

**2008**  
Classified  
Ad Rates

Issued: October 2007

## Editorial Niche

## Classified Print Advertising Rates



## Issuance & Closing Dates

## Bonus Distributions\*

\* Subject to change

## Print Specifications

### For more information:

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# cutis®

[www.cutis.com](http://www.cutis.com)

Cutis presents original, clinical editorial that is peer-reviewed and referenced in INDEX MEDICUS. Articles published in Cutis focus on the clinical aspects of dermatology and present a practical approach to the diagnosis and treatment of dermatologic diseases. Cutis is circulated to physicians actively involved in dermatologic practice and, therefore, extends itself not only to dermatology specialists but to the generalist as well. Articles published in Cutis cover topics such as acne, psoriasis, melanoma, skin cancer, pediatric dermatology, dermatopathology, contact dermatitis, dry skin and cosmetic dermatology. Established in January 1995. Total Circulation: 34,472\*

\*Source: BPA, January 2007

## Gross Classified Rates

### Column Inch Ads

Column Inch

1 time

\$160

### New Frequency Packages

Place 2 ads, get the third for 30% off  
Place 4 ads, get the fifth one for free

### Classified Display Ads\*\*†

Size	1 time	Size	1 time
1/12	\$445	1/6	\$820
1/4	\$1,315	1/3	\$1,955
1/2	\$2,520	2/3	\$3,045
Full	\$3,945		

\*\*All display ads except the column inch size and product/service ads include an online job listing on careers.cutis.com, explorehealthcareers.org and a job alert.

† Recognized advertising agencies, providing camera-ready materials as specified, receive 15% commission on gross billing, paid within 30 days. Agency discount will not apply to line ads. Pubset ads and production charges are non-commissionable.

### Classified Headings

No special headings permitted. When no heading is requested, we will use our own judgment in classifying an ad.

Faculty Positions, Locum Tenens, Medical Meetings, Medical Services, Miscellaneous, Positions Available, Positions Wanted, Books/Supplies, Computer/Software, Medical Education, Medical Equipment/Supplies, Real Estate

Frequency: 12 issues a year | Copy changes/cancellations must be received **on or before** closing date of the scheduled issue(s).

Issue	Closing Date	Issue	Closing Date	Issue	Closing Date
Jan.	Dec. 5, 2007	May	April 4, 2008	Sept.	Aug. 5, 2008
Feb.	Jan. 4, 2008	June	May 5, 2008	Oct.	Sept. 5, 2008
March	Feb. 5, 2008	July	June 5, 2008	Nov.	Oct. 3, 2008
April	March 5, 2008	Aug.	July 3, 2008	Dec.	Nov. 5, 2008

January:

AAD 66<sup>th</sup> Annual Meeting; San Antonio, TX; Feb 1-5, 2008

July:

AAD Summer Meeting; Chicago, IL; July 30-Aug. 3, 2008

Size	Width	Height	Size	Width	Height
Col. Inch	2.25"	X	1"	9.875"	X
1/12	2.25"	X	2"	3.5"	X
1/6V	2.25"	X	4.25"	4.72"	X
1/6H	4.72"	X	2"	7.2"	X
1/4H	3.5"	X	4.25"	8.125"	X
1/3H	4.72"	X	4.25"	7.875"	X
1/3V	2.25"	X	9"	7.375"	X

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Or go directly to <http://www.valleyforgepress.com/terms.html>