



JDDONLINE & BANNER ADVERTISING

Reach a record number of dermatologists and allied professionals through banner advertisement on the newly redesigned JDDonline. JDDonline provides free access to all US-based dermatologists, dermatology residents, fellows, nurse practitioners, and physician assistants. It has become an invaluable reference tool for the dermatology universe.



RUN-OF-SITE (ROS) BANNER POSITIONS

TYPE	DESKTOP	MOBILE	RATES
Medium Rectangle	300 x 250	300 x 250	\$65 cpm: Run of site \$85 cpm: Premium for targeting, rich media and non-standard ad units.
Half Page	300 x 600	na	
Top Leaderboard	728 x 90	320 x 50	

*Premium for targeting, rich media and non-standard ad units.

We accept HTML5, Rich Media, Responsive, as well as expandable ads.

MONTHLY ROS METRICS

	JDDONLINE.COM
Pageviews per month	150,000
Visitors per month	56,600
Visits per month	78,000
Avg. Time per Session	1:50
Avg. Pages per Session	1.98

JDDONLINE USER PROFILE

- **56%** are in the first years of their career, with **25 - 34 yr. old** representing the largest segment
- **66%** female / **34%** male online users
- The Affinity Categories for our online users are cooking enthusiasts, shoppers, movie lovers and frequent travelers. Wellness, beauty and fashion also rank high among our online users
- Our In-Market Segments represent apparel, decor, beauty, real estate

MICROSITES - SPECIALTY OR TOPIC SPECIFIC EXCLUSIVE

Microsites deliver your message to a choice dermatology audience through exclusive sponsorship of these concentrated educational resource centers.

- 100% Share of Voice
- Four (4) Digital Banner ads on the topic of your choice
- 5,000 impressions minimum per month
- Mobile and desktop placements available
- We accept HTML5, Rich Media, Responsive, as well as expandable ads. Contact us to learn more about custom placements.

Microsite Ad Placements

TYPE	DESKTOP	MOBILE
Medium Rectangle	300 x 250	300 x 250
Top Leaderboard	728 x 90	320 x 50

Microsite Rates

6 Months	\$31,500	New Microsite
12 Months	\$53,000	New Microsite
6 Months	\$26,500	Existing Microsite or Renewal
12 Months	\$48,000	Existing Microsite or Renewal

DERMATOLOGY AUDIENCE TARGETING ARENA “DATA”

- Our advanced targeting capabilities allow you to select from a range of options, including IP targeting, URL targeting, article title, section, publish date, issue, volume, open access, and tags and keywords. Reach your desired audience with precision and increase the effectiveness of your campaigns. JDDonline offers free access to all US-based dermatologists, dermatology residents, fellows, nurse practitioners, and physician assistants, providing an invaluable reference tool for the dermatology universe.
- Reach a record number of dermatologists and allied professionals through banner advertisements on JDDonline. Target ads to readers interested in topics such as acne, psoriasis, atopic dermatitis, skin care, aesthetics and cosmetics, skin cancer, dermatologic surgery, skin of color, COVID, and general medical dermatology.

EMAIL/E-NEWSLETTERS

E-newsletters partner with JDDonline to release your weekly, monthly, or quarterly e-newsletter. Rates starting at \$1,750.

EMAIL PACKAGES

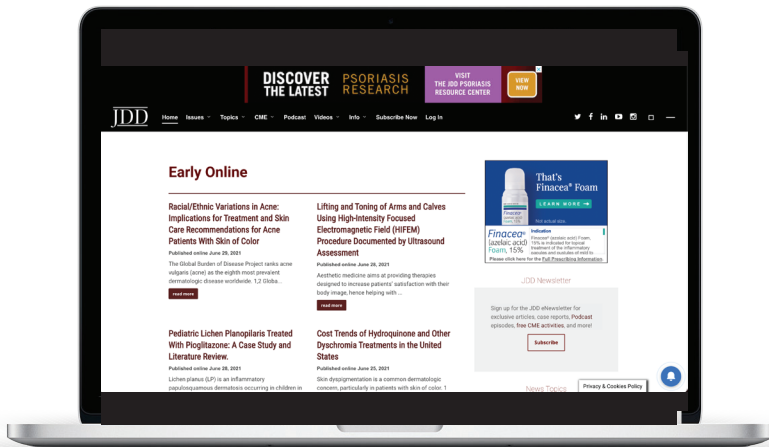
eTOC	1x per month	22,000 subscribers
eJDD	1x per month	22,000 subscribers
Podcast Updates	1x per month	10,000 subscribers
Custom Message	1x per month	38,000 opt-ins

EMAIL PLACEMENTS

PLACEMENT	DIMENSIONS
Leaderboard	728 x 90
Square	300 x 250

EMAIL METRICS

38,000	Opt-in Email Subscribers
15%+	Average Open Rate



PODCAST ADVERTISING PACKAGES

- Starting at \$2,000 per month
- Three (3) banner ads in the Podcast Library JDDonline.com/dermatologypodcast
- Three (3) audio ads in the podcast episode
- 3,000 - 5,000 banner ad impressions per month
- ~2,000 audio ad impressions per episode

PODCAST PLACEMENTS

PLACEMENT	AUDIO AD	SQUARE
Dimensions	30 Seconds/ 50 Words	Desktop 728 x 90
Mobile 300 x 250	300 x 250	300 x 250
Impressions	2,000/year	5,000/month

MORE INFO

For more information on digital advertising and multimedia packages contact:

MICHAEL CARROLL, Director of Experiential
phone 646.887.2650
michael.carroll@sanovaworks.com

JDDonline.com and SanovaWorks offer an array of opportunities to maximize reach and target your digital messaging. Choose from ROS banner options or target specific dermatology professionals within specialty specific content. Metrics are sent on a monthly basis unless otherwise stated.

METRICS AT-A-GLANCE

WEB

- 150,000 Avg. Monthly Pageviews ROS
- 60,000 Avg. Monthly Users ROS
- 80,000 Avg. Monthly Sessions ROS
- 5,000 Avg. Monthly Impressions per Microsite

EMAIL

- 33,000 Opt-in Email Subscribers
- 15%+ avg. open rate

PODCAST

- 120+ unique plays, streams or downloads per episode in the first month
- 1,000+ unique plays, streams or downloads per episode in the first year

ADVERTISING SOLUTIONS

\$65 cpm Rate: Run of site

\$85 cpm Rate: Premium for targeting, rich media and non-standard ad units.

Specialty Specific Microsites and Resource Centers
Contact sales

Monthly eTOC and eNewsletters \$1,750

Podcast Advertising \$2,000 per month

Audience Extension Program: Dermatology Audience Targeting Arena "DATA" \$50 CPM

- Account-Based Marketing tailors marketing, advertising, and sales efforts toward specific accounts, resulting in a more personalized experience.
- Using ABM, SanovaWorks identifies your target accounts, optimizes your advertising campaigns, and provides transparent firmographic reporting
- An ABM approach makes your data actionable, allowing you to learn how best to target your ideal accounts
- Analytics from ABM campaigns provide insights that support the optimization of future campaigns resulting in improved engagement
- SanovaWorks powerful "DATA" technology allows your ads to reach your target audience with a more scalable, accurate solution that bridges data gaps and maximizes ROI.

SUBMISSION GUIDELINES:

Please send ad materials to:

courtney.cruickshank@sanovaworks.com
and cc: your Sales and Planning contact.

Deployment time: 3-7 business days from receipt of creative/tags and contract. - must be 3rd party served

CREATIVE SPECS

WEBSITE BANNER ADS

Medium Rectangle: 300x250

Placement: Journal pages

Left hand column of journal page.

Displays on homepage and most content pages.

Generic list of exempt pages available upon request.

Half Page: 300x600

Placement: Journal pages

Left hand column of journal page

Top Leaderboard: 728x90

Placement: Journal pages

NOTE: Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

RATES

\$65 cpm: Run of site

\$85 cpm: Premium for targeting, rich media and non-standard ad units.

SPECIFICATIONS

HTML5: Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB

Size: 200K max

Rotation: Accepted

Animated GIF: Max 3 loops of animation – up to 15 seconds per loop

Required Resolution: 72 dpi

Acceptable File Format: GIF, JPEG

Rich Media and HTML5: Yes. Supplied as 3rd party tags only

Target URL: Required

ALL DESKTOP/TABLET WEB ADS

	MEDIUM RECTANGLE	HALF PAGE	TOP LEADERBOARD
Dimensions (pixels)	300x250	300x600	728x90
Expandable/Collapse Dimensions (pixels)	600x250	600x600	728x360
Expand/Collapse Direction	Left	Left	Down
Accepted 1st Party File Formats	.gif or .jpg plus click-through URL or HTML5 with browser detection		
3rd Party	DCM		
Max Initial K-Weight	150 KB	200 KB	150 KB
Max Subload	300 KB	400 KB	300 KB
Max Animation Time/Max Loops	15 Seconds / 3x Loops		
Notes	Click through URLs can be served with a 3rd party redirect URL. Click through URLs must open in a new browser.		

MOBILE ADVERTISING

	SMARTPHONE WEB TOP BANNER	SMARTPHONE WEB TOP WIDE BANNER	SMARTPHONE WEB MEDIUM RECTANGLE
Dimensions (pixels)	300x50	320x50	300x250
Expandable/Collapse Dimensions (pixels)	300x416	320x426	300x416
Expand/Collapse Direction	Down	Down	Autodetect
Accepted 1st Party File Formats	.gif or .jpg plus click-through URL or HTML5 with browser detection		
3rd Party	DCM		
Max Initial K-Weight	50 KB	50 KB	150 KB
Max Subload	100 KB	100 KB	300 KB
Max Animation Time/Max Loops	15 Seconds / 3x Loops		
Notes	Click through URLs can be served with a 3rd party redirect URL. Click through URLs must open in a new browser.		

* HTML5 is accepted if either served by approved 3rd party vendor or 1st party code.
For both 3rd and 1st party, the capability to detect browser HTML5 capability and serve non-HTML5 defaults must be included within the ad creative or ad tag provided to WebMD.
**Must be 3rd party served.
***3 loops must occur within overall 15 second animation time.

EMAIL BANNER ADS

	LEADERBOARD	SQUARE
Dimensions	728x90	300x250
File Size	45 KB	45 KB
File Type	Static images only, including GIF, JPG, PNG, and BMP	JStatic images only, including GIF, JPG, PNG, and BMP
URL Destination	URL Link	URL Link

SPECIFICATIONS

Size: 200K max
Rotation: No
Required Resolution: 72 dpi
Acceptable File Format: .gif or jpg
Rich Media: No
Animation: No
Target URL: Required
3rd Party Tags: No

PODCAST ADVERTISING

	PODCAST AUDIO AD	WEBSITE LEADERBOARD	WEBSITE MEDIUM SQUARE
Dimensions	30 Seconds/50 Words	728x90	300x250
File Type	MP4	Static images only, including GIF, JPG, PNG, and BMP	Static images only, including GIF, JPG, PNG, and BMP
File Size		up to 150 KB	up to 150 KB

TERMS AND CONDITIONS

This document is an official agreement between the Journal of Drugs in Dermatology (JDD) and the Client to display the Client's advertisement(s) on the JDDonline.com website in the pre-selected month(s) at the rate listed in this document, and for the month(s) reserved.

Client is solely responsible for ensuring proposed advertising is received by JDD in electronic form and within the relevant deadline set by JDD (the "Closing Date"). If the ad is received late or not at all, JDD may not be able to publish the ad on the agreed date during the agreed period. Payment for the ad will be required in full. When a change of ad is not received before the Closing Date, previous ad may be inserted.

JDD reserves the right to reject any advertising and/or promotions that are not consistent with JDD's standards. In addition, JDD shall have the right, at any time, to remove any of Client's advertising and/or terminate this agreement if JDD determines, in its sole discretion, that the Advertising Content or any portion or publishing thereof are otherwise objectionable to JDD.

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. No new external costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by JDD. Notice of cancellation must be received, in writing, 30 days prior to the relevant ad space closing date but in the event that any cancellations are made after such date, JDD shall be entitled to charge the full cost of the advertisement.

This agreement constitutes the entire agreement between the parties relating to the subject matter hereof. This agreement supersedes all prior understandings, negotiations and discussions, written or oral, of the parties relating to the agreement. Any alteration or modification of any portion of the agreement or any termination or replacement of the agreement shall not be valid unless in writing and signed by the parties.

- Contracted amount to be invoiced
- Invoice Terms – Payment must be received in full by
- A change in project scope may require renegotiation of project fees.
- Invoices will be sent to the address provided below.

TERMS FOR DIGITAL ADVERTISING AGREEMENTS

- All rates are NET.
- Digital campaigns (including banner ads on journal website and Table of Contents email) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
- Minimum purchase for banner ads on journal website: USD \$2,500/contract.
- Third party tags must be SSL compliant
- Ads served via Double Click
- Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
- Specifications conform to the Interactive Advertising Bureau's (IAB) advertising standards and guidelines.
- Cancellations of less than 30 days written notice incur a fee equal to 1 month of contracted space.
- Media deadline: GIF and JPG/jpeg – 5 business days prior to start date

Digital Advertising and Multimedia Packages:

MICHAEL CARROLL, Director of Experiential
 phone 646.887.2650
 michael.carroll@sanovaworks.com

JDDonline.com

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 sanovaworks