

The official journal of the Society of Dermatology Physician Assistants



EXTEND YOUR REACH with JDPA

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 JDPA 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 JDPA 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).

2020 Print Advertising

Effective January 1, 2020

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

Run-of-Book, B&W**

Full Page	\$1,750	<p>*All rates are net/non commissionable.</p> <p>**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 2nd and 3rd color, respectively.</p>
2/3 Page	\$1,415	
1/2 Page	\$1,260	
1/3 Page	\$1,000	

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 2020 in effect through December 31, 2020.

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.

Cover Tips, Outserts, & Supplements

Please contact publisher for more details.

Email: jdpa@dermpa.org



Issuance & Market

Issuance: JDPA/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 JDPA on an annual basis. Member names and addresses are maintained by the SDPA.

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

Circulation

3,921*

*According to January 2020 SDPA Membership statistics on file. Number subject to change on monthly basis.

Mechanical Specifications

	Width	Height
Full Page	6.75in	9.75in
Full Page Bleed	8in	11in
2/3 Page Vertical	4.43in	9.75in
1/2 Page Vertical	3.25in	9.75in
1/2 Page Horizontal	6.75in	4.75in
1/3 Page Vertical	2.125in	9.75in
1/3 Page Horizontal	3.25in	6.75in
1/4 Page	3.25in	4.75in
Trim Size	7.75in	10.75in
Spread Bleed	15.75in	11in
Spread Trim	15.5in	10.75in

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

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.

Specifications & Closing Dates

Effective January 1, 2020

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 JDDPA'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 JDDPA 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. 

2020 Issue Closing Dates

Issue	Reservations	Materials Due
Winter (Jan–March)	11/09/2020	12/1/2020
Spring (April–June)	2/10/2020	3/02/2020
Summer (July–Sept)	5/11/2020	6/01/2020
Fall (Oct–Dec)	8/10/2020	9/01/2020