

Peer-reviewed,
highly cited, indexed on
MEDLINE®/PUBMED®

EXPANSIVE REACH
to the US-based
dermatology universe

360° ACCESS
to expert-driven content—
delivered across print, video,
audio, email, and digital
platforms

**TIMELY, PRACTICE-
READY** insights
designed to elevate
everyday clinical care

**STRATEGIC TARGETED
CAMPAIGNS**
by topic and by
prescriber level data

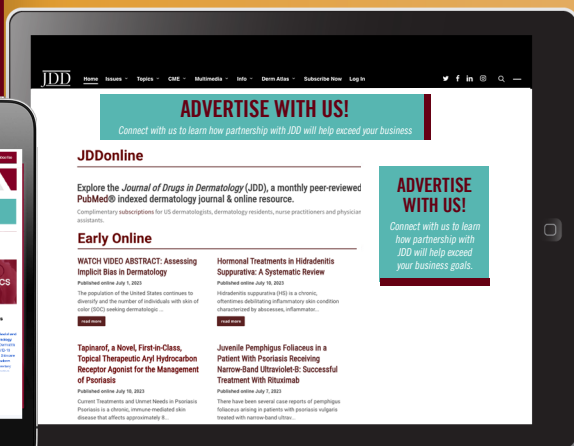


FASTEST TO PUBLISH,
FIRST TO BE READ

2026

MEDIA KIT

AMPLIFY YOUR BRAND MESSAGE
IN 2026 WITH THE JDD



CONTENT AMPLIFICATION | TARGETED DIGITAL CAMPAIGNS | ENHANCED MICROSITES | & MORE!

FIRST TO PUBLISH, FASTEST TO BE READ

The *Journal of Drugs in Dermatology* (JDD) is a peer-reviewed, MEDLINE®/PubMed®-indexed publication dedicated to the latest advances in dermatologic treatments, techniques, devices, and drug therapies. Published monthly in print and updated daily on JDDonline.com, JDD delivers trusted clinical content where and when dermatology professionals need it.

With a rigorous peer-review process led by an international editorial board of 160 experts, JDD maintains the highest standards of scientific integrity and relevance. The print journal reaches 15,000 U.S.-based dermatology HCPs—including dermatologists, residents, nurse practitioners, and physician assistants.

The digital edition, eJDD, along with JDD's weekly newsletters, reaches more than 40,000 dermatology professionals worldwide. Both the print and digital platforms feature original research, award-winning case studies, and expert editorial content. Through JDDonline, readers also gain access to interactive medical education—microsites, CME activities, interactive webinars, video content, and top-rated podcast episodes.

For over 20 years, JDD has been a trusted leader in peer-reviewed dermatology content—recognized for its commitment to clinical excellence, innovation, and education across the spectrum of dermatologic care.

MARKET Dermatology Community

ESTABLISHED 2002

ISSUANCE 12 times per year

PRINT CIRCULATION 15,000

DIGITAL CIRCULATION 40,000

WEBSITE JDDonline.com

AFFILIATIONS/OFFICIAL PARTNER

ODAC  SKIN OF COLOR
UPDATE

NEXTSTEPS
IN DERM

Derm In-Review

THE FULL SPECTRUM OF
DERMATOLOGY
A Diverse and Inclusive Atlas

PIGMENTARY
DISORDERS
EXCHANGE
SYMPOSIUM

HAIR &
SCALP
DISORDERS
The Rx Pad and Beyond

Las Vegas
Dermatology Seminar®

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ASSOCIATE MANAGING EDITOR

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JDD TOPICS

Our Journal covers all topics and specialities. To see our full lineup of special focus topics, please refer to our 2026 Editorial Calendar (Page 22).

- Aesthetic Treatments
- Skin Cancer
- Acne and Rosacea
- Skin of Color
- Psoriasis
- Atopic Dermatitis
- Immunodermatology
- Inclusive and Equitable Care



JDD SECTIONS

Original Articles

Content Categories Include:

- Comparative Studies
- New Treatments & Therapies
- Novel Devices & Technology
- Pharmaceutical Advances
- Practice Management

Case Reports

News, Views, & Reviews

Pipeline Previews

Clinical Trial Reviews

OUR MISSION

Delivering cutting edge scientific communications that are credible, clinically useful, and evidence based.

ALIGNED WITH YOUR GOALS

Strengthening your brand's presence in the global healthcare community through impactful, targeted content and meaningful educational experiences.

EDITORIAL QUICK FACTS

QUALITY

JDD's manuscript rejection rate is 86%. On average, JDD publishes 10-14 articles and case studies per issue. JDD maintains an Advertising-to-Editorial ratio of 19:89.

CREDIBILITY

JDD is written and reviewed for physicians, by physicians. According to the most recent Journal Citation Reports® (JCR), JDD has an Impact Factor Score of 1.8. JDD also has an excellent Normalized Eigenfactor of 0.767, which measures the importance of the journal within the scientific community. JDD also has an impressive Article Influence Score of 0.488*, and a notable Journal Citation Indicator (JCI) of 0.6*.

TIMELY

JDD accepts manuscripts for publication within 2-6 months of receipt rather than the 12-16 months required by most other dermatology publications.

* Clarivate Analytics, Formerly the IP & Science business of Thomson Reuters, June 2025

JDD IS THE FASTEST-TO-PUBLISH, CONTENT-RICH DERMATOLOGIST-TARGETED JOURNAL.

Authored by physicians and expertly produced by an award-winning editorial team, JDD delivers unmatched value and reach—offering customizable solutions to support your brand's goals.

**SANOVAWORKS & MEDSCAPELIVE! NETWORK**

JDD is a product of the SanovaWorks and MedscapeLive! network. SanovaWorks drives visibility for your brand in every corner of the dermatology market through established, respected channels, like JDD, ODAC Dermatology, Aesthetic & Surgical conference, Skin of Color Update (SOCU), Next Steps in Derm, Derm In-Review and more.

The SanovaWorks network reaches dermatology audiences through custom and strategic print, multi-media digital, live and virtual events and more, including:

- Daily Blog Posts
- Daily Social Posts
- Weekly eNewsletters
- Monthly Print Outreach
- Monthly Top-Rated Podcasts
- Monthly Webinars
- Multiple Annual Conferences
- SEO and Mobile Responsive Websites
- Google Search and Display Paid Ads
- Daily & Weekly Organic Posts

AMPLIFY WITH SOV CHANNEL TAKEOVER

REACH & VISIBILITY ACROSS BRANDS

Medscape **LIVE!**

 sanovaworks

Multi-Brand
Social Takeover

Social
Campaign

850,000
impressions per
month through
social from
100,000+ followers
across SW brands

JDD
JOURNAL OF DERMATOLOGY

Derm In-Review

NEXTSTEPS
IN DERM

SKIN OF COLOR
UPDATE

ODAC

THE FULL SPECTRUM OF
DERMATOLOGY
A Diverse and Inclusive Atlas

PIGMENTARY
DISORDERS
EXCHANGE
SYMPOSIUM

Las Vegas
Dermatology
Seminar

Derm In-Review
Author Campaign

SOCU
Promotion

ODAC Post

JDD Webinars

Next Steps in Derm
Banner Ad

JDD Brief
Communication

Next Steps In
Derm Post

JDD Podcast

Next Steps In
Derm Topic
Takeover

JDDOnline Microsite
Takeover

JDD Video
Abstract

Derm In-Review
KOL Campaign

JDD Welcome
Kit Product

Next Steps In
Derm Webinars

JDD Cover Tip

JDD Print Ad

JDD Supplements

YOUR DIRECT CONNECTION TO THE DERMATOLOGY COMMUNITY

JDD's custom reach and engagement is unmatched in dermatology. Amplify your message and access an extensive network of engaged dermatology professionals in print, digital, email and beyond.

JDD PRINT REACH

Monthly Mailed Publication

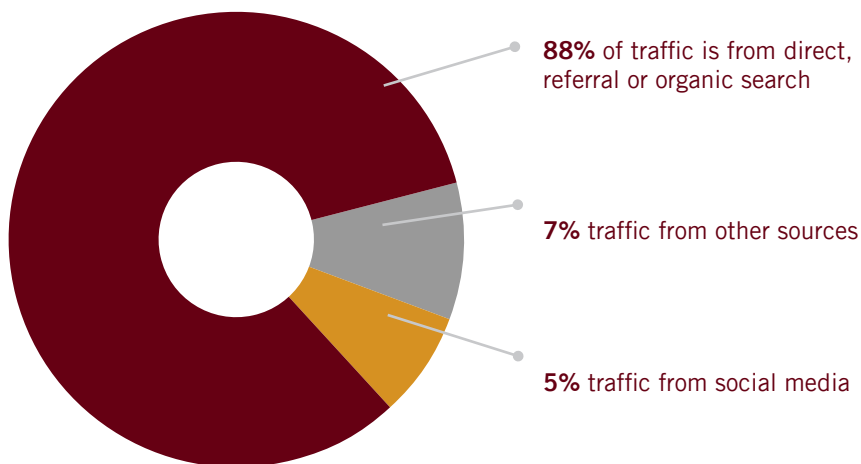
- Avg. monthly file size 15,000
- 76.7% Direct Request Rate managed by JDD. JDD independently manages the circulation list of direct-request subscribers, which is verified by Alliance for Audited Media



JDDONLINE REACH

JDDonline is a dermatology hub with eJDD, archived issues, supplements, CME activities, news, podcasts, webinars, author videos, and more multimedia components.

- **200,000** global pageviews
- **90,000** global users
- **100,000** US pageviews
- **46,000** US users
- **5,000** impressions per microsite/resource center per month
- Month-over-month growth in US pageviews and new users



JDD SOCIAL REACH

We leverage social media to expand our reach and amplify key messaging--meeting healthcare professionals where they engage and aligning with their preferred quick news sources.



~**16,500** followers with an average of **7,500** accounts reached per day and **2 million** impressions over **6** months



17,500+ followers, **100,000** monthly impressions, **1,000** reach per post, and, **2.6%** average engagement rate



1,600+ followers of our Showcase Page
~**7,000** followers of the JDD Group



4,000 followers

JDD eNEWSLETTER REACH

- **40,000** opt-in email subscribers - dermatologists, residents, NPs & PAs
- **63%** US, **37%** international
- **33%** avg US open rate
- **1.1%** avg. US CTR (click-through rate)
- Weekly eNewsletter email blasts on eTOC preview, eJDD digital issue, editorial highlights, JDD podcast updates, webinars, video abstracts, early online articles, and JDD CME library announcements

LIST SEGMENTATION & TARGETING CAPABILITIES

JDD offers a variety of list segmentation and targeting capabilities to suit your needs

List Segmentation Capabilities

- Professional Category
- Authenticated NPI
- Geographical

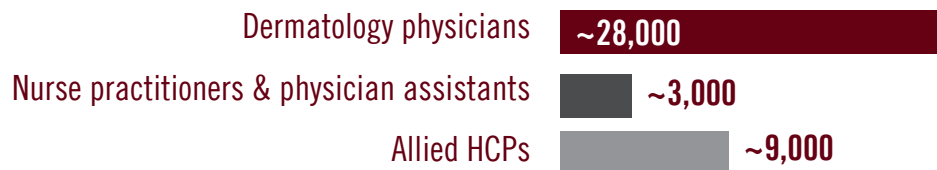
List Targeting Capabilities

- Societies
- Your Own List



READERSHIP PROFILES

OPT-IN EMAIL PROFILE



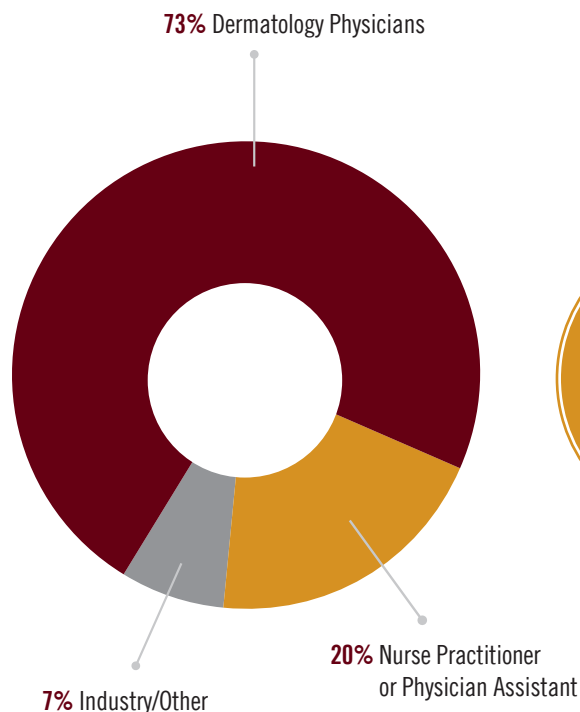
87% of JDD readers report they read JDD emails*

JDDONLINE USER PROFILE

37% are in the first years of their career

68% female / 32% 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.



62% of JDD readers report they visit JDDonline several times a month*



READERSHIP PROFILES

PRINT READERSHIP



JDD print circulation is annually audited by the Alliance for Audited Media. A copy of our June 2025 Publisher's Statement is available upon request.

100% of JDD readers report they read the peer-reviewed issue both in print and online*

JDD IN THE MARKET PLACE

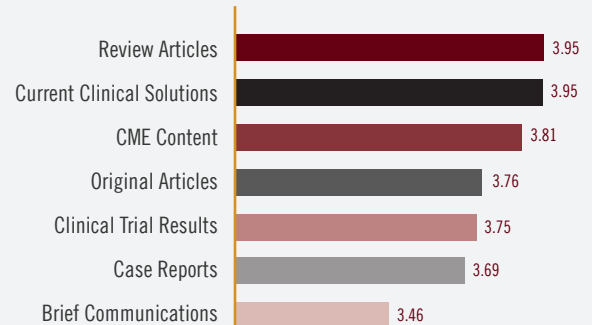
JDD READERS - TYPES OF PRACTICE*

- 85% Medical Derm
- 55% Aesthetic Derm
- 48% Surgical Derm
- 29% Pediatric Derm

JDD READERS - PRACTICE SETTING*

- 56% in Private Practice
- 17% in Group/Multi-Specialty Practice
- 11% in Training
- 9% in Academic
- 7% Retired and Other

MOST ATTRACTIVE FEATURES OF JDD*



WHICH OF THE FOLLOWING JOURNALS DO YOU READ MONTHLY?*



* JDD 2024 annual readership survey

GENERAL INFORMATION

JDD (JOURNAL OF DRUGS IN DERMATOLOGY) is the fastest-to-publish, content-rich journal specifically designed for dermatology professionals. Authored by physicians, produced by an award-winning editorial team, and offering customizable solutions, JDD delivers strong reach and value for your brand.

This full-color, peer-reviewed publication is indexed in MEDLINE®/PubMed® and features original research, reviews, case reports, and timely updates on the latest drugs, devices, and dermatologic techniques. Content is held to the highest standards through a rigorous, unbiased peer-review process led by an international board of over 160 leading experts. JDD's timely, trusted content drives strong readership and ensures optimal visibility for your advertising.

MEDIA DELIVERY

All media must be labeled with journal name, issue date, and advertiser's name. Agency name, agency contact, and phone number should also be included with media. Media delivery should be via email. Email a print-ready PDF to Jill Dawson at jill.dawson@sanovaworks.com. Color proofs should be sent to the Quad printer address listed on the following page. Advertising materials must be received by materials due date. If not received, penalty, deferment to later issue, or exclusion from issue may occur.

SUBMISSION REQUIREMENTS

FILE FORMAT

Please provide print-ready high-resolution PDF files. JDD prefers files to be PDF/X-1a or Press Quality.

- All files must be CMYK
- All files must be at least 300 dpi
- All fonts and graphics must be embedded into the file
- All files must be submitted with a bleed, and include crop marks

PROOFS

JDD cannot guarantee correct placement or color match unless provided with a color proof at 100% scale (Iris print/AGFA press match/Kodak® Approval Print).

- All proofs must be submitted with crop, registration, color bars, and center marks
- Revised proof must be supplied whenever a text or design change is made
- Proofs will only be kept through the month of initial publication

PUBLICATION STATISTICS

Editorial: Peer-reviewed, indexed on MEDLINE®/PubMed® since issue 1-1
Manuscript Rejection Rate: 86%
Acceptance to Publication: 2-6 months
Average Articles and Case Reports/Issue: 12-14
Average Advertising-to-Editorial Ratio: 19:89

ORGANIZATIONAL AFFILIATIONS

- ODAC Dermatology, Aesthetic & Surgical Conference
- Skin of Color Update (SOCU)
- Pigmentary Disorders Exchange Symposium
- Las Vegas Dermatology Seminar
- The Full Spectrum of Dermatology: A Diverse and Inclusive Atlas
- Derm In-Review
- Hair & Scalp Disorders: The Rx Pad and Beyond

JDD PRINT

Audience: US-based dermatology community, including dermatologists, dermatology residents and fellows, dermatology physician assistants, dermatology nurse practitioners, and others allied to the field
Qualified Circulation: 15,000*
Circulation Verification: Alliance for Audited Media

JDD DIGITAL

Audience: Global dermatology healthcare professionals
Total Distribution: 40,000+

ISSUANCE

Frequency: Published monthly, 12 times per year
Mailing Date: First Tuesday of the issue month

CLOSING DATES & MATERIALS DUE DATES†

ISSUE MONTH	CLOSING DATE	MATERIALS DUE
JANUARY	12/01/25	12/08/25
FEBRUARY	01/05/26	01/12/26
MARCH	02/02/26	02/09/26
APRIL	03/02/26	03/09/26
MAY	03/30/26	04/13/26
JUNE	05/04/26	05/11/26
JULY	06/01/26	06/08/26
AUGUST	07/06/26	07/13/26
SEPTEMBER	08/03/26	08/10/26
OCTOBER	08/31/26	09/14/26
NOVEMBER	10/05/26	10/12/26
DECEMBER	11/02/26	11/09/26

All space reservations must be confirmed in writing prior to closing date. Materials due 4pm ET.

For more information and pricing contact:

Mary A. Altamirano
 Client Relations Manager

Direct: 646.736.4328
mary.altamirano@sanovaworks.com

JDDonline.com

A product of
 sanovaworks

*Source Alliance for Audited Media June 2025 Publisher's Statement
 †Dates are subject to change.

AGENCY COMMISSION & TERMS

Agency Commission: 15% on all print ads

Payment Terms: Net 30 days from date of invoice (A finance charge of 1.5% per month will be applied to all past-due invoices). Agency commission is subject to withdrawal on accounts not paid within 90 days of invoice date. Agency is responsible for payment of all advertising ordered and content published. If payment is defaulted, JDD shall have the right to hold the advertiser and the advertising agency jointly liable for such monies due to JDD for contracted and published ad space.

MECHANICAL SPECIFICATIONS

ADVERTISING

PAGE SIZE	TRIM AREA	LIVE AREA	BLEED*
Full Page	8 1/4" x 10 7/8"	8" x 10 5/8"	8 1/2" x 11 1/8"
Spread	16 1/2" x 10 7/8"	16 1/4" x 10 5/8"	16 3/4" x 11 1/8"
1/2 Page Horizontal	7 1/4" x 5"	N/A	7 1/2" x 5 1/4"
1/2 Page Vertical	3 1/2" x 9"	N/A	3 3/4" x 9 1/4"

*place crop marks outside of bleed area

INSERTS, BELLY BANDS, & COVER TIPS

TYPE	TRIM AREA	LIVE AREA	BLEED	JOBS	BINDERY	STOCK	FULL RUN QUANTITY
Insert	8 1/4" x 10 7/8"	1/8" from trim area	1/8"	To head	Perfect	60# text minimum, 80# text maximum	16,200 [†]
Cover Tip	8 1/4" x 4"	1/8" from trim area	1/8"	N/A	N/A	100# [‡]	16,200 [†]

ADVERTISING RATES*

Rates are based on the total pages earned over 12 months.

B&W RATES

FREQUENCY	FULL-PAGE	HALF PAGE
1 x	\$3,850	\$2,600
6 x	\$3,700	\$2,500
12 x	\$3,600	\$2,350
24 x	\$3,500	\$2,175
48 x	\$3,300	\$2,000
60 x	\$3,200	\$1,950

FOUR-COLOR RATES

FREQUENCY	FULL-PAGE	HALF PAGE
1 x	\$5,700	\$4,400
6 x	\$5,550	\$4,350
12 x	\$5,450	\$4,375
24 x	\$5,250	\$4,050
48 x	\$5,050	\$3,850
60 x	\$4,900	\$3,600

PREMIUM POSITIONS

POSITION	ADDITIONAL
Cover 2	35% of the B&W Full-Page Rate
Cover 3	25% of B&W Full-Page Rate
Cover 4	50% of the B&W Full-Page Rate
Opposite Table of Contents	25% of the B&W Full-Page Rate
Opposite Editorial Board	25% of the B&W Full-Page Rate
Before First Article	10% of the B&W Full-Page Rate
Other Requested Positions	10% of the B&W Full-Page Rate

INSERT RATES

FREQUENCY	2 PAGE	4 PAGE	6 PAGE	8 PAGE
1 x	\$7,880	\$15,965	\$22,880	\$30,025
6 x	\$7,365	\$14,750	\$21,880	\$29,600
12 x	\$6,995	\$13,850	\$20,800	\$27,900
24 x	\$6,750	\$12,900	\$19,500	\$26,000
48 x	\$6,150	\$12,200	\$18,400	\$24,500
60 x	\$5,950	\$11,600	\$16,450	\$20,850

CUSTOM ADVERTISING

FREQUENCY	COVER TIP	BLOW-IN CARD, BUSINESS REPLY MAILER, AND EDUCATIONAL LEAVE-BEHIND
1 x	Contact Sales	+\$1,900 of the 1x Insertion Rate
6 x	Contact Sales	+\$1,500 of the 1x Insertion Rate
12 x	Contact Sales	+\$1,300 of the 1x Insertion Rate

*Rates are subject to change.

†Please call to confirm insert quantity before each issue.

‡No option of minimum/maximum stocks.

Inquiries, Insertion Orders, and Run-of-Book
Advertising Material Shipping Instructions:

Mary A. Altamirano
Client Relations Manager
Direct: 646.736.4328
mary.altamirano@sanovaworks.com

Proofs, Inserts, and Outserts:

Quad
attn: Tony Lechner/JDD Journal and Issue Date
N61 W23044 Harry's Way
Sussex, WI 53089-3995
phone 920.269.5694

Capture JDD print readers attention with targeted, measured and customized print advertising options.

CUSTOM PRINT ADVERTISING

Insert rates starting at \$7,305/1x to \$4,490/60x

Cover Tips, Outserts, Cover Wraps, Belly Bands
price upon request

BONUS DISTRIBUTION

ODAC

ODAC Dermatology, Aesthetic & Surgical Conference (ODAC)

January 16–19, 2026



Pigmentary Disorders Exchange Seminar

June 6–7, 2026

Las Vegas Dermatology Seminar®

Las Vegas Dermatology Seminar

September 17–20 2026



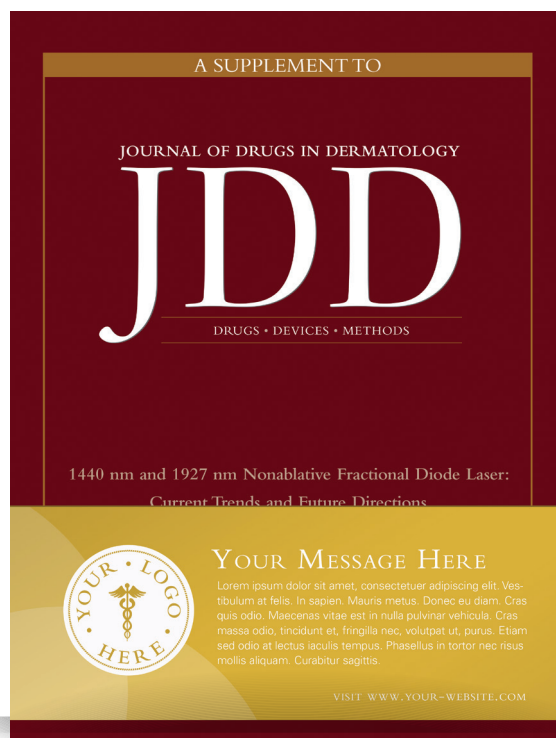
Skin of Color Update 2024

October 9–11, 2026

LIST SEGMENTATION AND TARGETED REACH

JDD offers a variety of list segmentation and targeting capabilities to suit your needs.

- Segment by professional category, region, NPI, etc.
- Request a list match against the JDD print or digital database using authenticated NPIs



MORE INFO

For more information on custom print advertising and list segmentation contact:

JDD SALES TEAM

email sales@jddonline.com



JDD SPONSORED SUPPLEMENTS

JDD supplements undergo the same rigorous peer-review process as the journal, offering a platform for in-depth, focused exploration of key dermatologic topics that may not always be possible in format of the regular journal. Our commitment to quality ensures each supplement delivers meaningful impact and broad reach—including among members of global dermatology societies.

We support sponsors at every step of the process to ensure a seamless experience and successful publication. JDD supplements allow for the **dissemination of high-quality, evidence-based research in a respected, MEDLINE®/PubMed®-indexed journal**—through an unbiased, balanced peer-review process that maintains our editorial integrity.

Supplement benefits include:

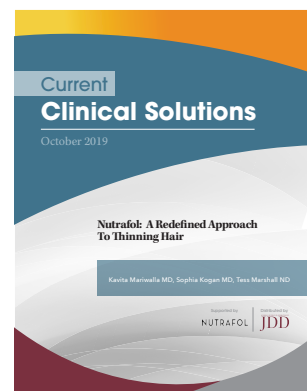
- Direct method to disseminate your research in a prestigious, well-respected publication
- Print distribution to the full JDD circulation
- Global electronic distribution via eJDD and featured in JDD eNewsletters
- A turnkey awareness campaign ahead of print and digital release
- Hosted on JDDonline.com in the Supplement Library
- Opportunity for conference dissemination for maximum exposure



INSERTS

CURRENT CLINICAL SOLUTIONS (CCS) is a strategic editorial tipped into the Journal of Drugs in Dermatology (JDD). Designed to support clinical decision-making, patient communication, and everyday practice, CCS delivers concise, relevant content tailored to dermatologists and allied health professionals. Each CCS piece is also available online at **JDDonline.com** for extended reach.

In today's information-heavy environment, CCS cuts through the noise—distilling key clinical insights into an easy-to-read format that helps practitioners stay informed and current in the fast-evolving field of dermatology.



PRINT AND
ELECTRONIC
AVAILABLE

- **TIMELINE:** JDD provides full turn-key service to deliver a supplement in 90 days
- **ACKNOWLEDGMENT:** A statement of support, with the option to include your logo, may appear in the supplement, along with the supplement's advertisement in the print and digital edition of JDD
- **SCIENTIFIC CREDIBILITY:** Content is archived on the JDDonline Supplement Library, and MEDLINE®/PubMed®



VIDEO ABSTRACTS

Video amplifies your reach to dermatology HCPs, media, and other industry professionals; it offers an additional opportunity to **increase article reads and click-throughs**.

- Article author, KOL, or future leader speaks to their research and findings
- Hosted on JDDonline next to published article
- Featured in one monthly eNewsletter, Video Abstract landing page, and on each JDD social platform
- 30-day metrics report on video pageviews
- **\$10,400** investment



JDD'S UNLOCKED ACCESS

JDD's Unlocked Access maximizes reach—making your article instantly available to anyone, anywhere. No login barriers. Just one click to gain access to the article's full HTML, download the PDF, and share—plus a direct link from PubMed for extended visibility.

CUSTOM OPTIONS

- Combine your unlocked access articles into a collection with a unique URL and landing page
- Combine your unlocked access article into an eCompilation to showcase your scientific articles in one digital collection with custom cover, landing page, and unique URL
- Customizable traffic driver package available

ADDED VALUE - UNLOCKED ACCESS

- Articles are shared through various social media channels which promotes them to 39,600+ followers, collectively



REPRINTS

JDD reprints are high-quality original reproduction of JDD articles. Individual article reprints are available for purchase.

CUSTOM OPTIONS

- Production with or without a custom full-color Journal cover
- Bundling of several articles into a custom collection, bound together with a custom full-color Journal cover



REACH RESIDENTS & EARLY CAREER COMMUNITY

Get visibility among the next generation of dermatology practitioners; distribute your paper to the resident and early career derm community through *Next Steps in Derm*.

- Blog post
- Promotion package
- **\$5,000** investment



ePRINTS

ePRINTS are delivered as a link to the full online article, featuring an interactive, page-flip viewing experience. Access can be purchased for a defined duration, based on your needs.

CUSTOM OPTIONS

- Active links to other areas of your website
- Add a custom cover
- Add your advertisement company brand/logo
- Ability to embed video (at an additional fee)

MORE INFO

For more information on content repurposing opportunities, contact:

Mary A. Altamirano
Client Relations Manager

Direct: 646.736.4328

mary.altamirano@sanovaworks.com



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

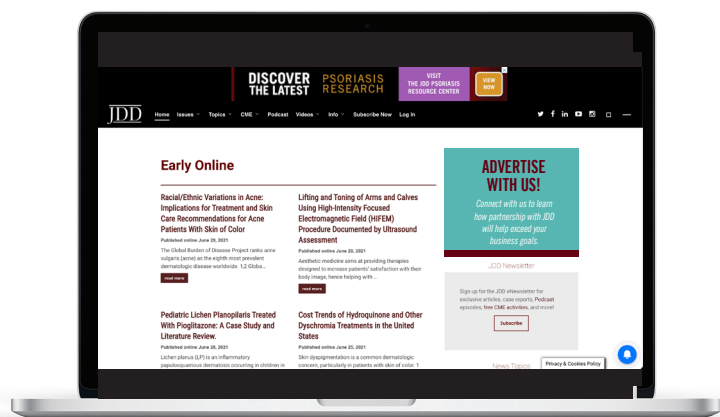
TYPE	DESKTOP	MOBILE
Medium Rectangle	300 x 250	300 x 250
Top Leaderboard	728 x 90	320 x 50

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

tdunlap@webmd.net



JDD PODCASTS

The JDD podcast is a consistent source of timely scientific information available to the entire derm community. The podcast promotes discussion about current dermatology treatments, clinical observations, and breakthroughs that educate, stimulate, and inspire. Released monthly, each episode features an interview with, and practical pearls from, the principal investigator of a high-profile JDD manuscript in a convenient audio format.

Hosted by Adam Friedman, MD, FAAD

HOW TO LISTEN



Apple Podcasts



Spotify

JDDOnline

JDDonline.com/dermatologypodcast

SAMPLE AGENDA

- Intro voice over & music
- Moderator's welcome
- Podcast summary of need, educational objectives, disclosures, and acknowledgment of funding by sponsor
- Introduction of interviewee/discussant
- Discussion between two recognized specialists and critical take-aways to be immediately applied to clinical practice
- Summary, conclusions, and suggestions for future self-study



JDD PODCAST REACH

- An email announcement reaches **40,000** members of the dermatology community to promote new episodes with **27%+** open rate
- **120+** listens per episode in the first month
- **500** listens per episode in the first year

WAYS TO LEVERAGE

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 banner ad impressions per month
- ~1,500 audio ad impressions per episode

Sponsor a Medical or Aesthetic Bonus Episode

- Starting at \$20,500 per episode
- 30-minutes audio podcast on the topic of choice*
- A scripted voice-over feature during podcast pre-roll, mid-roll, or outro acknowledging your support
- A surround-sound awareness campaign each month to boost your reach
- 120+ listens in the first month, 500 listens in the first year
- 100,000+ monthly impressions of exclusive exposure during the monthly marketing campaigns, as well as podcast awareness campaign
- Monthly print and email marketing promotions

MORE INFO

For more information on JDD podcast opportunities, contact:

CUSTOM CONTENT AND MULTIMEDIA PACKAGES

LUZ FIGUEROA

Publisher

cell 917.374.5914 | phone 646.736.4338

luz.figueroa@jddonline.com

*Topic subject to host approval

WEBINARS CONNECT DERMATOLOGY PROFESSIONALS

in real time via open forum discussions, live polls, and question submissions. Stream your webinar or video lecture live or on-demand through JDDonline.



WEBINAR BENEFITS

- Sponsorship, company and/or product awareness
- JDD blog post
- Social media
- Email blast
- Customized registration page
- Audience generation



WEBINAR ELEMENTS PROVIDED BY JDD

- Secure virtual learning platform
- Coordination, logistics and project management
- Surround sound marketing and audience generation
- Hosted on demand in the JDDonline Multimedia Library

WEBINAR RATE

Rates start at **\$28,500**



WEBINAR REACH

50 to 100+
dermatology
healthcare
providers per
webinar

17,137
Webinar
attendees
in past
12 months

25,337
Webinar
registrants
in past
12 months

4,884
Webinar
Impressions
Post-Live/
6 months

902
Average
attendance per
webinar, based on
aggregate SW
webinars in past
12 months

1,334
Average
registration per
webinar, based on
aggregate
SW webinars
in past 12 months

50.84m
Average attendee
stay duration,
based on
aggregate SW
webinars in past
12 months



THE JDD GRADUATING DERMATOLOGISTS WELCOME KIT

What would it mean to put your brand directly into the hands of tomorrow's dermatology leaders—right as they begin treating patients?

In today's crowded digital landscape, it's more critical than ever to create memorable, physical brand moments with new dermatologists.

- **Partner with us through the JDD Graduating Dermatologists Welcome Kit**, mailed every November. This tactile experience cuts through digital noise by delivering actual samples or printed product materials that new dermatologists can hold, explore, and remember.
- Think of it as the difference between **tasting a box of chocolates** versus just seeing one online—real impact, real engagement.
- At **\$12,800 per kit**, this campaign offers incredible value: approximately **145,000 impressions**, reaching new dermatologists at **just \$42.65 per recipient**.
- Participation includes **one-time access** to this exclusive, third-party bonded mailing list—allowing you to follow up with further materials at **no additional access fee**.

JDD DIRECT MAIL REACH

- JDD Welcome Kit mailed to ~**300** graduating dermatology residents each year
- Target **15,000** records with authenticated NPIs through our AAM-audited circulation



MORE INFO

For more information on advertising and sponsorship opportunities, contact:

JDD SALES TEAM

email: sales@jddonline.com

QUICK FACTS



Print Circulation

15,000

Average Monthly Pageviews

200,000

Average Monthly Users

90,000

Average Monthly Microsite Impressions

5,000Digital Circulation/Opt-in
Email Subscribers**40,000**

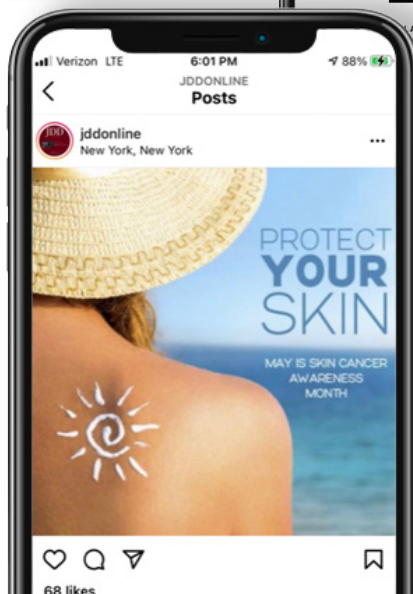
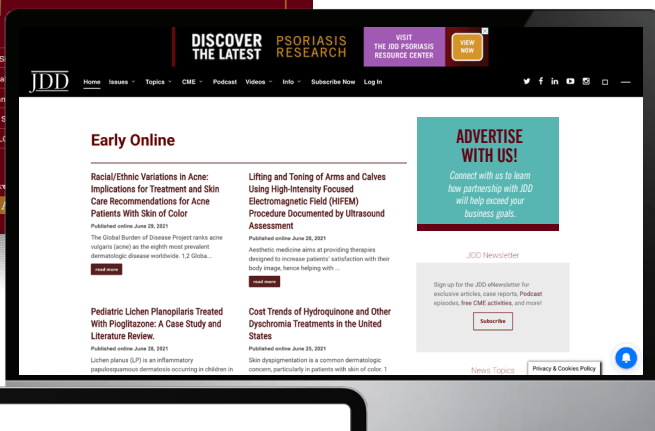
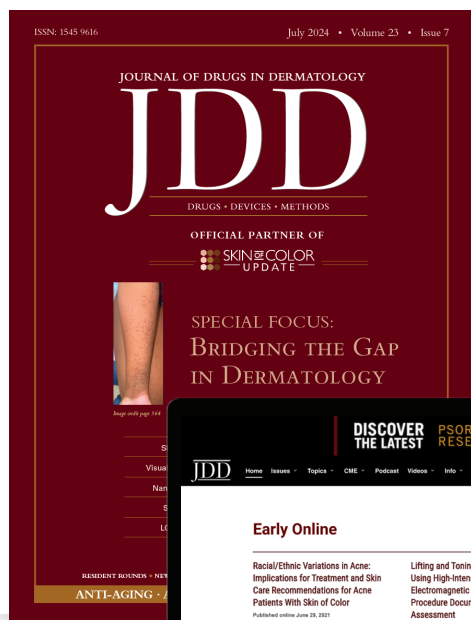
Social Followers

39,600+

Podcast Listens

110,000+Webinar Registrant
to Attendee Conversion**68% AVERAGE**

Video Abstract First 30-Day Views

500

ISSUE	SPECIAL FOCUS	SUBTOPICS	CLOSING DATE & MATERIALS DUE
JANUARY	Aesthetic Treatments Bonus Distribution Opportunity and Official Partner of: ODAC	Content features latest advances for scar treatments, update on lasers and light therapies, and current articles on fillers and injectables	Closing Date: 12/01/25 Materials Due: 12/08/25
FEBRUARY	Bonus Distribution Opportunity at AAD Trending Topics	Content features current research on eczema and psoriasis, clinical advances, and light therapies and treatments	Closing Date: 01/05/26 Materials Due: 01/12/26
MARCH	Bonus Distribution Opportunity at AAD Trending Topics	Content features clinical advances in acne treatment, alopecia, practice management, pruritus, hair and nails, psoriasis, eczema, and fungal infections	Closing Date: 02/02/26 Materials Due: 02/09/26
APRIL	Immunodermatology National Rosacea Awareness Month	Content features hidradenitis suppurativa, atopic and contact dermatitis, psoriasis, vitiligo, urticaria, lupus erythematosus, and blistering skin diseases	Closing Date: 03/02/26 Materials Due: 03/09/26
MAY	Skin Health National Melanoma Awareness Month Bonus Distribution Opportunity and Official Partner of:  PIGMENTARY DISORDERS EXCHANGE SYMPOSIUM	Content features fungal infections, dermatologic wounds, update on new topical advances, Mohs surgery, anti-aging, skin protection, and melasma	Closing Date: 03/30/26 Materials Due: 04/13/26
JUNE	Acne and Rosacea National Acne Awareness Month	Content features light and phototherapy, tattoo removal, atopic dermatitis, and pediatrics	Closing Date: 05/04/26 Materials Due: 05/11/26
JULY	Skin of Color: Bridging the Gap in Dermatology Bonus Distribution Opportunity and Official Partner of:  SKIN OF COLOR UPDATE	Content features light and phototherapy, skin of color, women's health, LGBTQI+, economically challenged, pediatrics, and age management medicine	Closing Date: 06/01/26 Materials Due: 06/08/26
AUGUST	Psoriasis and Other Inflammatory Conditions National Psoriasis Awareness Month Bonus Distribution Opportunity and Official Partner of: Las Vegas Dermatology Seminar	Content features on current articles on laser and light therapies, topical therapies, acne, rosacea, and combination therapies	Closing Date: 07/06/26 Materials Due: 07/13/26
SEPTEMBER	Dermatological Advancements Bonus Distribution Opportunity and Official Partner of:  SKIN OF COLOR UPDATE	Content features updates on dermatologic surgery, wound care, and updates on anesthesia	Closing Date: 08/03/26 Materials Due: 08/10/26
OCTOBER	Atopic Dermatitis National Eczema Awareness Month	Content features anti-pruritic agents, psoriasis, cosmetic dermatology, fillers and injectables	Closing Date: 08/31/26 Materials Due: 09/14/26
NOVEMBER	Trending Topics	Content features skin of color, pigmentary disorders, skin cancer, inflammatory conditions, hair, nails, and practice management	Closing Date: 10/05/26 Materials Due: 10/12/26
DECEMBER	Trending Topics Bonus Distribution Opportunity and Official Partner of: ODAC	Content features lasers and light therapies, practice management, cosmetics, inflammatory conditions, and skin of color	Closing Date: 11/02/26 Materials Due: 11/09/26

Inquiries and Insertion Orders:

JDD Sales Team

email sales@jddonline.com

Supplement, Subscription, and Educational Opportunities:

Luz Figueroa

Publisher

cell 917.374.5914 | phone 646.736.4338 | fax 949.760.0522

luz.figueroa@jddonline.com

JDDonline.com

A product of
 **sanovaworks**

THE FULL SPECTRUM OF
DERMATOLOGY
A **Diverse** and **Inclusive** Atlas

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DERM ATLAS IMAGES TO UPDATE YOUR
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