

2020 Advertising Rate Card

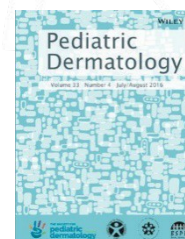
Pediatric Dermatology



THE SOCIETY FOR
**pediatric
dermatology**
SINCE 1975



European
Society for
Pediatric
Dermatology



Pediatric Dermatology answers the need for new ideas and strategies for today's pediatrician or dermatologist. As a teaching vehicle, the Journal is still unsurpassed and it will continue to present the latest on topics such as hemangiomas, atopic dermatitis, rare and unusual presentations of childhood diseases, neonatal medicine, and therapeutic advances. As important progress is made in any area involving infants and children, the journal is there to publish the findings. **Pediatric Dermatology** is published in association with the Society for Pediatric Dermatology, the European Society for Pediatric Dermatology, and the International Society of Pediatric Dermatology.

Advertising & Sales Office

Stephen Donohue, Account Manager–Display Advertising
P: 781-388-8511 ~ E: sdonohue@wiley.com

Kristin McCarthy, Account Manager – Classified Advertising
P: 978-609-4215 ~ E: kmccarthy@wiley.com

Dave Surdel, Director – Reprint Sales, Americas
P: 781-388-8343 ~ E: commercialreprints@wiley.com

For sponsorships, supplements, microsites and custom projects, please contact busdev@wiley.com

Publisher & Editorial Office

Wiley
101 Station Landing, Suite 300, Medford, MA 02155

Mildred Bayas: Production Editor

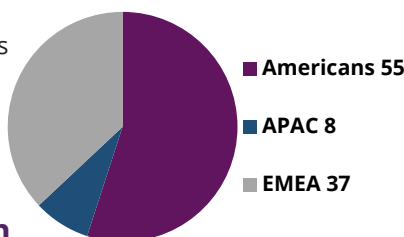
Circulation

Total Circulation: 1,192

Coverage: United States and International

Markets Served:

Dermatologists, pediatricians and other physicians, scientists, and professionals in training who have an interest in pediatric skin and its diseases.



Editorial Information

Editors: Ilona J. Frieden, M.D. and Lawrence F. Eichenfield, M.D.

2018 Impact Factor: 1.178

ISI Journal Citation Reports® Ranking 2018:
53/66 (dermatology); 90/124 (Pediatrics)

Advertising Information

Ask about digital advertising opportunities in *Pediatric Dermatology*

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Policy on Placement of Advertising: Ads will be placed run of book, between, but not within articles, and regulated as necessary to meet editorial adjacency requirements. Please contact your sales rep for information on premium positions.

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,188	\$832	\$582
6x	\$1,151	\$806	\$525
12x	\$1,116	\$782	\$508
24x	\$1,081	\$756	\$492
36x	\$1,045	\$732	\$476
48x	\$1,009	\$707	\$459
60x	\$974	\$1,018	\$443
72x	\$939	\$657	\$443
84x	\$862	\$632	\$412
96x	\$867	\$607	\$395
108x	\$832	\$582	\$379
120x	\$796	\$557	\$363

Color Rates (in addition to earned B&W rate):

4-Color Process: \$1,380

Cover and Preferred Position (in addition to earned B&W rate):

2nd Cover	35%
3rd Cover:	25%
4th Cover:	50%
Opposite Table of Contents:	15%

Positions available on a non-cancelable basis.

Inserts: Rates are determined using the earned black and white rate, plus 10%

Other services: Bellybands, cover tips, outserts, business reply cards, advertorials, reprints (print and electronic), patient education materials, sponsored subscriptions, supplements, webcasts, webinars, podcasts, microsites, events, content licensing, and translations. Please contact your sales rep about any other opportunities of interest. All services are subject to editorial approval.

2020 Advertising Rate Card

Pediatric Dermatology

Issuance & Closing Dates

Frequency: 6x per year

2020 Closing Dates:

ISS	Cover Date	Space Reservation	Material Due	Inserts Due
37:1	Jan / Feb	12/18/19	12/25/19	1/1/20
37:2	Mar / Apr	2/19/20	2/26/20	3/4/20
37:3	May / Jun	4/20/20	4/25/20	5/3/20
37:4	Jul / Aug	6/25/20	6/25/20	7/2/20
37:5	Sep / Oct	8/18/20	8/26/20	9/2/20
37:6	Nov / Dec	10/21/20	10/28/20	11/4/20

Mechanical Requirements

Trim Size: 8" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10.375"
1/2 page vertical	3.5"	10.375"
1/2 page horizontal	7"	5.1875"
1/4 page	3.5"	5.1875"
Page Sizes, Bleed	Width	Depth
Full page	8.25"	11.125"
1/2 page vertical	3.625"	11.125"
1/2 page horizontal	8.25"	5.3125"
Bellybands	18.25"	4.5"
Cover Tips	7"	5"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic transfer of ad files via FTP is preferred – contact: PrintAdTraffic@wiley.com prior to submitting file or send files on CD or DVD by courier.
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB colors to CMYK.
- Wiley assures an accurate color match of your color ad file when it is accompanied by a SWOP-certified proof (Cromalin™, match print, IRIS)

- Changes or updates made to previously submitted material must be resupplied in full with all pages included.

- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- Multi-page inserts are to be furnished folded (three samples).
- Sizes. 2-page inserts: 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".
- Trimming: Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine.
- Stock Weights Acceptable: Not to exceed 80 lb. coated.

Paper Stock

- Inside pages: UPM Classic Gloss 80gsm.
- Covers: 10pt. C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

Contacts

Ship ad material in PDF format to:

Al Liburd, Advertising Production Specialist P:
201-748-8754
E: PrintAdTraffic@wiley.com
Wiley

111 River Street, 4-01, Hoboken, NJ 07030-5774

Ship all inserts to be bound into the journal to: COS
Printers, LTD

Attn: Faithe Ng
9 Kian Teck Crescent, Jurong, Singapore 628867

Ship all bellybands, cover tips, and loose inserts to:

Singapore Post Limited (VAS)
c/o Tien Wah Press (Pte) Limited
4 Pandan Crescent, Singapore 128475
P: 6771 8556 ~ F: 6771 8503

