

ASDS Currents

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 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 available to over the 6,300 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.
- Diversifying Dermatology.
- Digital Marketing by Total Social Solutions.
- HR Handbook by Tandem HR.
- Social Strategy by the Goldman Marketing Group.
- Lawyer Lookout by Jackson LLP.
- Reconstruction Insights directed by Jeremy Bordeaux, MD, MPH.
- A Resident Corner with educational and mentorship opportunities for dermatology residents.

Advertising opportunities for industry partners in 2022 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
2023, Issue 2	Mon. April 3, 2023	Mon. May 8, 2023	Mon. May 15, 2023
2023, Issue 3	Mon. May 22, 2023	Mon. June 12, 2023	Mon. July 24, 2023
2023, Issue 4*	Mon. Aug. 14, 2023	Tues. Sept. 5, 2023	Mon. Oct. 23, 2023
2024, Issue 1	Mon. Nov. 27, 2023	Mon. Dec. 18, 2023	Mon. Jan. 29, 2024

*Special ASDS Annual Meeting Preview Issue

RUN OF BOOK (ROB) POSITIONS

Ad Unit (includes one hyperlink)	RATES
Full Page	4-C \$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

Multimedia options include embedded video and pop-up image

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

To learn more about ASDS branding and advertising opportunities please contact:
Tara L. Azzano, Chief Development and Industry Relations Officer, tazzano@asds.net,
phone 847-956-9128, fax 847-956-0999

Production Specifications

The following is for ASDS print and digital publications with a trim size of 8.25" x 10.875".

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"
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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 Michelle Smith of Wolters Kluwer at michelle.smith@wolterskluwer.com.

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Advertising Space Reservation Form

American Society for Dermatologic Surgery
1933 N. Meacham Road, Suite 650 • Schaumburg, IL 60173
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.: Vol. 2023, Issue 4) _____
- ASDS Weekly Update newsletter (sent every Friday)
- ASDS Resident Update (sent the first Friday each month)

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 _____

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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 Resident Update, 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 2022 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)
1933 N. Meacham Road, Suite 650
Schaumburg, IL 60173
Phone 847-956-0900 Fax 847-956-0999 asds.net