PLASTIC SURGERY 2017 ADVERTISING RATES
(All print and digital rates listed in CAD)

<table>
<thead>
<tr>
<th>DISPLAY AND CLASSIFIED</th>
<th>B&amp;W</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,670</td>
<td>$2,600</td>
<td>$2,500</td>
<td>$2,355</td>
<td>$2,220</td>
<td></td>
</tr>
<tr>
<td>½ page</td>
<td>$1,725</td>
<td>$1,675</td>
<td>$1,615</td>
<td>$1,550</td>
<td>$1,465</td>
<td></td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,170</td>
<td>$1,125</td>
<td>$1,070</td>
<td>$1,010</td>
<td>$935</td>
<td></td>
</tr>
</tbody>
</table>

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: Full page 4-Color charge (in addition to B&W rate above)..............................$1,430

AGENCY COMMISSION: 15%

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

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% |
| 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 email.

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.
ADVERTISING OPPORTUNITIES WITH
PLASTIC SURGERY AND PLASTIC SURGERY CASE STUDIES

All Advertising subject to CSPS approval.

GENERAL INFORMATION

ABOUT CSPS
Established in 1947, the Society comprises nearly 500 plastic surgeons and is focused on sharing knowledge and expertise, improving quality of care, and advancing the practice of plastic surgery in Canada.

READERSHIP PROFILE
Canada’s plastic surgeons are medical doctors who have completed a minimum of 5 years of study and training in plastic surgery, passed the rigorous Royal College of Physicians and Surgeons certification examinations, and are specifically qualified to practice reconstructive and cosmetic plastic surgery.

FOR INFORMATION REGARDING EDUCATIONAL SPONSORSHIP OPPORTUNITIES, GRANT REQUESTS, ETC., PLEASE CONTACT:
Dr. Edward Buchel
President
Plastic Surgery Journal Corporation
GC413 - 820 Sherbrook St.
Winnipeg, MB, R3A 1R9 Canada
Email: ebuchel@hsc.mb.ca

ABOUT PLASTIC SURGERY
Plastic Surgery is the official journal of the Canadian Society of Plastic Surgeons, the Canadian Society for Aesthetic (Cosmetic) Plastic Surgery, Groupe pour l’Avancement de la Microchirurgie Canada, and the Canadian Society for Surgery of the Hand (Manus Canada). It serves as a major venue for Canadian research, society guidelines and continuing medical education.

This internationally recognized journal contains peer-review material pertinent to relevant specialists and addresses all aspects of plastic reconstructive and aesthetic surgery.

FREQUENCY: 4 times/year
CIRCULATION: 745 paid

ABOUT PLASTIC SURGERY CASE STUDIES
Plastic Surgery Case Studies is the official journal of the Canadian Society of Plastic Surgeons, the Canadian Society for Aesthetic (Cosmetic) Plastic Surgery, Groupe pour l’Avancement de la Microchirurgie Canada, and the Canadian Society for Surgery of the Hand (Manus Canada). It serves as a major venue for Canadian research, society guidelines and continuing medical education.

FREQUENCY: 3 times/year
CIRCULATION: open access
ADVERTISING OPPORTUNITIES WITH
PLASTIC SURGERY AND PLASTIC SURGERY CASE STUDIES
All Advertising subject to CSPS approval.

ARTWORK SPECIFICATIONS

<table>
<thead>
<tr>
<th>Trim Size: 8 3/8” w x 10 7/8” h</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page:</td>
<td>7” w x 10” h</td>
<td>8 5/8” w x 11 1/8” h</td>
</tr>
<tr>
<td>½ page horizontal:</td>
<td>7” w x 4 7/8” h</td>
<td></td>
</tr>
<tr>
<td>½ page vertical:</td>
<td>3 3/8” w x 10” h</td>
<td></td>
</tr>
<tr>
<td>¼ page vertical:</td>
<td>3 3/8” w x 4 7/8” h</td>
<td></td>
</tr>
</tbody>
</table>

Live matter: ¼” 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) 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.

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.

PLASTIC SURGERY 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 for minimum weight and 110# coated stock is the maximum.

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

DIGITAL ADVERTISING DISCLAIMER:
Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING
Kelsey Ohle
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7474
Fax: (805) 375-5282
E-mail: kelsey.ohle@sagepub.com

FOR ARTWORK DELIVERY
Katie Waters
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7219
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

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