



The award-winning news publication of the American Society of Plastic Surgeons® (ASPS®)
Chief Medical Editor: Michele Shermak, MD **Advertising Editor:** Charles Verheyden, MD

Plastic Surgery News provides the opportunity to reach board-certified plastic surgeons with your advertising message 8 times a year. By advertising in this award-winning publication that targets the important socioeconomic aspects of the profession of plastic surgery, you gain unparalleled access to the members of ASPS. Editorial 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.

PRINT CIRCULATION: 6,262*

INTERNATIONAL DIGITAL VERSION SUBSCRIBERS: 462**

64% of plastic surgeons surveyed have taken action to purchase, email, or visit the website of the advertiser as a result of seeing an ad in *PSN*. Subscribers include 90% of all board-certified plastic surgeons in the United States.***

*June 2009 BPA Worldwide Circulation Statement **Publisher's own data ***2009 ASPS online survey

EDITORIAL CALENDAR & BONUS CIRCULATION

JANUARY/FEBRUARY

Senior Residents Conference

January 20–23, 2010
 Location: Marriott Anaheim, Anaheim, CA
 Expected Attendance: 125 plastic surgery senior residents
 Sponsor: ASPS

Expanding Horizons: New Paradigms in Aesthetic Plastic Surgery

January 29–31, 2010
 Location: The Mirage, Las Vegas, NV
 Expected Attendance: 160 plastic surgeons
 Sponsors: ASPS & ASAPS

44th Annual Baker Gordon Educational Symposium

February 11–13, 2010
 Location: Miami, FL
 Expected Attendance: 400 plastic surgeons
 Sponsor: ASAPS

Aesthetic Facial Reconstruction in Adults and Children Symposium

February 18–20, 2010
 Location: JW Marriott Starr Pass Resort, Tucson, AZ
 Expected Attendance: 120 plastic surgeons and residents
 Sponsor: ASPS

MARCH

Perspectives and Advances in Plastic Surgery Symposium

March 12–14, 2010
 Location: Snowbird Ski Resort, Snowbird UT
 Expected Attendance: 125 plastic surgeons
 Sponsor: ASPS

APRIL/May

American Society for Aesthetic Plastic Surgery (ASAPS) Annual Meeting

April 22–28, 2010
 Location: Gaylord National Resort, Washington, DC
 Approximately 300 copies of *PSN* available

JUNE

Preview Issue

Plastic Surgery 2010
 Toronto, Ontario, Canada

AMA House of Delegates Annual Meeting

June 16–20, 2010
 Location: Chicago, IL
 Audience: Medical students interested in plastic surgery
 100 copies of *Plastic Surgery News* available

JULY/AUGUST

Breast Surgery and Body Contouring Symposium

August 18–21, 2010
 Location: Hilton Santa Fe Golf Resort, NM
 Expected Attendance: 180 plastic surgeons
 Sponsors: ASPS and ASAPS

Oral and Written Board Preparatory Course

August 25–28, 2010
 Location: Hotel Sax, Chicago, IL
 Expected Attendance: 125 plastic surgeons and residents
 Sponsor: ASPS

SEPTEMBER*

Special Editorial

Plastic Surgery 2010
 October 1–6, 2010
 Location: Metro Toronto Convention Center, Toronto, Ontario, Canada
 Approximately 1,000 copies of *PSN* available and digital *PSN* kiosks throughout convention center.

OCTOBER/NOVEMBER

QMP Aesthetic Surgery Symposium

October, 2010
 Location: Chicago, IL
 Expected Attendance: 300 plastic surgeons

DECEMBER

Special Editorial

Summary of Plastic Surgery 2010 Activities

2010 ADVERTISING RATES & POLICIES

CLOSING DATES:

ISSUE	SPACE RESERVATIONS	AD MATERIALS	CLASSIFIED DEADLINE
January/February	11/20/09	12/8/09	11/30/09
March	1/15/10	2/8/10	1/29/10
April/May	2/12/10	3/8/10	2/26/10
June	4/9/10	5/7/10	4/30/10

July/August	5/28/10	6/8/10	5/31/10
September*	7/16/10	8/6/10	7/30/10
October / November	8/20/09	9/8/09	8/31/09
December	10/15/10	11/3/10	10/29/10

NO CANCELLATIONS WILL BE ACCEPTED AFTER THE CLOSING DATE.

*PLASTIC SURGERY 2010 SHOW ISSUE

DISPLAY & CLASSIFIED ADVERTISING RATES:

Effective January 2010

B&W

FREQUENCY	1x	4x	8x
Full Page	\$2,205	\$2,105	\$2,010
Junior Page	\$1,900	\$1,820	\$1,735
1/2 Page	\$1,645	\$1,570	\$1,495
1/3 Page	\$1,470	\$1,420	\$1,335
1/4 Page	\$1,380	\$1,300	\$1,225
1/8 Page	\$ 975	\$ 945	\$ 895
Facing Showcase	\$3,435	\$3,365	\$3,310

FREQUENCY	12x	16x
Full Page	\$1,965	\$1,900
Junior Page	\$1,685	\$1,645
1/2 Page	\$1,450	\$1,420
1/3 Page	\$1,290	\$1,275
1/4 Page	\$1,170	\$1,100
1/8 Page	\$ 820	\$ 710
Facing Showcase	\$3,255	\$3,195

Rates based on total units earned during a 12-month period.
Space purchased by a parent company and subsidiaries may be combined for an earned rate.

COLOR RATES:

3 - or 4-color, per page/fraction, extra\$1,015
Matched color, per page/fraction, extra\$750
Standard color, per page/fraction, extra \$645

PLACEMENT OF ADVERTISING: Interspersed

PRINTING & BINDING: Sheet-fed, matte stock and saddle-stitched

ACCEPTANCE OF ADVERTISING: All advertising is subject to the publisher's approval. New advertisements to be received by the production manager three weeks before closing date.

EARNED RATES: Rate is determined by the number of insertions. Each fractional page constitutes a single insertion. A two-page spread counts as two insertions. Rates are subject to change upon a 60-day notice to current advertisers.

AGENCY COMMISSION: 15% to agencies

COVERS & PREFERRED POSITION RATES:

Inside Front Cover \$5,215
Inside Back Cover \$4,005
Back Cover \$5,675

INSERTS:

2-page insert—3 times earned B/W rate
4-page insert—4 times earned B/W rate
8-page insert—8 times earned B/W rate
Junior-size 2-Page Insert, outserts, loose inserts, gatefolds, CD-ROM inserts and business reply cards are available. Sample must be submitted to the publisher for approval. Please call for rates.

INSERT REQUIREMENTS:

7,500 per issue
Exception: 9,000—September issue
Shipping label will be provided
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.
For inserts, 60 lb. coated stock for minimum weight and 100 lb. coated stock is the maximum.

INSERTS:

Junior Size 2-Page: Add 1/4" foot trim—Guides to foot; Furnished Size: (w) 7 1/2" x (h) 10 1/4"—Scored & Folded; Flat Size: (w) 11 1/2" x (h) 10 1/4"—includes 4" hanger

Full Size: Add 1/4" foot trim—Guides to foot; Furnished Size: (w) 10" x (h) 14 1/4"—Scored & Folded; Flat Size: (w) 14" x (h) 14 1/4"—includes 4" hanger

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final Size of BRC: 4" x 6"
Furnished Size: (w) 7 1/2" x (h) 10 1/4" scored & folded
Flat Size: (w) 10 1/8" x (h) 4 1/4"; Add 1/4" foot trim
Requirement Stock: 75 lb. hibulk (required by USPS)
Tipped Inserts: Requests will not be accepted.

MECHANICAL REQUIREMENTS:

TRIM SIZE: 11" x 15" Live Matter: 1/2" from trim

	NON-BLEED		NON-BLEED
Full Page	9 ^{13/16} " x 14 ^{7/16} "	1/4 page vertical	2 1/4" x 14"
Junior Page	7 1/4" x 10"	1/4 page V Block	4 3/4" x 6 3/4"
1/2 page horiz.	9 3/4" x 6 3/4"	1/4 page H Block	7 1/4" x 5"
1/2 page vertical	4 3/4" x 14"	1/8 page	2 1/4" x 6 3/4"
1/3 page vertical	4 3/4" x 10"		

BLEED 11 1/4" x 15 1/4"

SUBMISSION OF ADS:

REPRODUCTION REQUIREMENTS

PSN is produced digitally and printed direct to plate (DTP). Below is the file format submission information for ads:

- Ads must be submitted as a high-resolution PDF with advertiser's name and issue date in the filename.
- Upload a high-res PDF to The Walchli Tauber Group FTP site at ftp2.wt-group.com — user: wtgroupftp, password: sendfiles
- Find the folder for PSN and the issue date for your ad, and copy your high-res PDF into that file.
- Send an email to david.bubbins@wt-group.com indicating that materials have been uploaded.
- You also can email the PDF to david.bubbins@wt-group.com if the file is less than 10 MB.
- Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques. Ship to: Walchli Tauber Group, Attn: David Bubbins, 2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015

All color digital ads submitted must be CMYK.

Indicate publication & issue with ad material.

ADDRESSES AND CONTACT NUMBERS:

DISPLAY AD SALES - CONTRACTS AND INSERTION ORDERS:

The Walchli Tauber Group
2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015
Attention: David R. Baker, National Sales Manager
(443) 512-8899 ext. 105 • Fax: (443) 512-8909
david.baker@wt-group.com

CLASSIFIED AD SALES

Rhonda Beamer, Classified Sales Manager
(443) 512-8899 ext. 106 • Fax: (443) 512-8909
rhonda.beamer@wt-group.com

ARTWORK SUBMISSIONS

The Walchli Tauber Group
2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015
Attention: David Bubbins, Production Manager
(443) 512-8899 ext. 115 • Fax: (443) 512-8909
david.bubbins@wt-group.com

PRE-PRINTED INSERTS

Send two samples to the production manager at the address above.

SHIP TO

Sells Printing Company
Attention: Cheryl Marshall
16000 West Rogers Drive
New Berlin, WI 53151-0160

DIGITAL PLASTIC SURGERY NEWS

For every issue, all print advertising is duplicated in the digital version of *Plastic Surgery News* (which includes a direct link to your company's website) at no extra charge to our advertisers! The digital edition of *PSN* is available to all ASPS members and is delivered directly to their email in-box, which means your ad is receiving double the exposure! This not only provides advertisers with another opportunity to reach Board-certified plastic surgeons with your advertising message, it provides a direct connection to your website!

The following digital *PSN* advertising opportunities are available:

- Exclusive e-mail notification and toolbar company logo package - \$150.00 per issue
- Exclusive "Left-of-Cover" premium position ad - \$350.00 per issue
- "Over-the-Pages" Leaderboard ads - \$350.00 per issue
- Video/Commercial (must purchase a *PSN* full-page print/digital ad) - \$500.00 per issue

PRODUCT SHOWCASE

Plastic Surgery News' Product Showcase editorial capsules give readers a quick look at the latest clinical, practice/office management and professional products and services emerging in the cosmetic and reconstructive plastic surgery market.

ABOUT THE PRODUCT SHOWCASE:

Written by the editors of *PSN* to fit its award-winning style, your Product Showcase capsule will include: product or service description, company contact information and associated graphic or company logo.

PRODUCT SHOWCASE CAPSULE:

IMAGE PRINT SIZE: 1 1/2" x 1 1/2"

FORMAT: TIFF, EPS or JPEG

IMAGES: Color or Black & White

IMAGE RESOLUTION: 300 dpi minimum

DESCRIPTION WORD COUNT: 150 (submit in Microsoft® Word)

1x-\$675 6x-\$655 11x-\$635 17x-\$615 22x-\$590

Please follow submission deadlines from the Editorial Calendar.

PSN reserves the right to edit for appropriateness and length of copy. *PSN* also reserves the right to layout/design/place Showcase items. *PSN* will make every effort possible to separate competing products.

CLASSIFIED & ONLINE ADVERTISING

CLASSIFIED ADVERTISING RATES:

Classified ads are accepted from members, professional physician recruiters representing ASPS members, universities or healthcare organizations with available employment opportunities for plastic surgeons or plastic surgery-related staff positions. Classified ads are also accepted from businesses for the sale of medical and non-medical products and services.

The editors of *Plastic Surgery News* do not investigate positions of employment or other listings and assume no responsibility.

Contact classified sales manager for Line Ad Rate Sheet

JOB OPPORTUNITY BOARD (JOB):

Located on the ASPS / PSEF web site. A recruitment, job search and career resource center for plastic surgeons, residents as well as administrative and clinical practice professionals. Job opportunity listings may be posted for 30, 60 or 90 days.

JOB LISTING FEE:

30 days:	\$235
60 days:	\$420 (includes 10% discount)
90 days:	\$600 (includes 10% discount)

Credit card required

Free Company Listing: Available to all physician recruiters. Optional enhancement package available for \$250 per year.

Visit www.plasticsurgery.org (Medical Professionals) to post a job opportunity listing.

ASPS/PSEF WEBSITE MEMBERS ONLY SECTION BANNER ADVERTISING:

ASPS members use the members-only side of the ASPS / PSEF website, as an education and communication tool and as a resource for finding products and services. Banner advertising provides a three-month opportunity to reach ASPS members.

Standards for ASPS Website Banner Ads

1. The maximum size for a banner image is:
 - 145 pixels wide
 - 90 pixels tall
 - A resolution of 72 dots per inch
2. You can choose to animate your banner. We allow a total of three screens (two transitions) with fading (no movement of objects). Animation should play only once.
3. Your final output format should be one of the following:
 - .JPG
 - .GIF (animated or non-animated)
 - .SWF (flash file) Embed link to website directly in file.
4. The banner will be placed on the website in the Members Only section, in the right-side navigation bar, just above the Quick Links.
5. ASPS will review all ads before displaying them on the ASPS website.

ASPS Members-Only Website Pages to Display Banner Ads

Your banner will appear on the My Profile entry page to the Members Only site as well as 12 different pages within the Members Only section. Recently posted banners received more than 33,000 impressions in a two-week period.

QUARTERLY BANNER AD DURATION:

January 1, 2010 – March 31, 2010

April 1, 2010 – June 30, 2010

July 1, 2010 – September 30, 2010

October 1, 2010 – December 31, 2010

Rate per quarter: \$1,500

ADVERTISING SPECIFICATIONS:

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- Upload a high-res PDF to The Walchli Tauber Group Inc. FTP site at ftp2.wt-group.com — user: wtgroupftp, password: sendfiles
- Find the folder for *Plastic Surgery News* and the issue date for your ad, and copy your high-res PDF into that file.
- Send an email to david.bubbins@wt-group.com indicating that materials have been uploaded.
- You also can email the PDF to david.bubbins@wt-group.com if the file is less than 10 MB.
- Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques. Ship to: Walchli Tauber Group, Attn: David Bubbins, 2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015

All color digital ads submitted must be CMYK.

ADVERTISING POLICY:

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.

I. GENERAL PRINCIPLES

- A. ASPS reserves the right to accept or reject or cancel any and all advertisements in its sole discretion.
- B. Advertisements shall not be deceptive or misleading and will not be accepted if any conflict with the Code of Ethics or ASPS or other appropriate society policies.
- C. 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.
- D. Products or services accepted for advertising shall further the mission of ASPS, which is to promote optimal care of plastic surgery patients through education, research and high professional standards, and to support its members' socioeconomic and professional activities.
- E. 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.
- F. The following minimum criteria shall apply to all prospective advertisements.
 1. The products or services advertised shall be commercially available
 - a. the practice of plastic surgery, or
 - b. plastic surgery education, or
 - c. 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 or 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.
- G. 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.
 1. Equivalency of claims must be identified within the copy submitted and substantiation must be available on request.
 2. If equivalency is based on the advertiser's own research, that research must be available on request.
 3. Advertisements disparaging a competitor's product or service will not be accepted.
 4. Comparisons that are false, deceptive or misleading or that unfairly attack a competitor's product or service will not be accepted.
- H. 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.

I. 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.

II. SPECIAL REQUIREMENTS

- A. 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 the ASPS (no outstanding bills/invoices).
- B. Advertisements for insurance coverage must be:
 1. Complete and truthful.
 2. Include full disclosure of expectations, exclusions, and limitation affecting the basic provision of the policy.
 3. Meet the same standards set forth in I.H. if they contain testimonials.

III. TECHNICAL REQUIREMENTS

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

IV. PROCEDURES

- A. **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.
- B. **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 Production Manager. A signed insertion order and pre-payment is required prior to ad placement. Cancellations not accepted after closing date. Classified advertisements are accepted from members of ASPS, as well as residents for approved training programs and institutions with which they are affiliated. Classified advertisements are also accepted from Physician Recruiters and non-members. All advertisements are subjected to approval by the ASPS Associate Editor and staff. Editors do not investigate employment opportunities and assume no responsibility for them.
- C. **ACCOUNTING POLICY FOR *Plastic Surgery News*.** Each advertisements 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 a collection agency has been employed, the advertiser can then advertise if all of the following conditions are met:
 1. Outstanding invoices are paid in full.
 2. Collection agency fees incurred are reimbursed to ASPS.
 3. Advertisements are prepaid.

The Publisher's liability for any errors will not exceed the charge of the advertisement in question. ASPS, PSEF, ASPS logo, PSEF logo, American Society of Plastic Surgeons, Plastic Surgery Educational Foundation, Plastic Surgeons Forum, PSF, *Plastic Surgery News* and *PSN* are trademarks or registered trademarks of the American Society of Plastic Surgeons.

2010 Plastic Surgery Registration Brochure ♦ Official Program

REGISTRATION BROCHURE

Your first opportunity to place your company's name in front of Plastic Surgery 2010 attendees!

The Plastic Surgery 2010 Registration Brochure provides an opportunity for you to reach your target audience as they plan for the meeting.

The Registration Brochure contains information on:

- ♦ Scientific sessions, panels, lectures and instructional courses
- ♦ Registration and housing
- ♦ Technical and scientific exhibits
- ♦ Social events

ADVERTISING BENEFITS:

- ♦ Mails to approximately 12,000 medical professionals interested and active in the plastic surgery industry
- ♦ Premier publication to introduce your products and services to meeting attendees
- ♦ Early summer mailing—your ad will be seen repeatedly as meeting attendees refer to the Registration Brochure to plan their trip to Toronto
- ♦ Additional copies of the Registration Brochure are available at the meeting to assist with on-site registration

DISPLAY ADVERTISING RATES:

Effective January 2010

ISSUE: June 2010

INSERTION ORDER: February 23, 2010

ARTWORK: March 19, 2010

PRINTED QUANTITY: 12,000

ISSUE & CLOSING DATES: (Rate & deadlines are subject to change)

SIZE	BLEED	BLEED
Covers 2 & 3	11 ¹ / ₄ "(w) x 8 ³ / ₄ "(h)	10"(w) x 7 ¹ / ₄ "(h)
Cover 4	11 ¹ / ₄ "(w) x 8 ³ / ₄ "(h)	10"(w) x 7 ¹ / ₄ "(h)
Full Page	11 ¹ / ₄ "(w) x 8 ³ / ₄ "(h)	10"(w) x 7 ¹ / ₄ "(h)
1/2 Page	5 ³ / ₄ "(w) x 8 ³ / ₄ "(h)	5"(w) x 7 ¹ / ₄ "(h)

Additional charge for PMS or metallic ink. This publication is open to non-exhibitors

SIZE	B/W	4-COLOR
Covers 2 & 3	N / A	\$5,380
Cover 4	N / A	\$5,810
Full Page	\$2,265	\$3,445
1/2 Page	\$1,170	\$2,350

PRODUCTION REQUIREMENTS:

TRIM SIZE: 11" x 8¹/₂" PRINTING: Offset BINDING: Saddle-stitched

OFFICIAL PROGRAM

Increase traffic to your exhibit booth with an advertisement in the Official Program!

The Official Program is supplied to all meeting attendees to use as a reference guide and to plan their daily activities at Plastic Surgery 2010.

The Official Program provides:

- ♦ Comprehensive meeting information
- ♦ Schedule of all scientific presentations, instructional courses and social events
- ♦ Listing of technical and scientific exhibitors
- ♦ Product listing
- ♦ Society information
- ♦ Floor Plans

ADVERTISING BENEFITS:

- ♦ Advertising exclusive to registered exhibitors

- ♦ Frequent exposure—the Official Program is placed in the hands of each registered attendee and is referred to repeatedly throughout the week
- ♦ Your ad will drive traffic to your booth to see your product first-hand
- ♦ All registered exhibitors are listed in the "Exhibits" section of the Official Program along with a floor plan map for easy location of your exhibit booth.

FULL PAGE DIMENSIONS (width x depth)	COVER PREMIUMS (4-color only)
Bleed: 8 ³ / ₄ " x 11 ¹ / ₄ "	Cover 2: \$5,765
Live matter: 7" x 10"	Cover 3: \$5,460
Trim size: 8 ¹ / ₂ " x 11"	Cover 4: \$6,350

(Publication is spiral bound; consider location of spiral binding when designing ad [right – vs. left-hand page].)

FRONT & BACK TABS: \$3,190 (B/W) \$4,220 (4-color)

- Tab A: General Information
- Tab B: Scientific Program, Wednesday–Friday
- Tab C: Scientific Program, Saturday
- Tab D: Scientific Program, Sunday
- Tab E: Scientific Program, Monday
- Tab F: Scientific Program, Tuesday

- Tab G: Guest Programs & Tours
- Tab H: Exhibits/Satellite Symposia
- Tab I: Scientific Posters
- Tab J: Society Listings
- Tab K: Authors and Speakers/Disclosures
- Tab L: Floor Plans & Anatomical Drawings

NON-TAB POSITIONING: \$2,765 (B/W) \$3,805 (4-color)

Space is sold on a first-come, first-served basis for the cover and tab pages. Rates apply to full page ads only. Tab order subject to change. We honor space requests whenever possible, but can make no guarantee for positioning. Agency discount accepted. Only registered exhibitors may advertise.

PRODUCTION REQUIREMENTS:

PRINTING: Offset • BINDING: Spiral • QUANTITY: 4,950

ISSUE: At registration of Plastic Surgery 2010 in Toronto, Canada • INSERTION ORDER: June 18, 2010 • ARTWORK: July 6, 2010

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I. GENERAL PRINCIPLES

- A. ASPS reserves the right to accept or reject or cancel any and all advertisements in its sole discretion.
- B. Advertisements shall not be deceptive or misleading and will not be accepted if any conflict with the Code of Ethics or ASPS or other appropriate society policies.
- C. 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.
- D. Products or services accepted for advertising shall further the mission of ASPS, which is to promote optimal care of plastic surgery patients through education, research and high professional standards, and to support its members' socioeconomic and professional activities.
- E. 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.
- F. The following minimum criteria shall apply to all prospective advertisements.
 1. The products or services advertised shall be commercially available
 - a. the practice of plastic surgery, or
 - b. plastic surgery education, or
 - c. 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 or 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.
- G. 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.
 1. Equivalency of claims must be identified within the copy submitted and substantiation must be available on request.
 2. If equivalency is based on the advertiser's own research, that research must be available on request.
 3. Advertisements disparaging a competitor's product or service will not be accepted.
 4. Comparisons that are false, deceptive or misleading or that unfairly attack a competitor's product or service will not be accepted.
- H. 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.

I. 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.

II. SPECIAL REQUIREMENTS

- A. 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 the ASPS (no outstanding bills/invoices).
- B. Advertisements for insurance coverage must be:
 1. Complete and truthful.
 2. Include full disclosure of expectations, exclusions, and limitation affecting the basic provision of the policy.
 3. Meet the same standards set forth in I.H. if they contain testimonials.

III. TECHNICAL REQUIREMENTS

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

IV. PROCEDURES

- A. **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.
- B. **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 Production Manager. A signed insertion order and pre-payment is required prior to ad placement. Cancellations not accepted after closing date. Classified advertisements are accepted from members of ASPS, as well as residents for approved training programs and institutions with which they are affiliated. Classified advertisements are also accepted from Physician Recruiters and non-members. All advertisements are subjected to approval by the ASPS Associate Editor and staff. Editors do not investigate employment opportunities and assume no responsibility for them.
- C. **ACCOUNTING POLICY FOR *Plastic Surgery News*.** Each advertisements 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 a collection agency has been employed, the advertiser can then advertise if all of the following conditions are met:
 1. Outstanding invoices are paid in full.
 2. Collection agency fees incurred are reimbursed to ASPS.
 3. Advertisements are prepaid.

The Publisher's liability for any errors will not exceed the charge of the advertisement in question. ASPS, PSEF, ASPS logo, PSEF logo, American Society of Plastic Surgeons, Plastic Surgery Educational Foundation, Plastic Surgeons Forum, PSF, *Plastic Surgery News* and *PSN* are trademarks or registered trademarks of the American Society of Plastic Surgeons.