



2018 Rates and Data

The Chronicle of Skin & Allergy



Advertising sales, production, contracts, insertion orders

P Toronto: 416.916.CHRO (2476); Toll-free North America: 866.63.CHRON (24766);

F 416.352.6199 health@chronicle.org

Black and White Rates	1x	3x	6x	12x	24x	ePI charge ¹
Tabloid page	\$2,880	\$2,800	\$2,780	\$2,650	\$2,540	\$1,235
Double page spread	\$5,770	\$5,610	\$5,480	\$5,280	\$5,070	\$2,465
Journal pg /Half pg tabloid	\$2,430	\$2,290	\$2,280	\$2,160	\$2,100	\$1,020
1/2 journal page ²	\$1,690	\$1,630	\$1,610	\$1,420	\$1,360	\$ 660

Additional standard color: **\$700** **Four-color process: \$1,595**

¹Chronicle Companies encourages the use of Prescribing Information in print format, and offers subsidized rates for print PI. Contact us for information. "Fair balance" or ePI charges are calculated at 50% of the 24x B&W rate

²Chronicle Companies welcomes fractional advertising space. Polybag and inserts are available. Please contact your Advertising Representative for rates and additional information.

Established in 1995, The Chronicle of Skin & Allergy is a scientific newspaper providing news and information on practical therapeutics and clinical progress in dermatologic medicine. The editorial staff covers a wide range of congresses and educational events in North America and worldwide as determined by the Editorial Board, which is comprised of senior practicing specialists and researchers.

Frequency, issuance, closing dates

Published eight times per year, issued in February, March, April, June, August, September, October, and December. Mailed Flat.

Circulation

The Chronicle of Skin & Allergy serves a national audience of medical professionals treating skin disease and related conditions. Total circulation provided through the databases of Chronicle Information Resources, Ltd.....**6,805**

consisting of

Dermatologists and residents	663
Plastic Surgeons and residents.....	487
Internal Medicine, Allergy, and Immunology and residents	189
GP/FM*.....	5,466

* Highest prescribers in the following therapeutic categories: Antivirals, Acne Therapy, Scabicides, Psoriasis Therapy, Antifungals, etc.

Issue	Editorial Focus	Space Closing	Material Closing
February	2018 Forecast/OTC Product Review, IL Inhibitors	January 5	January 22
March	Rosacea/Basal Cell Carcinoma/AK/What's New in Devices	February 9	February 23
April	Melanoma Prevention/CDA review/Psoriasis Update	March 9	March 23
June*	Cosmetic Dermatology/Hidradenitis Suppurativa (HS)	May 7	May 21
August	Eczema/Atopic Dermatitis	July 6	July 20
September**	Acne Therapy/Pediatric Dermatology/Wound Care	August 13	August 27
October	What's New in Psoriasis Therapy/Information Technology	September 7	September 24
December	Dermatology: The Therapeutic Year in Review	October 26	November 9

* Bonus Circulation: CDA Annual Meeting

** Bonus Circulation: Dermatology Update

Preferred position premiums

Back Cover: 4 color only. \$5,900 includes space, color, and premium position charges.

IFC or Page 3: 4 color only. \$4,825 includes space, color, and premium position charges.

Centerspread and IBC: 25% premium on space charges. Non-cancellable on yearly contract only.

Inserts: Accepted subject to publisher's right of approval on inserts of unusual or nonconforming design. Billings based on earned B&W page rates. Quantity required: 7,200. Inserts printed in the United States must carry "Printed in USA" designation. Contact publisher for stock requirements and shipping specifications.

Paper Stock: Covers: 70 pound coated. Inside pages: no less than 60 pound coated. Type of Binding: Saddle Stitched. Printing Process: Sheet-fed offset.

Terms and conditions

Advertising Acceptance of Prescribed Pharmaceutical Products: All advertising subject to approval of PAAB.

Advertising Acceptance of Non-Professional Products or Services: All advertising subject to editorial approval.

Editorial to Advertising Ratio: 52:48

Agency Commission: 15% to recognized agencies. Cash Discount: 2%, 10 days. Terms: Net 30 days.

Earned Rates: Frequency discounts earned on THE CHRONICLE OF SKIN & ALLERGY may be accumulated and applied to *The Chronicle of Cosmetic Medicine + Surgery*, *The Chronicle of Neurology + Psychiatry*, *Pediatric Chronicle* and vice versa. Rates based on number of insertions used within one year, regardless of size. Space purchased by a parent company and subsidiaries may be combined for accounting of earned rates.

Reproduction Requirements

See Magazine Advertising Canadian Specifications guidelines. Disposition of materials: Material held for 12 months from date of receipt and then destroyed.

Halftone screen: 133.

Digital advertising requirements: Preferred file format is PDF/X-1a in CMYK format at 300 dpi, with a Magazine Advertising Canada-standard proof for each ad submitted. Electronic material should be submitted on a Windows-formatted CD-ROM. Chronicle does not guarantee accurate reproduction of ads supplied in non-preferred

file formats. All high-resolution images and fonts must be included. Production charges will be billed at current rates for alterations to material, or for material not prepared according to specifications. Chronicle accepts no risks associated with digital file manipulation or alteration on behalf of clients. Film output, if required, will be billed at market rates.

Mechanical specifications

Non-Bleed Ad Unit Sizes (Width x height in inches)

Tabloid DPS21 x 15
Tabloid page10 x 15
Journal DPS16-3/4 x 11-1/4
Journal page7-15/16 x 11-1/4
Journal 2/3 page vertical4-3/4 x 11-1/4
Tabloid 1/2 page vertical4-3/4 x 15
Journal 1/2 horizontal7-7/16 x 4-13/16
Journal 1/2 vertical3-1/2 x 11-1/4
Journal 1/3 vertical2-1/8 x 11-1/4
Banner10 x 2

Bleed Ad Unit Sizes (Width x height in inches)

Tabloid DPS22-1/2 x 16-1/2
Tabloid page11-1/2 x 16-1/2
Journal page DPS16-15/16 x 11-13/16
Journal page8-7/16 x 11-13/16

(bleeds on page bottom and left or right edge)

Publication Trim Size: 11 x 16

Miscellaneous

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustration) of advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards, even if published previously.

Short Rates and Rebates: Advertisers will be short rated if, within a 12 month period from the date of the first insertion, they do not use the number of insertions upon which their billings will have been based. Advertisers will be rebated if, within a 12 month period from the date of their first insertion, they have used sufficient additional insertions to warrant a lower rate than that which they have been billed.

Value Assurance: *Your Account Manager will provide details of how you may qualify for additional saving using Chronicle advertising policy programs.*



Chronicle journals in print

The Chronicle of Skin & Allergy
The Chronicle of Cosmetic Medicine + Surgery
The Chronicle of Neurology + Psychiatry
Pediatric Chronicle

Chronicle digital communities

www.derm.city
SkinDAILY



Chronicle live events

Skin Spectrum Summit
(Toronto, Montreal, Vancouver)

Chronicle business-to-business media

The Chronicle of Healthcare Marketing
National Pharmaceutical Congress