

ASDS Currents

ASDS members rely on *Currents*, a bimonthly news magazine, to keep them up-to-date on socioeconomic, legislative and practice management news, as well as important society news, including deadlines, member profiles and meeting information.

CIRCULATION

Currents is mailed to almost 4,000 cosmetic and reconstructive dermatologic surgeons, including all practicing ASDS members. Additionally, over 1,200 dermatology residents receive an electronic version of *Currents*.



ROB POSITIONS

Ad Unit	Non-Bleed	Bleed	1X RATE		3X RATE		6X RATE	
			B&W	4-C	B&W	4-C	B&W	4-C
Full page (ROB)	7.5" x 10"	8.5" x 11.125"	\$1500	\$2445	\$1050	\$1995	\$900	\$1845
1/2 Page Vertical (ROB)	3.625" x 10"	4.25 x 11.125"	825	1770	800	1745	780	1725
1/2 Page Horizontal (ROB)	7.5" x 5"	8.5" x 5.125"	825	1770	800	1745	780	1725
1/4 page (ROB)	3.625" x 5"	4.25" x 5.125"	495	1440	485	1430	475	1420

PREMIUM POSITIONS

Inside Front Cover	7.5" x 10"	8.5" x 11.125"	\$2800		\$2240		\$1680
Inside Back Cover	7.5" x 10"	8.5" x 11.125"	2700		2160		1620
Back Cover	7.5" x 10"	8.5" x 11.125"	2900		2320		1740
Bellyband			\$8500				

Includes bellyband printing plus one 4-color ROB page.

DEADLINES

Issue	Space Reservations Due	Ad Materials Due
January/February 2013	Nov. 30, 2012	Dec. 5, 2012
March/April 2013	Jan. 25, 2013	Feb 1, 2013
May/June 2013	March 20, 2013	April 3, 2013
July/August 2013	May 29, 2013	June 5, 2013
September/October 2013	July 26, 2013	Aug. 2, 2013
November/December 2013	Oct 11, 2013	Oct. 18, 2013

DIMENSIONS

Trim size 8.25" x 10.875"
 Bleed size 8.5" x 11.125"
 Safe/Live Area 7.75" x 10.375"

Send space reservations to:

Dana Brown, Trade Show and Ad Sales Specialist
 dbrown@asds.net, phone 847-956-9136, fax 847-956-0999

Send ad materials to:

anne@allodidesigns.com (20MB max; for larger files, call for ftp instructions)
 ASDS c/o Anne Allodi Designs, Inc., 2609 School Dr., Rolling Meadows, IL 60008
 phone 847-342-9092

ADVERTISING STANDARDS & ACCEPTANCE POLICY

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

As a matter of policy, the 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 the ASDS in which advertising space is sold, including but not limited to Currents, the ASDS Annual Meeting Preliminary Program, ASDS Annual Meeting Final Program and the ASDS Membership Directory.

The inclusion of an advertisement in ASDS publications is not to be construed or publicized as an endorsement or approval by the ASDS, nor may the advertiser promote that its advertising claims are approved or endorsed by the 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. Additionally, 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 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. 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 (for example, equal opportunity laws, and FDA regulations pertaining to advertising of drugs and devices).

5. Evidence to support claims: 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 2012 advertisers and by postmarked date of space reservation.

Payment Policy

No agency commissions. No cash discount. Advertisers will be invoiced upon publication. Terms: 15 days.

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.

Production Requirements

Electronic files required. Ads are accepted in non-editable high resolution PDF, TIFF or EPS formats. All fonts and graphics must be embedded in the files. Include bleed, trim and center marks. Ads with critical color requirements MUST be accompanied by TWO proofs with color suitable for press matching. Without proofs, color accuracy is NOT guaranteed.

Conclusion

As a matter of policy, the 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 your advertising sales representative, or call or write to:

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Rolling Meadows, IL 60008
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