

The official journal of the Society of Dermatology Physician Assistants



## EXTEND YOUR REACH with JDP A

### Deliver Messaging Directly to Dermatology Physician Assistants!

- ✓ **No wasted circulation translates to better response to your marketing efforts**  
*JDPA is delivered **directly** to a loyal reader base of physician assistants*
- ✓ **Online access to JDP A boosts your company's digital presence**  
Current issue and all back issues of *JDPA* are published online and available for viewing, sharing, and downloading, ensuring **consistency and longevity** of your advertising campaigns.
- ✓ **Supporting JDP A means supporting quality peer-reviewed clinical content**  
Physician assistants turn to the *JDPA* for its **one-of-a-kind focus** on the dermatological topic areas that are most relevant to PAs today.

#### • **Dedicated Departments in...**

- Clinical, Surgical, Cosmetic Dermatology
- Dermoscopy
- Drugs in Dermatology
- Professional Development

#### • **CME-accredited Activities**

#### • **Industry News & Current Affairs**

- New drug approvals, products, and services announcements
- Messages from SDPA leadership
- Calendar of events

### ABOUT US

The *Journal of Dermatology for Physician Assistants (JDPA)* is the official journal of the Society of Dermatology Physician Assistants (SDPA)—one of the largest and fastest growing specialty organizations of the American Academy of Physician Assistants (AAPA). The *JDPA* supports the society's mission to empower, educate, and advance the future of dermatology. Each quarterly issue of the *JDPA* features relevant, educational, peer-reviewed content for dermatology PAs—all complimentary, all in an easy-to-read format.

*JDPA* offers a unique opportunity to deliver your company's messaging directly to PAs working in dermatology.

## Why Market to PAs in Derm?



### #1—The PA profession is growing

Recent data project a 31-percent growth in the next decade.

### #2—PAs working in dermatology comprise 4% of the PA workforce

### #3—PAs spend time with patients

PAs in dermatology counsel and educate patients and their families

SOURCES: Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Physician Assistants. <https://www.bls.gov/ooh/healthcare/physician-assistants.htm>. Accessed December 2019; National Commission on Certification of Physician Assistant (NCCPA).

### 2022 Print Advertising

Effective September 1, 2021

#### Run-of-Book, Four-color\*

Ad Size/ Frequency	1X	2X	3X	4X
Full Page	\$3,575	\$3,400	\$3,400	\$3,400
2/3 Page	\$3,200	\$3,050	\$3,050	\$3,050
1/2 Page	\$3,045	\$2,900	\$2,900	\$2,900
1/3 Page	\$2,775	\$2,650	\$2,650	\$2,650
1/4 Page	\$2,500	\$2,375	\$2,375	\$2,375

#### Run-of-Book, B&W\*\*

Full Page	\$1,750
2/3 Page	\$1,415
1/2 Page	\$1,260
1/3 Page	\$1,000
1/4 Page	\$750

\*All rates are net/non-commissionable.

\*\*B&W rates are per insertion. Prescribing information (PI) pages will be calculated using BW rates (charged per page/per insertion). Additional color to BW available: +\$700 and +\$750 for 2<sup>nd</sup> and 3<sup>rd</sup> color, respectively.

#### Premium Position Advertising~

Full Center Spread	\$1,625
Cover 4 (Back)	\$1,500
Cover 2 (Inside Front)	\$1,250
Cover 3 (Inside Back)	\$1,250
Half Center Spread (Right- or Left-page ad placed in center spread)	\$875
Opposite TOC (Facing Page)	\$750
Opposite Editorial Message (Facing Page)	\$750

~Premium position charge is a flat fee applied per insertion. Premium position ads must be four-color. Premium and other guaranteed positions are available on a first-come, first-served basis with right of first refusal offered to full calendar advertisers the following year. All rates are net/non-commissionable.

#### General Policy

- All rates are net/non-commissionable
- Spreads are counted as two insertions.
- Bleed: no charge

#### Rate Protection Policy

- Rates and conditions subject to change without notice.
- Rates for 2022 in effect through December 31, 2022.

#### Payment Policy

- Bills are due upon receipt. Publisher reserves the right to hold advertiser and/or its agency jointly liable for all monies due and payable to Publisher. Advertiser agrees that it is ultimately responsible for all debts incurred on its behalf. Publisher shall be entitled to recover reasonable attorney's fees and costs incurred in connection with its efforts to collect any outstanding debt, whether litigation is commenced. Publisher reserves the right to require prepayment for advertisements. All new advertisers must prepay.

#### Cancellation Policy

- No cancellations accepted beyond one month prior to issue date.

#### Inserts, Outserts & Supplements

Please contact publisher for more details.  
Email: [jdpa@dermpa.org](mailto:jdpa@dermpa.org)



### Issuance & Market

**Issuance:** JDPDA/Journal of Dermatology Physician Assistants (ISSN 1938-9574) is published quarterly (4 issues per volume, one volume per year) by the Society of Dermatology Physician Assistants (SDPA), 300 N. Washington Street, Suite 407, Alexandria, VA 22314. Issued via Periodical Mail and Digital Distribution. **Coverage:** National

**Circulation:** All current members of the SDPA receive JDPDA on an annual basis. Member names and addresses are maintained by the SDPA.

**Intended Market:** JDPDA is intended for Derm PAs working in offices, clinics, and hospitals, and other healthcare professionals with interests in dermatology and skin care.

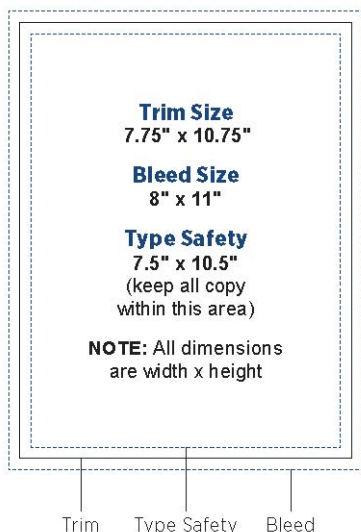
### Circulation

4,300\*

\*According to September 2021 SDPA Membership statistics on file. Number subject to change on monthly basis.

### Ad Specifications

Effective September 1, 2021



*For Bleeds:  
Keep live matter  
1/4" from trim,  
1/4" from gutter.*

### Mechanical Specifications

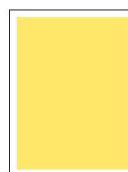
Ad Unit	Width	Height
Full Page (Bleed)	8in	11in
Full Page (Border)	6.75in	9.75in
Spread (Bleed)	15.75in	11in
2/3 Page	4.43in	9.75in
1/2 Page Horizontal (Bleed)	8in	5.25in
1/2 Page Horizontal	6.75in	4.75in
1/2 Page Vertical	3.25in	9.75in
1/3 Page Vertical	2.125in	9.75in
1/4 Page Vertical	3.25in	4.75in

### Advertisement Submission Specifications

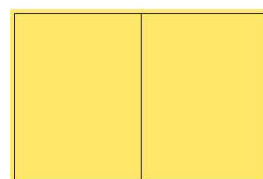
- PDF file is the accepted format. (PDF files may be sent via e-mail or file transfer protocol [FTP], such as DropBox™) Advertisers may use company FTP programs or utilize JDPDA's dedicated FTP client. Please contact Publisher for FTP login and submission instructions.
- Hard copy proofs may be sent to the following address:  
Society of Dermatology Physician Assistants  
C/O JDPDA Marketing Department  
300 N. Washington Street  
Suite 407  
Alexandria, VA 22314.  
*\*Note: Outserts and other customized print materials that are not placed within the printed issue should be sent directly to the printer. Contact Publisher for details.*
- All PDF files should high resolution (minimum of 300 DPI) and print ready.
- Ads should be built to the exact size and files preflighted. All fonts and graphics must be embedded.
- Color space is CMYK with black type at 100% BLACK ONLY. Half-tone resolution is 300 DPI.
- All artwork should be placed at 100%.
- Bleed information: Keep live matter 1/4" from trim, 1/4" from gutter.
- Ads created in Microsoft Word, Publisher, PowerPoint, or any other word processing programs will not be accepted.
- An accurate print proof must be supplied. If a color print/proof is not included with the ad file, the Publisher will not be responsible for the color quality of the printed advertisement.
- If the materials do not meet requirements, or it is necessary for Publisher to perform additional work to properly prepare the materials for press, Publisher reserves the right to (or shall) bill advertiser for all costs incurred.



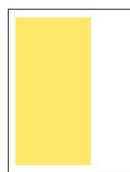
**Full Page (Bleed)**  
8" x 11"



**Full Page (Border)**  
6.75" x 9.75"



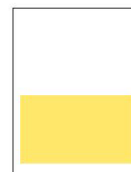
**Spread (Bleed)**  
15.75" x 11"



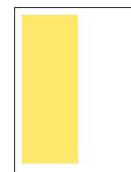
**2/3**  
4.43" x 9.75"



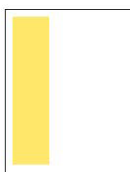
**1/2 (Bleed)**  
8" x 5.25"



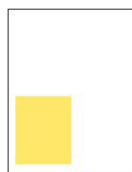
**1/2 Horizontal**  
6.75" x 4.75"



**1/2 Vertical**  
3.25" x 9.75"



**1/3 Vertical**  
2.125" x 9.75"

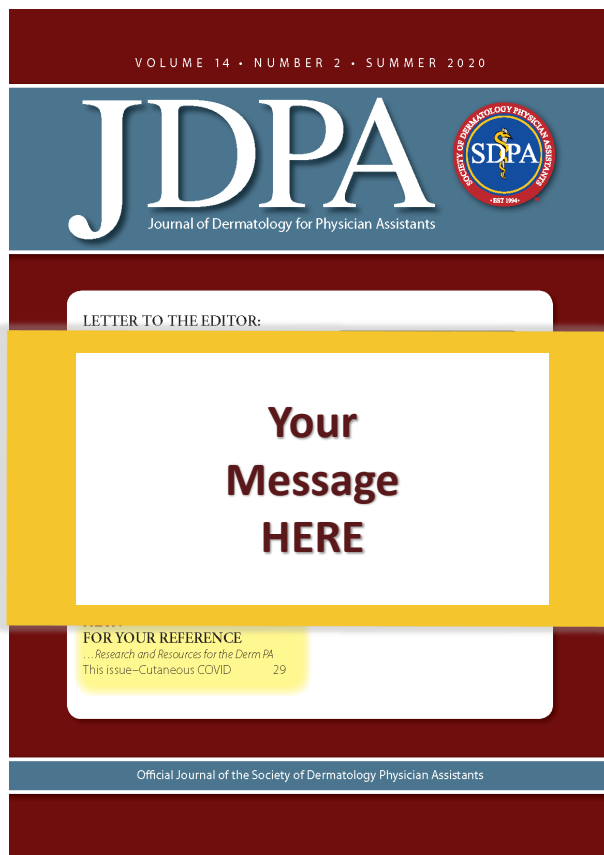


**1/4 Vertical**  
3.25" x 4.75"

### Custom Print Opportunities

Effective September 1, 2021

### High-Impact Print— An Elegant Way to Deliver Your Message to Readers



### Belly Bands and Cover Tips.

Effective strategy in capturing visual attention and tangible interaction with your messaging.

#### Custom Marketing Rates\*

	Rate (per issue)	Dimensions	Special Instructions
Belly Band	\$13,000	23.75in x 5in (bleed); 23.50in x 4.75in (trim); 23.25in x 4.5in (safety)	<b>Front Panel Safety:</b> For best results, keep live matter (left and right sides) .50 in from where finished product will fold to wrap.
Cover Tip	\$13,000	8in x 5in (bleed); 7.75in x 4.75in (trim); 7.5in x 4.5in (safety)	<b>Left Safety:</b> For best results, keep live matter .50 in from left trim.

\*Rates shown are for printing and installation.

Custom print opportunities are available on a first-come, first-served basis. Please contact the publisher for reservations.

Other custom print vehicles, such as inserts, outserts, onserts, blow-in cards, are also available and will be quoted upon request.

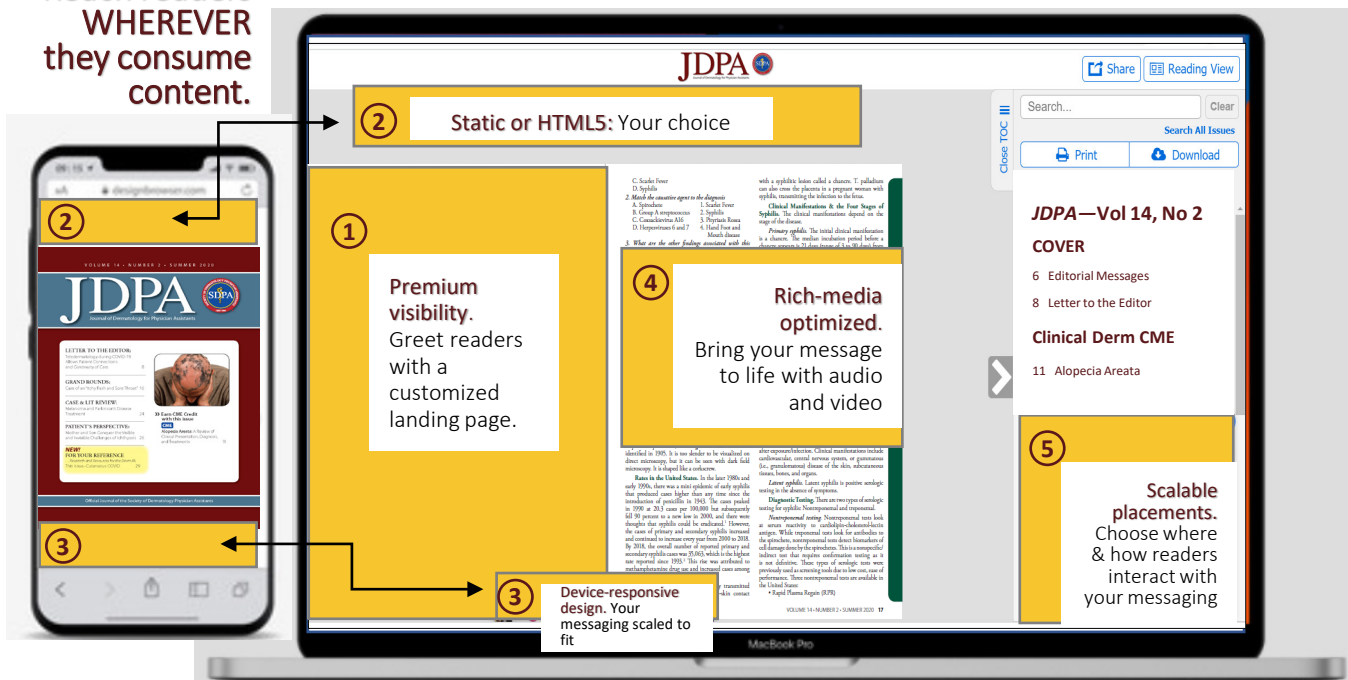


### Digital Advertising

Effective September 1, 2021

Reach readers  
WHEREVER  
they consume  
content.

## JDPA Digital Edition—Optimized, Interactive, & Customizable to Fit Your Campaign Needs



**The Whole Package.** Sponsor the JDPA Digital Publishing Platform and enjoy premium visibility.

### Digital Edition Full Sponsorship Package

#### Package Contents

- ✓ Landing Page (\$8,000)
- ✓ Top Leaderboard (\$3,000)
- ✓ TOC Rectangle (\$1,500)
- ✓ Banner Ad in New Issue eAlert (\$3,000)  
delivered to more than 4,000 Derm PAs
- ✓ Inclusion of company logo on journal masthead (complimentary)  
visible in print and digital formats
- ✓ Comprehensive tracking report of campaign performance (complimentary)

#### Rate (per issue)



Total Value.....\$15,500

Package Rate.....\$13,000

### Digital Edition Advertising Rates

Position	Rate (per issue)	Dimensions
1 Landing Page	\$8,000	8in x 11in (bleed); 7.75in x 10.75in (trim); 7.5in x 10.5 (safety)
2 Top Leaderboard	\$3,000	960 x 90 IMUs 728 x 90 IMUs
3 Bottom Banner	\$2,500	320 x 50 IMUs 300 x 50 IMUs
4 Page Overlay/ Blow-in Card	\$2,500	700 x 420 IMUs
5 TOC Rectangle	\$1,500	300 x 250 IMUs

Digital Edition sponsorships are available on a first-come, first-served basis.

Static images and third-party assets (e.g., Google Ad Manager) accepted. Full instructions provided at booking.

### Ad Specifications & Closing Dates

Effective September 1, 2021


#### 2022 Issue Closing Dates

Issue	Ad Reservations	Print Materials Due	Digital Materials Due
WINTER 2022	1/14/22	1/28/22	2/4/22
SPRING 2022 featuring SDPA Summer Conference Abstract Guide	4/1/22	4/15/22	4/22/22
SUMMER 2022	7/1/22	7/15/22	7/22/22
FALL 2022 featuring SDPA Fall Conference Abstract Guide	9/9/22	9/23/22	9/30/22

#### Acceptance of Advertisements & Indemnification

- All advertisements are subject to approval by the Publisher, the Society of Dermatology Physician Assistants (SDPA). SDPA may refuse acceptance of advertising for any reason or no reason at the sole discretion of SDPA. SDPA has the final authority on determining the placement of any and all advertisements
- Acceptance of an advertisement does not mean endorsement by the Publisher of the products and/or services advertised, the advertising parties, or the claims made in said advertisements. SDPA will not knowingly accept advertising that does not meet government regulations.
- Advertisements are accepted for publication based on the representation that the agency and/or advertiser are authorized to publish the contents thereof. Advertisers agree to indemnify, defend, and hold harmless Publisher from any and all liability relating to content of advertisements printed, or the unauthorized use of any person's name, photograph or likeness, or libelous statement, arising from Publisher's reproduction of such advertisements pursuant to Advertiser's or Agency's order.

#### Publisher's Liability

- Publisher reserves the right to reject or discontinue advertisements for any reason. Publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement. Publisher shall not be liable for any costs or damages for printer's errors or errors of omission in key numbers. In no event will Publisher's liability for any error exceed the charge for the advertisement in question. 

#### Contact

Chrissy Ward, MS, PMP, CAE, IOM

Executive Director

Society of Dermatology Physician Assistants (SDPA)

cward@dermpa.org

(703) 848-7588 DIRECT; (703) 848-7590 Main Line

*The Journal of Dermatology for Physician Assistants*

JDPA/Journal of Dermatology Physician Assistants (ISSN 1938-9574) is published quarterly by  
Society of Dermatology Physician Assistants (SDPA), 300 N. Washington Street, Suite 407, Alexandria, VA 22314  
Contact: [jdpa@dermpa.org](mailto:jdpa@dermpa.org) Website: [https://www.dermpa.org/page/JDPA\\_About](https://www.dermpa.org/page/JDPA_About)