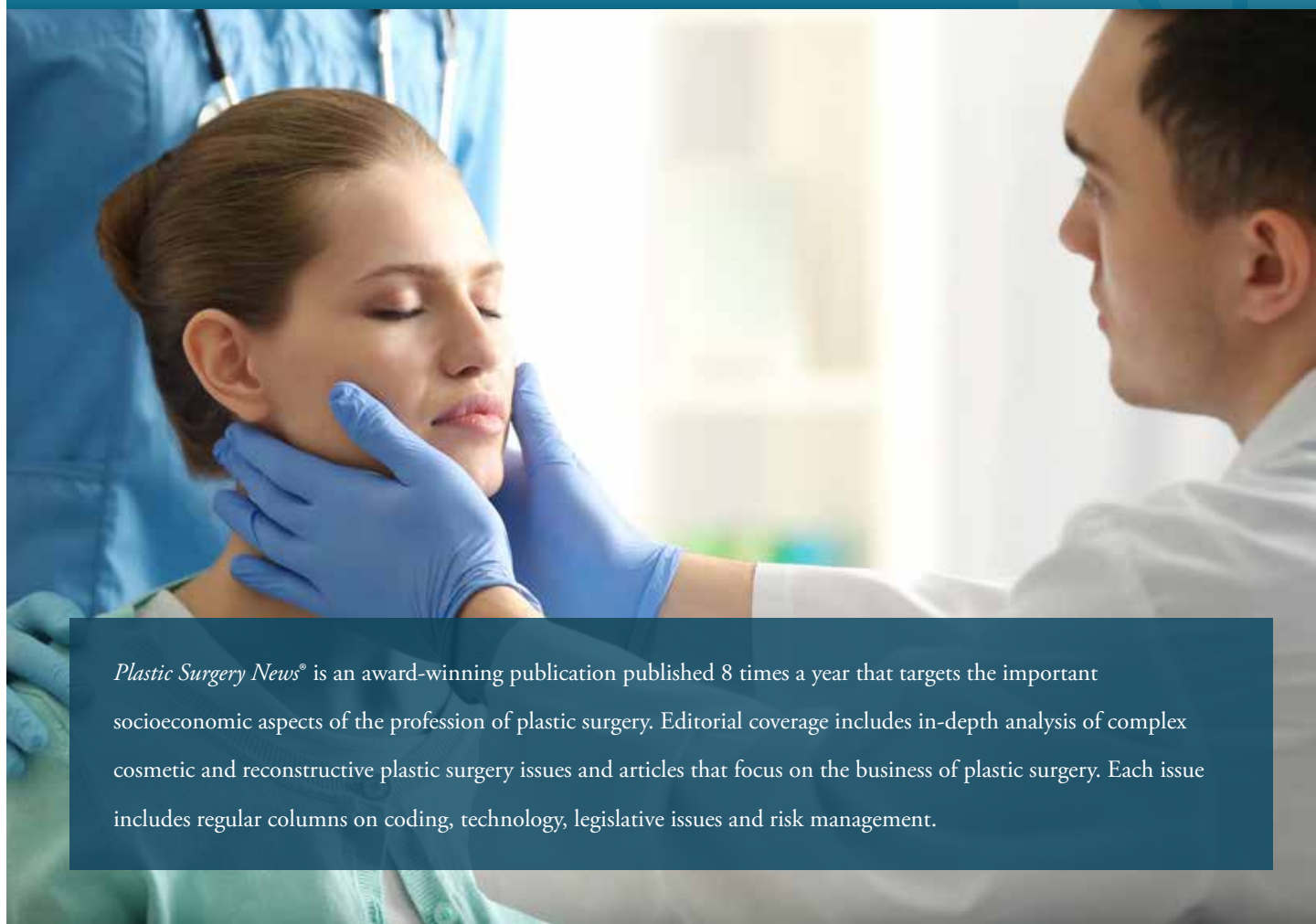




Plastic Surgery News® is an award-winning publication published 8 times a year that targets the important socioeconomic aspects of the profession of plastic surgery. Editorial coverage includes in-depth analysis of complex cosmetic and reconstructive plastic surgery issues and articles that focus on the business of plastic surgery. Each issue includes regular columns on coding, technology, legislative issues and risk management.

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Plastic Surgery News® is the award-winning official news publication of the American Society of Plastic Surgeons. Written exclusively for plastic surgeons, this tabloid-format publication covers the most current issues shaping the specialty, from Society news and advocacy to practice management, research and clinical developments, *PSN* delivers the kind of information not found in any other publication. Reaching a qualified circulation of board-certified plastic surgeons across the country, *Plastic Surgery News®* keeps its readers connected to the specialty while giving advertisers a trusted, high-visibility environment in print. Every print ad is also carried into the digital edition at no additional charge, extending your message and linking readers directly to your website for double the exposure.

Frequency: 8 times/year.

Total circulation: 8,000

RUN OF BOOK (ROB) B/W RATES

Frq.	1 page	Jr/Isd page	1/2 page	1/3 page	1/4 page
1x	\$4,300	\$3,710	\$3,225	\$2,880	\$2,700
3x	\$4,170	\$3,600	\$3,135	\$2,800	\$2,625
6x	\$4,045	\$3,500	\$3,040	\$2,715	\$2,545
12x	\$3,925	\$3,395	\$2,955	\$2,640	\$2,475
24x	\$3,815	\$3,300	\$2,865	\$2,560	\$2,400
48x	\$3,700	\$3,200	\$2,785	\$2,490	\$2,335
60x	\$3,590	\$3,110	\$2,700	\$2,420	\$2,270

RUN OF BOOK (ROB) COLOR RATES

Frq.	1 page	Jr/Isd page	1/2 page	1/3 page	1/4 page
1x	\$6,115	\$5,525	\$5,040	\$4,695	\$4,515
3x	\$5,985	\$5,415	\$4,950	\$4,615	\$4,440
6x	\$5,860	\$5,315	\$4,855	\$4,530	\$4,360
12x	\$5,740	\$5,210	\$4,770	\$4,455	\$4,290
24x	\$5,630	\$5,115	\$4,680	\$4,375	\$4,215
48x	\$5,515	\$5,015	\$4,600	\$4,305	\$4,150
60x	\$5,405	\$4,925	\$4,515	\$4,235	\$4,085

INSERT RATES

Frq.	2-page	4-page	8-page
1x	\$10,750	\$19,350	\$36,550
3x	\$10,425	\$18,765	\$35,445
6x	\$10,112	\$18,202	\$34,382
12x	\$9,812	\$17,662	\$33,362

Business reply cards: Final size: 4" x 6"; furnished size: 7-1/2" x 10-1/4" scored & folded; flat size: 10-1/8" x 4-1/4" add 1/4" foot trim. 75lb. high bulk (required by USPS).

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

COVER/PREMIUM POSITION RATES*

Cover tip	\$9,000 net
Outserts	Contact sales representative
Cover 4	Earned rate plus 50%
Cover 2	Earned rate plus 35%
Cover 3	Earned rate plus 25%
Facing first-text/TOC	Earned rate plus 25%

*Non-cancellable, 10% penalty applied.

CLOSING DATES*

Issue date	Space	Material	Mails**
January/February	12/1	12/8	1/23
March	1/12	1/19	3/1
April/May	2/16	2/23	4/6
June	4/20	4/27	6/1
July/August	5/22	5/29	7/12
September	7/17	7/24	8/31
October/November	8/28	9/4	10/5
December	10/16	10/23	11/30

*Cancellations cannot be accepted after space confirmation date.

**PSN mail dates are subject to change.

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Spread	22-1/2 x 15-1/4"	22 x 15"
1 page	11-1/4 x 15-1/4"	9-13/16 x 14-7/16"
Junior/Island (spread)	—	15-3/4 x 10"
Junior/Island	—	7-1/4 x 10"
1/2 page (horizontal)	—	9-3/4 x 6-3/4"
1/2 page (vertical)	—	4-3/4 x 14"
1/3 page	—	4-3/4 x 10"
1/4 page	—	2-1/4 x 14"
Cover tip	10-1/2 x 6"	—

Publication trims at 11 x 15", keep live matter 1/2" from trim.

INSERT/OUTSERT REQUIREMENTS

Size	Dimensions
2-page insert	11-1/4 x 15-1/4"
4-page/8-page insert (supply folded)	11-1/4 x 15-1/4"

Insert sizes: Saddle-stitched into publication, all inserts must have a minimum of a 4" hanger plus 1/4" foot trim. All live copy should be no closer than 1/4" from the trim. Alternative sized inserts (less than 7-1/2" X 10-1/4") accepted pending ASPS approval if furnished with 3-1/2" fold to the left of furnished copy. Inserts furnished without a fold or hanger may be tipped in pending ASPS and printer approvals and are subject to additional production costs.

Stock: 60 lb. coated stock for minimum weight and 100 lb. coated stock is the maximum

Quantity: 9,000 per issue.

ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Karen Burkhardt at karen.burkhardt@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.).

AD MATERIAL DELIVERY ADDRESS*

For insert/outsert material:

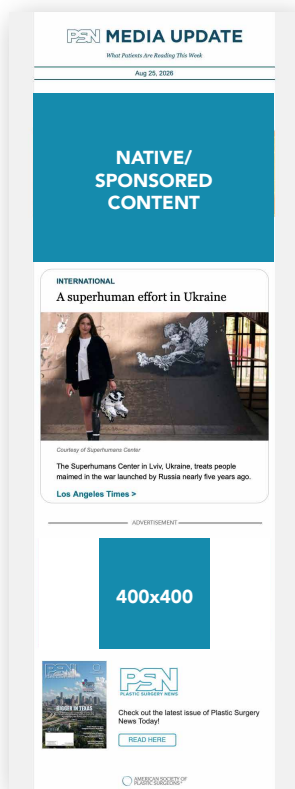
Walsworth-Ripon

Attn: Molly Angle (PSN, issue date, quantity)

656 South Douglas Street

Ripon, WI 54971

*Carton packing preferred with quantity, publication and issue clearly indicated.



PSN Media Update email is a weekly e-newsletter from *Plastic Surgery News*®, delivered every Tuesday to ASPS members and subscribers. Each issue brings readers up-to-the-minute coverage of specialty-related stories in the popular press to keep plastic surgeons informed and aware of the stories their patients are reading. As the news source many plastic surgeons turn to first, the Media Update places your message alongside timely content curated by plastic surgeons for plastic surgeons and connects your brand with an engaged, qualified audience week after week.

Total sent (approximate): 17,900 (8,700 U.S.-only) per issue

Open rate: 53.40%

EMAIL RATES

Position	Cost per month
Native/Sponsored Content	\$3,500 net
First 400x400	\$3,000 net
Second 400x400	\$3,000 net

MECHANICAL SPECIFICATIONS

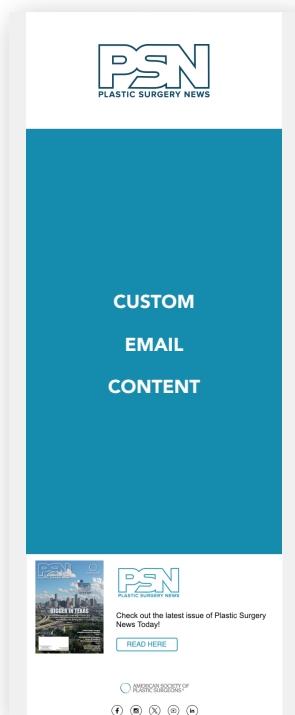
Native 1200x675 pixels	250KB limit
Native Headline	30 characters max
Native Text	150 characters max
400x400 pixels	100KB limit

CLOSING DATES

Contracts and materials due two weeks prior to email send date.

REQUIRED EMAIL FILES

Advertisers must provide a PNG, JPG, or static GIF, and a click-through URL. No 3rd-party tags can be accepted. Text for native/sponsored content placement must be provided as a TXT or DOC text file.



PSN Custom Industry eBlasts puts your message directly in front of the ASPS audience. Your branded HTML email deploys to the full ASPS list of members, residents, candidates for membership, and allied health professionals across the U.S. and internationally. Targeted deployments are also available, allowing you to reach a defined segment by geography, PSTM attendance, or the specific procedures surgeons perform. Supply your finished HTML file, or provide the copy and links and ASPS will build the email for you.

Total sent (approximate): 8,700 per send

Open rate: 45.80%

EMAIL RATES

Placement	Cost per send
Custom eBlast	\$10,000 net*

REQUIRED EMAIL FILES

Advertisers must provide copy, links, and images, or supply a finished HTML file.

*Frequency discounts apply. Contact sales representative for geographic splits.

Advertising Policies

Advertisements in all ASPS publications are intended to offer reputable manufacturers and distributors of medical products and services an avenue for direct communication with members of the plastic surgery profession.

General Principles

- ASPS reserves the right to accept or reject or cancel any and all advertisements in its sole discretion.
- Advertisements shall not be deceptive or misleading and will not be accepted if they conflict with the Code of Ethics of ASPS or other appropriate Society policies.
- The acceptance or appearance of an advertisement in a Society publication does not imply or constitute Society endorsement of the product or service, the manufacturer or claims made for the product or service.
- Products or services accepted for advertising shall further the mission of ASPS which is to promote optimal care for plastic surgery patients through education, research and high professional standards, and to support its members' socioeconomic and professional activities.
- It is the responsibility of the advertiser to comply with all laws and regulations applicable to the marketing or sale of the products or services advertised.
- The following minimum criteria shall apply to all prospective advertisements.
 1. The products or services advertised shall be relevant to, effective in, and useful in the practice of plastic surgery, plastic surgery education, or health care delivery.
 2. The products or services advertised shall be commercially available.
 3. The FDA regulatory status of the advertised drug or device must be provided and disclosed in the advertisement. Advertisement for drugs, devices or other products that are subject to FDA regulation must comply with FDA regulations regarding advertising and promotion.
 4. All advertisements must be clearly identifiable to the reader as advertisements.
 5. Advertisements containing statistical statements or clinical studies for drugs, devices or other products must be based on studies by qualified individuals and contain appropriate citations.
 6. Scientific and technical data concerning the safety of a product may be required for review prior to acceptance of advertising.
 7. Research materials and/or other documents and data supporting the statements made in the advertisement may be required for review prior to acceptance of advertising.
 8. Products and services that lie outside these guidelines may be accepted for publication in the Society's sole discretion.
- Comparison Advertising – The Society will accept comparative advertising in its sole discretion. Such advertising will be strictly reviewed because of its potential to unfairly attack a competitor or mislead the profession or public.
- Equivalency of claims must be identified within the copy submitted and substantiation must be available on request.
- If equivalency is based on the advertiser's own research, that research must be available on request.
- Advertisements disparaging a competitor's product or service will not be accepted.
- Comparisons that are false, deceptive or misleading or that unfairly attack a competitor's product or service will not be accepted.
- Testimonials – Advertisements containing testimonials or those that quote the names, statements, or writings of any individual, public official, government agency, testing group, or other organization must be accompanied by a written consent for use from the quoted individual/entity.
- Unacceptable advertising:
 1. Advertising that conveys ethnic, religious, gender, or age bias or prejudice.
 2. Advertising that resembles editorial material in content and format.
 3. Advertising that highlights a scientific presentation sponsored by ASPS/PSEF that seeks to promote the technology, product or service of the advertiser and/or the business relationship between the advertiser and a program presenter.

Special Requirements

- Companies, individuals, or groups wishing to advertise must comply with the following:
 1. All requests must be submitted in writing.
 2. Any advertising requests made for the first time must include a copy of the current product/service literature with the original submission.
 3. The name of the official representative must be included with the original submission.
 4. The company/individual must be in good financial standing with ASPS (no outstanding bills/invoices).
- Advertisements for insurance coverage must be:
 1. Complete and truthful.
 2. Include full disclosure of expectations, exclusions, and limitations affecting the basic provisions of the policy.
 3. Meet the same standards set forth in I.H. if they contain testimonials.
 4. Include a statement indicating the availability of insurance coverage within the U.S. and abroad.

Technical Requirements

- The advertisement should clearly identify the advertiser of the product or service offered.
- Layout and format of advertising copy shall avoid confusion with editorial content and the word "advertisement" may be required to assure clarity.

Procedures

Display Advertising

Advertising orders are accepted subject to the terms of the current rate card. A signed insertion order is required prior to ad placement. Final art materials shall be submitted by closing date unless otherwise specified by the Society's Advertising Sales Representative. All cancellations must be received in writing prior to insertion order closing date or advertiser will be subject to penalty.

Should rates change, advertisers will be provided with 60 days notice. Advertising agency commission of 15% is discounted to advertisers with recognized advertising agencies. The Society's Advertising Sales Representative reserves the right to request payment in advance.

Advertisers will be short-rated if they do not use the amount of space on which billing has been based within 12 months from the date of first insertion. Rebates will be earned if advertisers use sufficient space within a 12-month period to earn a lower rate than at the billed rate.

Positioning is at the sole discretion of the publisher and cannot be guaranteed.

The Publisher's liability for any errors will not exceed the charge for the advertisement in question.

Classified Advertising for *Plastic Surgery News*

Rates are based upon the number of words, plus a placement fee. Phone numbers and e-mail addresses count as one word. Typewritten ad copy must be submitted by the last working day of the month, two months preceding the issue date. No text taken over the phone. ASPS reserves the right to edit copy for production purposes. All orders and inquiries are directed to the Society's Advertising Sales Representative. A signed insertion order is required prior to ad placement. Cancellations not accepted after closing date.

Classified advertisements are accepted from members of ASPS, as well as residents of approved training programs and institutions with which they are affiliated. Classified advertisements are also accepted from Physician Recruiters and non-members. All advertisements are subject to approval by the ASPS Associate Editor and staff. Editors do not investigate employment opportunities and assume no responsibility for them.

Accounting Policy for *Plastic Surgery News*

Each advertisement will be billed after publication release. If an invoice remains unpaid for 60 days, the account will be turned over to the ASPS collection agency.

If the collection agency has been employed in the past, the advertiser may advertise under the following conditions:

- The costs of using the agency have been paid in full to ASPS.
- All advertisements are prepaid.

The Publisher's liability for any errors will not exceed the charge for the advertisement in question.



AMERICAN SOCIETY OF
PLASTIC SURGEONS®



THE PLASTIC SURGERY
FOUNDATION™



The Walchli Tauber Group, Inc.

The Walchli Tauber Group, Inc. is a successful publisher's representation firm that specializes in collaborating with medical, nursing, and scientific societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician and nurse recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse offerings provide a unique benefit to all of our partners.

Partnerships

Our publishing partners include some of the most influential medical and nursing societies and publishers in the world.



Meetings

WTG handles a full portfolio of advertising for the most prestigious medical and nursing conferences, meetings, and symposia.

