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.
**Position**

- Nurse Practitioner: 38%
- Staff Nurse: 34%
- Head Nurse: 11%
- Clinical Specialist: 5%
- Supervisor/Coordinator: 5%
- Medical Assistant: 3%
- Phototherapist: 2%
- Research Nurse: 2%
- Administrator: 1%

**Clinical Specialty**

- General Practice: 58%
- Dermatologic Surgery: 14%
- Cosmetic Dermatology: 9%
- Acne: 4%
- Other: 15%

**Professional Status**

- RN: 49%
- NP: 39%
- LPN/LVN: 8%
- Medical Assistant: 3%
- Other: 2%

**Practice Setting**

- 50% Private Practice
- 28% Outpatient Clinic
- 6% Academic Institution
- 2% Government Facility
- 2% Dermatology Surgery Unit
- 1% Critical Care Unit
- 11% Other

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**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

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**Source**: Adobe Digital Marketing Suite powered by Omniture

**Source**: DNA Member Survey, September 2011

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**Source**: Adobe Digital Marketing Suite powered by Omniture
360° R.E.A.L. Advertising Solutions

Run of Journal Print + iPad®

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

Source: LWW 2012 US Nursing Mobile Study

Learn more at LWW.com/advertising
**360° R.E.A.L. Advertising Solutions**

**Run of Journal Print + iPad® Rates**

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

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.

**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:

<table>
<thead>
<tr>
<th>Prior Year Spending</th>
<th>Level Discount</th>
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</thead>
<tbody>
<tr>
<td>$500,000</td>
<td>0.5%</td>
</tr>
<tr>
<td>$1,000,000</td>
<td>1.5%</td>
</tr>
<tr>
<td>$1,500,000</td>
<td>2.5%</td>
</tr>
<tr>
<td>$2,000,000 +</td>
<td>Contact Michelle Smith</td>
</tr>
</tbody>
</table>

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

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**Click Here for Print + iPad® Specifications**

**Print + iPad Coordinator**
Valerie McCarthy
Phone: (215) 628-7796
valerie.mccarthy@wolterskluwer.com

**Production Associate**
Simon Dickey
Phone: (610) 331-2366
simon.dickey@wolterskluwer.com

Learn more at LWW.com/advertising
Website

**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.

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

* 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.

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**Online Ad Coordinator**

Julie Ivers  
Phone: (215) 367-2171  
[mailto:julie.ivers@wolterskluwer.com](mailto:julie.ivers@wolterskluwer.com)

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Learn more at [LWW.com/advertising](http://LWW.com/advertising)
360° R.E.A.L. Advertising Solutions

E-communications

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.

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.

Online Ad Coordinator
Julie Ivers
Phone: (215) 367-2171
julie.ivers@wolterskluwer.com

Learn more at LWW.com/advertising
## 2013 Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservations</th>
<th>Run of Journal Multi-Media iPad® Materials</th>
<th>Run of Journal Print and iPad® Materials</th>
<th>Inserts</th>
<th>eTOC Banner Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>1/21/13</td>
<td>1/21/13</td>
<td>1/28/13</td>
<td>2/4/13</td>
<td>1/22/13</td>
</tr>
<tr>
<td>July/August</td>
<td>7/22/13</td>
<td>7/22/13</td>
<td>7/29/13</td>
<td>8/5/13</td>
<td>7/23/13</td>
</tr>
<tr>
<td>September/October</td>
<td>9/19/13</td>
<td>9/19/13</td>
<td>9/26/13</td>
<td>10/3/13</td>
<td>9/20/13</td>
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