

JDNA

JOURNAL OF THE
DERMATOLOGY
NURSES' ASSOCIATION

The Official Publication of the

dna
Dermatology Nurses' Association

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Learn more about our

R.E.A.L. advertising solutions at

LWW.com/advertising

2013

Media Facts



Wolters Kluwer | Lippincott Williams & Wilkins
Health

Quality Content & Reach

Committed to quality care through sharing knowledge and expertise



Content Focus

JDNA publishes the latest news, research, and clinical content affecting the field of dermatology nursing. Topics covered include cosmetics, medical dermatology, surgical dermatology, cutaneous oncology, and health care policy and advocacy. Continuing education articles/credits are offered in each issue.

Dermatology Nurses' Association

JDNA is the official publication of the Dermatology Nurses' Association (DNA). DNA is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. The core purpose of the DNA is to promote excellence in dermatologic care.

Editor-in-Chief

Angela Borger, DNP, FNP, DNC

Senior Publisher

Kathleen M. Phelan

Established

2009

Issuance

Bimonthly. 6 issues per year. Mails, posts on website and the App Store every other month.

Journal Platforms

- **Total Access (Electronic + Print): 3,183**
- **JDNA Print Journal**
Print Circulation: 3,183 (12 month average, May 2012)
Bonus Distribution:
 - **January/February Issue:**
 - American Academy of Dermatology Meeting, March 1-5, Miami Beach, FL
 - 31st Annual DNA Convention, April 4-7, New Orleans, LA
 - **September/October Issue:**
 - Clinical Symposium on Advances in Skin & Wound Care, October 24-27, Orlando, FL
 - American Society of Plastic Surgical Nurses, October 11-14, San Diego, CA

Contact your Sales Specialist for a complete listing.

• JDNA for the iPad®

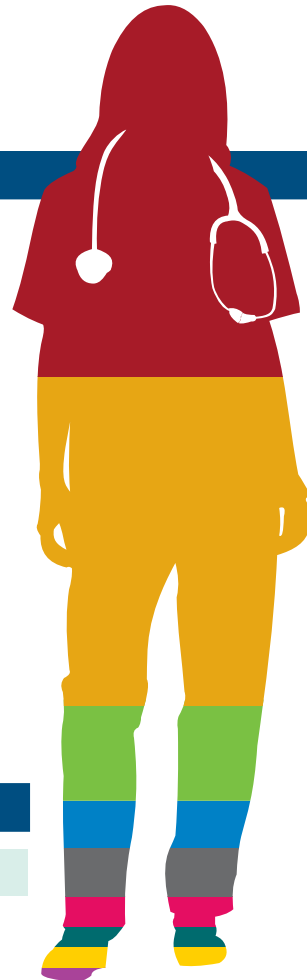
Launching December, 2012

Each issue of JDNA for the iPad® is available to subscribers for download. Issues contain full content, embedded videos, links to supplemental data and more.

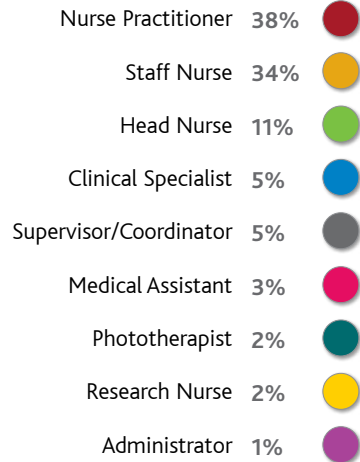
• JDNAOnline.com

All subscribers have unlimited access via online activation to full archives, advanced search, supplemental multi-media content, user tools and editorial/expert opinions.

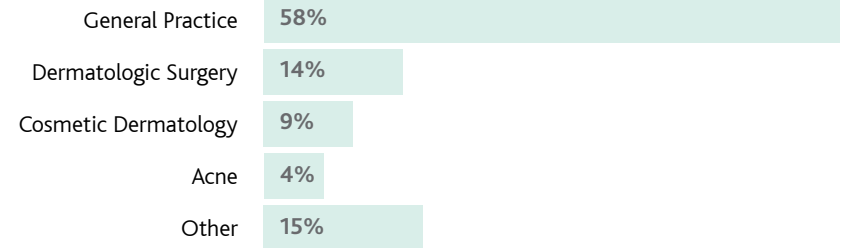
Audience Profile & Engagement



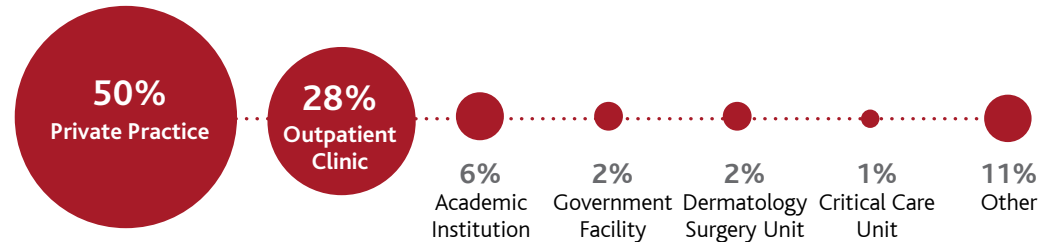
Position*



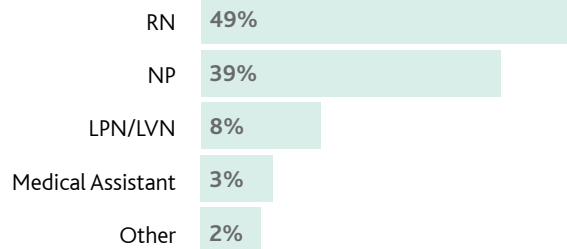
Clinical Specialty*



Practice Setting*



Professional Status*



JDNA Print and iPad® Journal

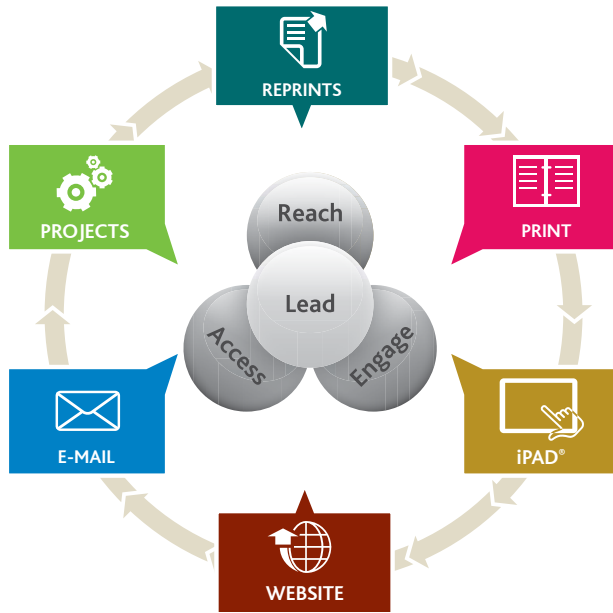
- 3,183 Total Readers
- Digital page views have **increased between 30%-70%** per journal with the iPad® edition**
- iPad® issue advertising views last **over 30 seconds per ad, per issue****
- For journal-specific iPad® engagement proof points, please contact your Sales Specialist

* Source: DNA Member Survey, September 2011

**Source: Adobe Digital Marketing Suite powered by Omniture

360° R.E.A.L. Advertising Solutions

Run of Journal Print + iPad®



Learn more at LWW.com/advertising

Complete Market Reach

All advertisers have access to both print and app journal issues to ensure total reach to all readers regardless of platform preference.

Engage Readers with Multi-Media Ads

Connect with readers like never before! App advertising offers the opportunity to embed video and multi-media into your product advertising.

Full Page Ads

Ad units are equivalent to print ad units with enabled website linking and multi-media. Separate creative files are required for print and iPad® app ads.

Website Interactivity

- 3 hyperlinks per ad unit
- LWW will apply links per instruction

Multi-Media Interaction

Embed multi-media assets, including:

- KOL Video
- MOA or 3D Animation
- Product Demonstrations
- Comparative Data Table and Images
- Symposia Presentations

App-Only Band Advertising

Maximize product branding with exclusive app-only band opportunities. All band options include the following:

- Positioned across the middle of the page for maximum impact
- Visible close button
- Reappears with each page view
- Prescribing information and/or ISI positioning and hyperlinks available

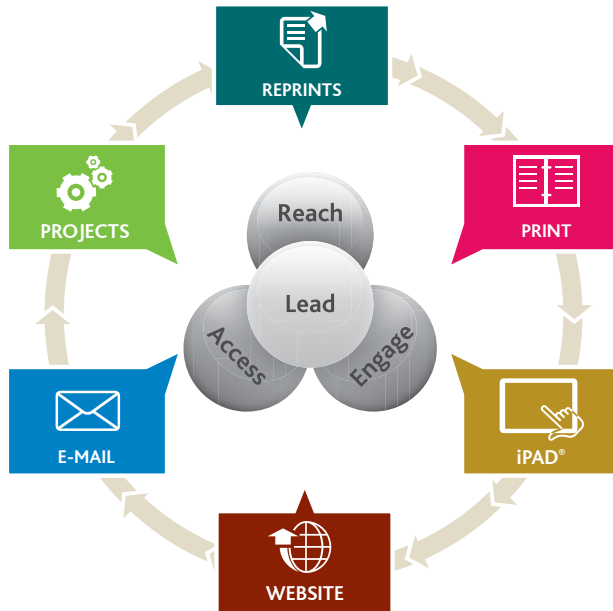


Over
55%

Over 55% of nurses own an iPad® or plan to purchase one in the next year.

Source: LWW 2012 US Nursing Mobile Study

Run of Journal Print + iPad® Rates



Learn more at LWW.com/advertising

[Click Here for Print + iPad® Specifications](#)

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Production Associate

Simon Dickey

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Frequency	Full Page Color	Full Page B/W (PI)	2/3 Page Color	2/3 Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1x	\$3,715	\$2,140	\$3,290	\$1,715	\$3,070	\$1,495
3x	\$3,625	\$2,050	\$3,215	\$1,640	\$3,015	\$1,440
6x	\$3,520	\$1,945	\$2,985	\$1,410	\$2,940	\$1,365
12x	\$3,310	\$1,735	\$2,970	\$1,395	\$2,790	\$1,215
24x	\$3,195	\$1,620	\$2,870	\$1,295	\$2,705	\$1,130

Page rates apply to inclusion in print and iPad® issues.

Cover and Preferred Position Rates

Cover 2: 50% over earned B/W (PI) page rate.

Cover 3: 25% over earned B/W (PI) page rate.

Cover 4: 35% over earned B/W (PI) page rate.

TOC, Masthead or other preferred positions:

25% over earned B/W (PI) page rate.

iPad® Band Rates

Cover Band: \$4,600

TOC Band: \$3,700

iPad® Digital Upgrades

Video Embedding Fee: \$250

HTML 5 Ad Page Quotes: Total page equivalency to be determined with preview. Contact your Sales Specialist.

Inserts

2-page insert: 2x earned B/W (PI) page rate.

4-page insert: 4x earned B/W (PI) page rate.

Larger units, gatefolds, and BRCs:

Contact your Sales Specialist.

Inserts contribute toward frequency discounts.

All Access Recruiting

LWW All Access Bundle is the ideal multi-media mix to harness the power of dermatology nurse subscribers.

- Every journal subscriber has access to print, iPad® and website content
- Ads appear across multiple platforms for maximum exposure at one inclusive price
- Page rates apply to inclusion in print and iPad® issues and a NursingJobsPlus 30-day Standard Specialty Job Posting or a 30-day listing on NursingCenter.com's Education Center

Incentives

• Corporate Loyalty Program

LWW is pleased to offer a corporate loyalty program based on prior year total ad spend with LWW journals. Discount structure and spending levels are as follows:

Prior Year Spending	Level Discount
\$500,000	0.5%
\$1,000,000	1.5%
\$1,500,000	2.5%
\$2,000,000 +	Contact Michelle Smith

Discount is guaranteed for the calendar year and will be deducted from the gross for each invoice.

• Corporate Growth Program

NEW Growth Discount: For details about our product growth incentive, please contact [Michelle Smith](#).

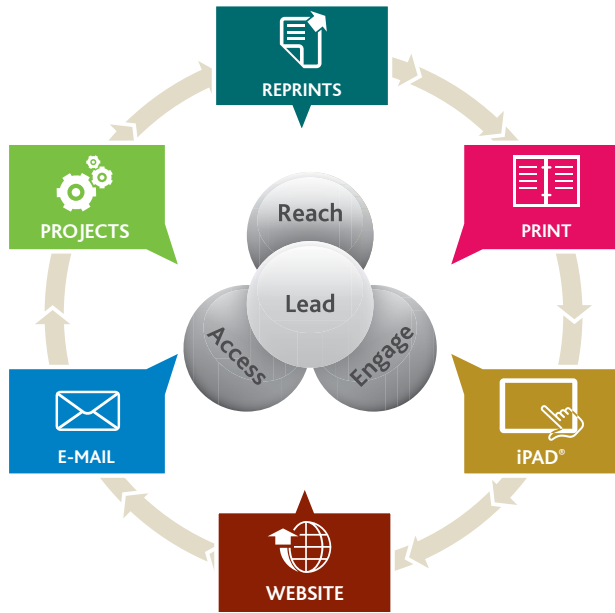
• Agency Commission

15% to recognized agencies.

For additional incentive details, contact [Michelle Smith](#).

For a complete list of rate cards and special offers, please visit lwwratecards.com

Website



Learn more at LWW.com/advertising

Online Ad Coordinator

Julie Ivers

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julie.ivers@wolterskluwer.com

JDNAOnline.com

Dermatology nurses and nurse practitioners rely on this trusted online resource to provide leading clinical and professional content. Each month, the site averages:

- 1,050 unique visitors
- 3,100 visits
- 6,200 page views
- 23.15 minutes per visit
- 3,000 website registrants

Website Banner Advertising

Rates: \$60 CPM Global; \$70 CPM US only.

Banner rates are listed as NET. Minimum NET buy is \$5,000.

Deliver your brand message while users are actively researching and viewing relevant content. All ads rotate through two page positions to maximize exposure.

- 4,800 monthly impressions
- 0.17% average click-through rate

Specifications: Standard, Flash, rich media and third party tags accepted. Maximum file size (GIF, JPG): 50k. Materials must be received 7 days prior to start date.

Unit	Dimensions (Pixels)	Expanded Size	Direction
Leaderboard*	728 x 90	728 x 270	Top: expands down Bottom: expands up
Medium Rectangle*	300 x 250	500 x 250	Expands left
Wide Skyscraper	160 x 600	320 x 600	Expands left
Mobile	216 x 36	n/a	n/a

* Leaderboard and medium rectangle required.

Other units are optional.

Exclusive Most Popular Sponsorship Text Links

Rate: \$500 per issue

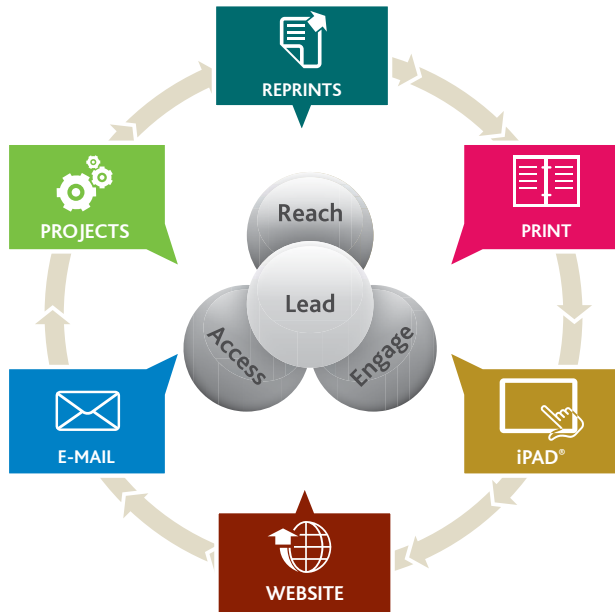
The journal home page features quick access to the most viewed and most e-mailed journal articles through a Most Popular web part. Be the exclusive sponsor and prominently display your company logo and hyperlinked text links.

- 600 average monthly home page views

Specifications: Includes the following elements:

- Logo + hyperlink: Up to 255 wide x 30 high pixels: 20k File Size, JPG, GIF
 - Two, 80-character (including spaces) text link, with hyperlink for each
 - One, 40-character (including spaces) text link, with hyperlink
- Materials must be received 14 days prior to campaign start date.

E-communications



Learn more at LWW.com/advertising

Online Ad Coordinator

Julie Ivers

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julie.ivers@wolterskluwer.com

Exclusive Electronic Table of Contents (eTOC) Banner

Rate: \$750 per issue

Exclusively target eTOC subscribers through banner advertising on eTable-of-Contents (eTOC) sent via e-mail upon the upload of the current issue.

- **3,000 opt-in subscribers**
- **21.27% average open rate**

Specifications: 120 x 600 or 160 x 600 pixel static GIF or JPG with click-through URL. Maximum file size: 50k.

eNotes

Rates

\$0.60/address net

\$3,000 net minimum buy (5,000 e-mail addresses minimum)

Additional \$200 net: Advertiser's banner ad appears on the free article page.

Specifications

Includes clickable text ad and banner ad.

Text Ad: 120x60 pixel image, plus up to 600 characters.

text, including headline.* Maximum file size: 5k

Banner Ad: 330x500 pixels, 300x500 or 300x600 pixels.

Maximum file size: 50k

Formats: JPG,GIF, animation acceptable. Iframes and

Javascripting are not allowed. Static ad.

Skin Care Insider Monthly eNewsletter

Rates

Top Sponsor (graphic or text): \$1,580 net

Medium Rectangle: \$1,580 net

Featured Product/Employer: \$950 net

Sponsored Link: \$630 net

This monthly e-newsletter from a trusted source delivers timely news and clinical updates directly to subscribers' in-boxes, meeting their need for high-value content in a convenient format.

- **32,000 opt-in subscribers**

- **11% average open rate**

Specifications

Top Sponsor (graphic alternative): 468x60 pixels.

Maximum file size: 40k

Top Sponsor (text alternative): 120x60 pixel image, plus 400

characters text, including headline.* Maximum file size: 5k

Medium Rectangle: 300x250 pixels. Maximum file size: 40k

Featured Product: 120x60 pixel image, plus 300 characters,

including headline.* Maximum file size: 5k

Sponsored Link: Up to 40-character headline, plus

80 characters additional text*

Formats: JPG,GIF, animation acceptable. Iframes and

Javascripting are not allowed. Maximum animation link:

15 seconds.

Contact your Sales Specialist for e-newsletter schedules and material due dates.

Custom E-newsletters

Rates

\$0.60/address net

\$6,000 net minimum buy

(10,000 e-mail addresses minimum)

* Spaces count as characters.

2013 Closing Dates

Issue	Space Reservations	Run of Journal Multi-Media iPad® Materials	Run of Journal Print and iPad® Materials	Inserts	eTOC Banner Materials
January/February	1/21/13	1/21/13	1/28/13	2/4/13	1/22/13
March/April	3/21/13	3/21/13	3/28/13	4/4/13	3/22/13
May/June	5/17/13	5/17/13	5/24/13	6/3/13	5/20/13
July/August	7/22/13	7/22/13	7/29/13	8/5/13	7/23/13
September/October	9/19/13	9/19/13	9/26/13	10/3/13	9/20/13
November/December	11/18/13	11/18/13	11/25/13	12/4/13	11/19/13