



JDDONLINE & BANNER ADVERTISING

Maximize your brand's visibility with banner ads on JDDonline--where dermatology professionals go for trusted clinical content. The site offers free access to all US-based dermatologists, residents, fellows, nurse practitioners, and physician assistants, making it a widely used and valued digital resource across the dermatology specialty.



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
- Three (3) 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

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.

AVERAGE MONTHLY ROS METRICS*

	JDDONLINE.COM
Pageviews per month	200,000
Users per month	97,000
Avg. Engagement Rate	49.65%

MICROSITE AD PLACEMENTS

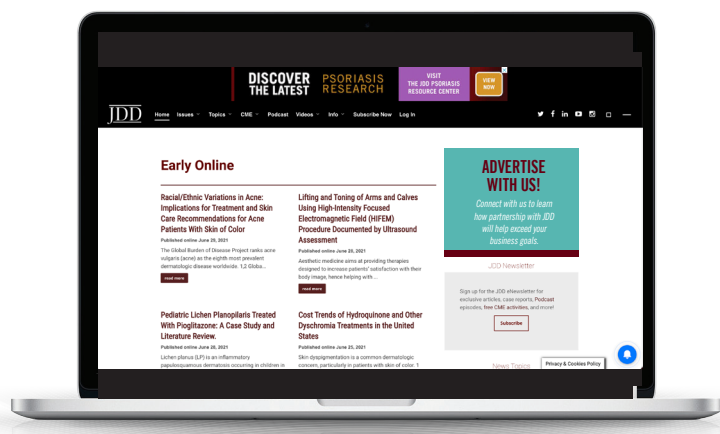
TYPE	DESKTOP	MOBILE
Medium Rectangle	300 x 250	300 x 250
Top Leaderboard	728 x 90	320 x 50

MICROSITE RATES

New Microsite	6 Months	\$33,000
New Microsite	12 Months	\$57,000
Existing Microsite or Renewal	6 Months	\$28,500
Existing Microsite or Renewal	12 Months	\$51,000

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, unlocked access, and tags and keywords. Reach your desired audience with precision and increase the effectiveness of your campaigns.
- 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, and general medical dermatology.



PODCAST ADVERTISING PACKAGES

- Starting at \$5,000 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
- ~1,500 audio ad impressions per episode

EMAIL/eNEWSLETTERS

eNewsletters partner with JDDonline to release your weekly, monthly, or quarterly eNewsletter. Rates starting at \$3,500

EMAIL BANNER AD SPONSORSHIP

- eTOC (Monthly)
- JDD Highlights (Monthly)
- JDD Beyond the Pages (Monthly)
- JDD Podcast Highlight (Monthly)
- Year in Review
- Year in Review by Special Topics - e.g. Psoriasis
- Special Audience Send - e.g. NP/PA eNewsletter
- Letter from the Editors
- Your HTML Email Messaging

SPONSORED BLOG POST

- Partner with JDDonline to be featured in our Latest News section and on the homepage
- Rates starting at \$15,500

INSTAGRAM LIVE TAKEOVERS

- Taking over of the JDD Instagram account, viewers get to engage with top KOLs as they discuss hot topics or latest news in dermatology.
- Rates starting at \$15,500

ADDITIONAL EMAIL OPPORTUNITIES WITH EJDD

- Highlight your article with a "featured" badge and link-out
- Stand out with an "early online" badge and link-out
- Inclusion of sponsored Video Abstracts

PRESCRIBER LEVEL DATA

- We'll match email recipients by authenticated NPI
- Feel confident that your JDD campaigns are reaching your target segment

REPORTING

- Number of Opens
- Open Rate
- Click-Through-Rate

EMAIL REACH

- US Derm Physicians: ~12k
- US Residents: ~1,400
- 40,000 subscribers
- US NPs & PAs: ~3k

EMAIL METRICS

Opt-in Email Subscribers	40,000
US Average CTR	1.10%
US Average Open Rate	32.85
OUS Average CTR	1.24%
OUS Average Open Rate	29.15

MORE INFO

For more information on digital advertising and multimedia packages contact:

TAYLOR DUNLAP

Director of Business Development

cell: 713-494-5141

tdunlap@webmd.net

Boost visibility and drive engagement with targeted digital campaigns through JDDonline and Sanovaworks. Choose broad exposure with run-of-site (ROS) banners or reach niche dermatology segments within specialty content. Campaign performance is tracked and shared monthly--or tailored to your schedule, upon request.

METRICS AT-A-GLANCE

WEB

- 200,000 global pageviews
- 90,000 global users
- 100,000 US pageviews
- 46,000 US users

EMAIL

- 40,000 opt-in email subscribers
- 33% avg. US open rate
- 1.1% avg. US CTR (click-through-rate)

PODCAST

- 120+ listens per episode in the first month
- 500 listens 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 Starting at \$3,500

Podcast Advertising \$5,000 per month

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: 300 x 250

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: 300 x 600

Placement: Journal pages

Left hand column of journal page

Top Leaderboard: 728 x 90

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)	300 x 250	300 x 600	728 x 90
Expandable/Collapse Dimensions (pixels)	600 x 250	600 x 600	728 x 360
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)	300 x 50	320 x 50	300 x 250
Expandable/Collapse Dimensions (pixels)	300 x 416	320 x 426	300 x 416
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.

EMAIL BANNER ADS

	LEADERBOARD	SQUARE
Dimensions	728 x 90	300 x 250
File Size	45 KB	45 KB
File Type	Static images only, including GIF, JPG, PNG, and BMP	Static 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	728 x 90	300 x 250
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:

TAYLOR DUNLAP

Director of Business Development

cell: 713-494-5141

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