

# Production Specifications

To facilitate production for our advertisers, **all ASDS print publications have the same trim size.** Fractional unit availability varies by publication.

## TRIM SIZE FOR ALL PRINT PUBLICATIONS: 8.25" x 10.875"

| Ad Units            | Non-Bleed    | Bleed           | Live Area       |
|---------------------|--------------|-----------------|-----------------|
| Full Page           | 7.5" x 10"   | 8.5" x 11.125"  | 7.75" x 10.375" |
| 1/2 Page Vertical   | 3.625" x 10" | 4.25" x 11.125" | 3.75" x 10.375" |
| 1/2 Page Horizontal | 7.5" x 5"    | 8.5" x 5.5"     | 7.75" x 5.25"   |
| 1/4 Page*           | 3.625" x 5"  | n/a             | n/a             |

\*1/4 page ads are available only in *Currents*.

### Premium Positions

|                            |            |                |                 |
|----------------------------|------------|----------------|-----------------|
| Inside Front Cover         | 7.5" x 10" | 8.5" x 11.125" | 7.75" x 10.375" |
| Inside Back Cover          | 7.5" x 10" | 8.5" x 11.125" | 7.75" x 10.375" |
| Back Cover                 | 7.5" x 10" | 8.5" x 11.125" | 7.75" x 10.375" |
| Opposite Table of Contents | 7.5" x 10" | 8.5" x 11.125" | 7.75" x 10.375" |
| Opposite Welcome Letter    | 7.5" x 10" | 8.5" x 11.125" | 7.75" x 10.375" |
| Bellyband Accompanying Ad* | 7.5" x 10" | 8.5" x 11.125" | 7.75" x 10.375" |

\*Bellybands will be custom sized for each publication at time of space reservation.

## MECHANICAL SPECIFICATIONS

- Electronic files required. Preferred format is PDF/X-1a. View specifications at [swop.org](http://swop.org) or [adobe.com/designcenter/acrobat/articles/acr6pdfx.html](http://adobe.com/designcenter/acrobat/articles/acr6pdfx.html).
- 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.
- Convert all colors to CMYK (except black text). No 5th / PMS colors.
- Maximum ink density is 300%.
- 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.

## ASDS.NET BANNER ADVERTISING MECHANICAL SPECIFICATIONS

- Skyscraper ads only
- 120w x 600h pixels
- 40kb maximum file size
- .gif or .jpg file format
- Click-through URL
- Alternate text (100 characters max) to be embedded behind image
- Animation suggestion of four frames (no limits except for 40kb size restriction)
- Images will be marked as advertisements
- Flash advertising is not accepted

## Send banner advertising space reservation and ad materials to:

Dana Brown, Trade Show and  
Ad Sales Specialist

email [dbrown@asds.net](mailto:dbrown@asds.net)

phone 847-956-9136

fax 847-956-0999

Send space reservation to:

Dana Brown, Trade Show and Ad Sales Specialist  
[dbrown@asds.net](mailto:dbrown@asds.net), phone 847-956-9136, fax 847-956-0999

Send ad materials to:

[anne@allodidesigns.com](mailto:anne@allodidesigns.com) (30MB 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 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 our 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 Annual Meeting Preliminary Program / Registration Brochure 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.
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.

## 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.

## Placement Policy

---

With the exception of preferred positions, placement of ads will be at the sole discretion of ASDS. Preference will be given to 2017 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 Dana Brown at [dbrown@asds.net](mailto:dbrown@asds.net) or:

American Society for Dermatologic Surgery (ASDS)  
5550 Meadowbrook Drive, Suite 120  
Rolling Meadows, IL 60008  
Phone 847-956-0900 Fax 847-956-0999 [asds.net](http://asds.net)