian Dermatology Association and Dermatology residents across Canada.

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

SOCIETY AFFILIATION: Canadian Dermatology Association

EDITOR-IN-CHIEF: Kirk Barber, University of Calgary, Alberta, Canada

ABOUT THE SOCIETY
The Canadian Dermatology Association, founded in 1925, represents Canadian dermatologists. The association exists to advance the science and art of medicine and surgery related to the care of the skin, hair and nails; provide continuing professional development for its members; support and advance patient care; provide public education on sun protection and other aspects of skin health; and promote a lifetime of healthier skin, hair and nails.

ABOUT THE JOURNAL
Journal of Cutaneous Medicine and Surgery aims to reflect the state of the art in cutaneous biology and dermatology by providing original scientific writings, as well as a complete critical review of the dermatology literature for clinicians, trainees, and academicians. The journal endeavours to bring readers cutting edge dermatologic information in two distinct formats. Part of each issue features scholarly research and articles on issues of basic and applied science, insightful case reports, comprehensive continuing medical education, and in depth reviews, all of which provide theoretical framework for practitioners to make sound practical decisions.
## ARTWORK SPECIFICATIONS

<table>
<thead>
<tr>
<th>Trim Size: 8 1/2&quot; w x 11&quot; h</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page:</td>
<td>7&quot; w x 10&quot; h</td>
<td>8 3/4&quot; w x 11 1/4&quot; h</td>
</tr>
<tr>
<td>1/2 page horizontal:</td>
<td>7&quot; w x 4 7/8&quot; h</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical:</td>
<td>3 3/8&quot; w x 10&quot; h</td>
<td></td>
</tr>
<tr>
<td>1/4 page vertical:</td>
<td>3 3/8&quot; w x 4 7/8&quot; h</td>
<td></td>
</tr>
</tbody>
</table>

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

### 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) 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.

### CONTACT INFORMATION

#### FOR DISPLAY AND CLASSIFIED ADVERTISING

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

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Fax: (805) 410-7009  
E-mail: 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