



**2016**  
**PLASTIC**  
**SURGERY**  
**PRACTICE**  
**MEDIA**  
**KIT**



PLASTIC SURGERY PRACTICE

# Content

## Meet the Editor



**Denise Mann** | Chief Editor

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Denise Mann, MS, the chief editor of *Plastic Surgery Practice (PSP)* magazine, has been covering plastic surgery almost exclusively for close to a decade. She received her graduate degree from the Medill School of Journalism at Northwestern University in Evanston, Ill, and her undergraduate degree from Lehigh University in Bethlehem, Pa. Mann received the Journalistic Achievement Award from the American Society for Aesthetic Plastic Surgery in 2004 and 2011.

Under her stewardship, *PSP* has morphed into a valuable resource for cosmetic and reconstructive surgeons as well as dermatologists and dermatologic surgeons. *PSP* offers comprehensive coverage of novel aesthetic treatments, and practice-management advice from such top industry consultants as Wendy Lewis, Jay Shorr, and David Evans.

With six board-certified plastic surgeons, four facial plastic surgeons, two dermatologists, one oculoplastic surgeon, and one cosmetic surgeon, *PSP's* A-list editorial advisory board comprises the diversity of specialties, specialists, and viewpoints that make this field dynamic. Multispecialty is the way forward, and by embracing these perspectives, *PSP* has become the must-read, must-follow brand in this space.

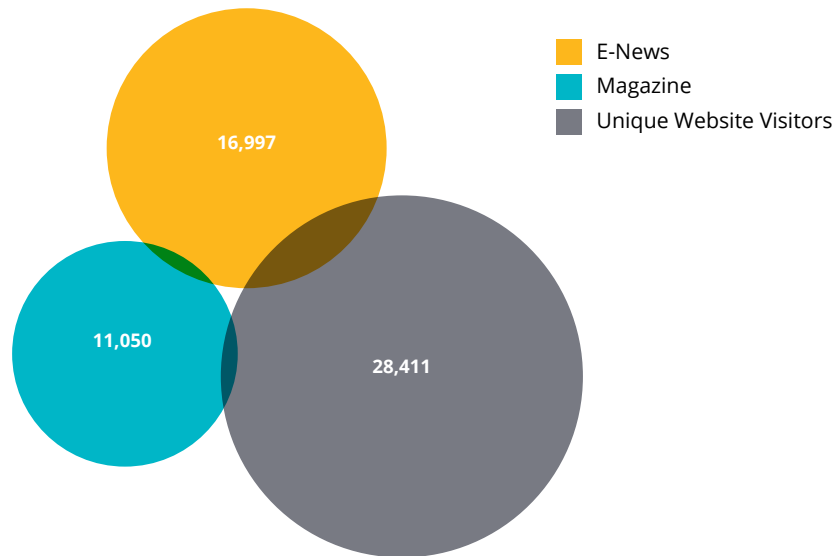


# Audience

## Audience

*Plastic Surgery Practice* allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *Plastic Surgery Practice* delivers complete coverage of critical technological advancements, applied products intelligence, and diagnostics.

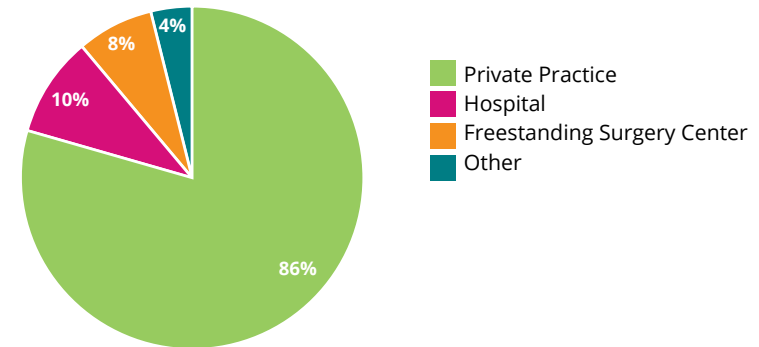
### Audience By Distribution



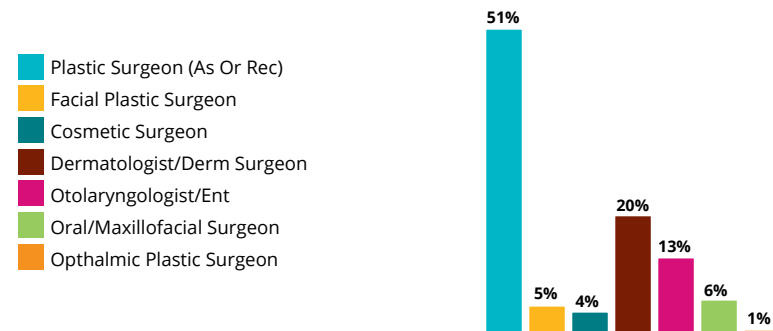
### Web Statistics

Year	Avg. Visits	Avg. Uniques	Avg. Page Views
2014	16,712/MO	12,430/MO	25,119/MO

### Audience by Occupation



### Purchasing Audience



### E-News Breakdown



# Editorial Calendar

## JANUARY

### Topics

The Annual American Academy of Cosmetic Surgery Issue

### Feature Articles

Wide-Awake Liposuction? Is it Really a Thing?; 10.4: The Role of Walkie-Talkies in a Large Aesthetic Practice; Around the World: Brazil

### Practice Management

PR 101; SEO Road Rules for 2016; Med Spa Advertising Do's and Don'ts

### Hot Stuff

New Year, New Products

### The Doctor's Glass

A Beautiful Vine

## FEBRUARY

### Topics

The American Academy of Dermatology (AAD) Issue

### Feature Articles

What's to Come: The Future of Lipo-Dissolving Agents...From Kybella to Lipo-202 and Beyond; The Great Cellulite Showdown; Hyperhidrosis: What Really Works?; Around the World: Japan

### Practice Management

Teledermatology Update; Are Press Releases DOA?; Content Marketing 101; Native Advertising; Fee Splitting: Are You Breaking the Law?

### Hot Stuff

Products slated to debut at AAD 2016

### The Doctor's Glass

Double Duty: Doctors Who Also Make Wine

## MARCH

### Topics

The American Society of Aesthetic Plastic Surgery (ASAPS) Issue

### Feature Articles

Fighting Fat: Update on Noninvasive Fat-Reduction Technologies; Beyond Botox: New Toxins and New Uses for Toxins; Mommy Makeovers, Male Plastic Surgery, and More; Around the World: South Korea

### Practice Management

Packaging Out the Disgruntled Employee; Scoping Out Periscope's Role in Your Practice

### Hot Stuff

Products slated for debut at ASAPS 2016

### The Doctor's Glass

A Pointed Critique of Wine Scoring

## APRIL

### Topics

Lips and Hips

### Feature Articles

Curves: Body Contouring Today; Image-Guided 3D Printing and Modeling in Plastic Surgery; Lip Schtick: New Horizons in Lip Augmentation; The Beauty of Ultrasound Imaging; Around the World: Greece

### Practice Management

New Social Media Channels and Your Practice; Do You Need a Publicist?; Ratings and Reviews: Where Do You Stand?

### Hot Stuff

New and Noteworthy Products for Spring

### The Doctor's Glass

Pinot Envy

## MAY

### Topics

PSP's Skin Cancer Issue

### Feature Articles

Advances in Skin Cancer Surgery; Ban the Tan: Update on Teen's Skin Cancer and Indoor Tanning; Around the World: Mexico

### Practice Management

Protecting Your Practice from Embezzlers; SEO: Where Are We Today

### Hot Stuff

2nd Annual PSP Sun Safety Award with the American Melanoma Foundation

### The Doctor's Glass

Exploring Wines from Down Under

## JUNE

### Topics

The Vegas Cosmetic Surgery Issue

### Feature Articles

16 in 2016: Innovators Who Are Changing the Way Plastic Surgery is Practiced in 2016. Who They Are, and How They Are Reshaping This Industry; Around the World: Italy

### Practice Management

Patient Portals; SEM: Where Do We Go from Here; Blogger Events; Breaking Up with Your Partner

### Hot Stuff

Summer 2016's Hottest New Therapies

### The Doctor's Glass

Biodynamic Wines

### Bonus Distribution

American Academy of Cosmetic Surgery, January 14 - 16, 2016

### Bonus Distribution

American Academy of Dermatology 2016 Meeting, March 4 - 8, 2016

### Bonus Distribution

American Society for Aesthetic Plastic Surgery (ASAPS), April 2 - 7, 2016

### Bonus Distribution

Vegas Cosmetic Surgery 2016, June 8 - 12, 2016

### Online Topics

- Breaking News From the AACCS
- Clinical Studies & New Research
- New Year Predictions

### Online Topics

- US Food & Drug Administration (FDA) News & Notes
- Clinical Studies & New Research
- New Launches

### Webinars

Three Steps to Jump-Start Your Conversion Ratio

### Online Topics

- Breaking News From the 2016 AAD
- Clinical Studies & New Research
- New Product Launches

### Webinars

Physician-Dispensed Skin Care: What's in it for You?

### Online Topics

- Breaking News from ASAPS
- Clinical Studies & New Research
- PSP News

### Podcasts

PSP On Trend: Vaginal Rejuvenation Today

### Online Topics

- Skin Cancer News
- FDA Updates
- PSP Sun Safety Award Contest Winners Announced

### Webinars

Pleasing the Male Plastic Surgery Patient: Lessons from the Pros

### Podcasts

PSP Sun Safety Webcast

### Online Topics

- FDA Alerts
- Toxin Pipeline Update
- Breaking News From Aesthetic Journals

### Podcasts

PSP On Trend: 16 in 2016

**Ad Close Date: 12.4.15**  
**Ad Materials Due: 12.8.15**  
**Mail Date: 1.6.16**

**Ad Close Date: 1.8.16**  
**Ad Materials Due: 1.12.16**  
**Mail Date: 2.8.16**

**Ad Close Date: 2.8.16**  
**Ad Materials Due: 2.10.16**  
**Mail Date: 3.8.16**

**Ad Close Date: 3.9.16**  
**Ad Materials Due: 3.11.16**  
**Mail Date: 4.7.16**

**Ad Close Date: 4.6.16**  
**Ad Materials Due: 4.8.16**  
**Mail Date: 5.5.16**

**Ad Close Date: 5.2.16**  
**Ad Materials Due: 5.4.16**  
**Mail Date: 6.1.16**

# Editorial Calendar

## JULY

### Topics

*PSP* By Design: The First Annual Design Issue

### Feature Articles

Meet the CONTEST WINNERS and Check Out Their Spaces; Where Do You Store Old Lasers and Devices?; Around the World: Germany

### Practice Management

The Virtual Office Tour and Your Online Image; Redesign On a Shoestring Budget

### Hot Stuff

Décor-themed Hot Stuff

### The Doctor's Glass

Caps Versus Corks

## AUGUST

### Topics

The Annual Advances in Hair Restoration Issue

### Feature Articles

Hair Today: Fat Grafts, PRP, Stem Cells, Hair-Growth Topicals; Around the World: France

### Practice Management

Choosing the Right EMR for Your Practice; Captive Insurance Policies; How to Become a Media Darling

### Hot Stuff

Hair Loss-themed Hot Stuff

### The Doctor's Glass

Does Glass Shape Matter?

## SEPTEMBER

### Topics

The Back-to-School Issue

### Feature Articles

Acne Care Today: Blue Light to Nitric Oxide-Based Therapies; Teen Plastic Surgery; Ethnic Rhioplasty Today; Revision Surgery in the Post-*Botched* World; Around the World: Colombia

### Practice Management

Paperless Posts; GPOs and Your Practice; Demystifying Virtual Consultations

### Hot Stuff

New Acne Products

### The Doctor's Glass

Hard Cider and US History

## OCTOBER

### Topics

The Annual Breast Cancer Awareness Issue: Advances in Breast Reconstruction

### Feature Articles

The Value of Digital Breast Tomosynthesis (In/After Breast Surgeries/Lipomodeling); Around the World: Israel; Single-Stage Breast Reconstruction; Expansion Update

### Practice Management

Marketing for a Cause; Breast Cancer Awareness: What Your Practice Can Do

### Hot Stuff

Breast Reconstruction Products

### The Doctor's Glass

Wine and Breast Cancer Risk

## NOVEMBER

### Topics

The Post-Caitlyn Effect: Transgender Plastic Surgery Today

### Feature Articles

Exploring Top and Bottom Surgery for Transgender Patients; Understanding Today's Transgender Patient; Around the World: Canada

### Practice Management

Staff Sensitivity Training; Med Spa Management Essentials

### Hot Stuff

Wound-Healing Advances

### The Doctor's Glass

Wine in Cosmetics

## DECEMBER

### Topics

The Year in Review

### Feature Articles

Highlights and Lowlights of 2016 in Aesthetics; Around the World: Thailand

### Practice Management

Social Media Predictions for 2017; Your New Year's Review Strategy

### Hot Stuff

Hottest Stuff of 2016

### The Doctor's Glass

Wines of the Year

### Bonus Distribution

American Society of Plastic Surgeons (ASPS) PLASTIC SURGERY 2016 THE MEETING, September 23 - 27, 2016

AAFPRS 2016 Fall Meeting, October 4 - 9, 2016

### Online Topics

- Breaking News from ASPS
- FDA Alerts
- Update on Safety Registries

### Webinars

So Many Devices: Choosing and Incorporating Your Newest Energy-Based Treatment

### Online Topics

- Breast Cancer News & Views
- New Statistics
- The Angelina Jolie Effect: An Update

### Webinars

Advances in Breast Reconstruction: Where Are We Today?

### Online Topics

- Body Contouring News & Views
- FDA Alerts
- Breaking News from Journals
- Looking Presidential: Does It Matter?

### Online Topics

- FDA Alerts
- Predictions for 2017
- Breaking News from Journals

### Online Topics

- Contest Winners Announced
- FDA Alerts
- Regenerative Medicine in the News

### Webinars

Trading Spaces: Questions to Ask When Looking to Expand or Move

Ad Close Date: 6.8.16  
Ad Materials Due: 6.10.16  
Mail Date: 7.8.16

Ad Close Date: 7.12.16  
Ad Materials Due: 7.14.16  
Mail Date: 8.10.16

Ad Close Date: 8.8.16  
Ad Materials Due: 8.10.16  
Mail Date: 9.7.16

Ad Close Date: 9.9.16  
Ad Materials Due: 9.13.16  
Mail Date: 10.10.16

Ad Close Date: 10.6.16  
Ad Materials Due: 10.10.16  
Mail Date: 11.4.16

Ad Close Date: 11.9.16  
Ad Materials Due: 11.11.16  
Mail Date: 12.12.16

# Web Site Advertising Opportunities

## Overview

Take advantage of trackable results by advertising on plasticsurgerypractice.com! Be in front of *Plastic Surgery Practice's* online audience when they are actively on-line consuming our content. *Plastic Surgery Practice's* online audience is engaged!

**12,430 average unique visitors per month**  
**25,119 average page views per month**

Coming into our site, either through search engines or by clicking through on a specific story they've seen in one of our e-mail newsletters, our online audience is proven to be engaged with our content—as you can see by the numbers. You also benefit from Run-of-Site advertising campaigns. Since site visitors are coming in through literally hundreds and thousands of links in any given month from search engines and specific articles, a Run-of-Site delivery of your campaign ensures that your ads are running on as many pages as possible for visibility, branding, or driving traffic to a specific area of your own site.

*Inventory is limited, so make sure to reserve your ad positions early!*

The image shows a screenshot of the Plastic Surgery Practice website with several advertising spots highlighted. At the top, a blue horizontal bar is labeled "Leaderboard". On the right side, a large blue rectangular area is labeled "Medium Rectangle". Further down the page, another blue rectangular area is labeled "Medium Rectangle". A circular inset in the foreground shows a close-up of a medical syringe and a vial containing a yellow liquid.

# E-Newsletter

## Overview

Recipients of *Plastic Surgery Practice's* editorial newsletters are hungry for timely industry and product information. With open rates that average 20%, your advertising message will be in front of the most elite group of plastic surgeons and dermatologists who want to stay on top of their game!

### eReport Weekly E-Newsletter

With real-time coverage on all of the issues that matter, *PSP's* weekly e-report keeps you in the know. From breaking news and new product launches to practice-management pearls and meeting coverage, we've got what you need.

### Breaking News E-Newsletter

When something big happens in our industry, *Plastic Surgery Practice* feels a responsibility to break that news first. Sponsoring the Breaking News e-Newsletter associates your brand with thought leadership and with breaking news that could impact our industry.

### The Top Ten Monthly E-Newsletter

Site analytics give us the added capability to see the 10 most popular stories of the last month, and we publish these Top 10 stories in its own dedicated e-newsletter. You benefit from being associated with the most important stories of the last month. And since we already have the stats, open rates can go above 20%, ensuring high visibility of your brand.



**eREPORT**  
A Plastic Surgery Practice e-newsletter  
8.17.2015

**More Doctors On Board with Online Reviews**  
More and more doctors are reading and responding to online reviews, according to a new survey.  
[Read more >>](#)

**And The Winners Are ... Plastic and Reconstructive Surgery® and Plastic and Reconstructive Surgery—Global Open® Editors Announce Best Papers of 2015**  
Stay by the PRS and PRS Global Open team at Plastic Surgery – The Meeting on Sunday, October 12, at 2:00 pm for the Best Paper Awards presentation ceremony.  
[Read more >>](#)

**American Academy of Dermatology Summer Academy Meeting**  
The 2015 American Academy of Dermatology Summer Academy Meeting will be held August 18-23 in New York, NY, at the New York Hilton Midtown.  
[Read more >>](#)

**International Gender Odyssey Conference**  
Gender Odyssey, an international conference focused on the needs and interests of LGBTQ people, will be held in Seattle from August 19 to 23, 2015.  
[Read more >>](#)

**ASPS Breast Surgery & Body Contouring Symposium**  
Celebrating its 30th year of fostering innovation in plastic surgery, the ASPS Breast returns to its home in Scottsdale, AZ, from August 27-29, 2015.  
[Read more >>](#)

**PLASTIC SURGERY PRACTICE  
BREAKING  
NEWS**

**Do Farmyard Chickens and Alligators Hold the Key to New Sunscreen Development?**  
Animals don't get sunburns, and now researchers may have figured out why—they make their own sunscreen.  
The findings, published today in the journal *eLife* by scientists from Oregon State University in Corvallis, Ore., show that many fish, amphibians, reptiles, and birds can naturally produce a compound called guanine, which, among other biologic activities, provides protection from the ultraviolet component of sunlight.  
The researchers also believe that this ability may have been obtained through some prehistoric, natural genetic engineering.  
[Read More](#)

# E-Newsletter

## Program Features

### Daily E-Newsletter

- Leaderboard - Zone 1..... \$4,100 month
- Leaderboard - Zone 2..... \$3,700 month
- Leaderboard - Zone 3..... \$3,325 month

### Weekly E-Newsletter

- Leaderboard - Zone 1..... \$2,050 month
- Leaderboard - Zone 2..... \$1,850 month
- Leaderboard - Zone 3..... \$1,675 month
- Leaderboard - Zone 4..... \$1,500 month
- Leaderboard - Zone 5..... \$1,350 month

### Breaking News

- Leaderboard - Zone 1..... \$3,000 month

### Top Ten

- Leaderboard - Zone 1..... \$3,000 month
- Leaderboard - Zone 2..... \$2,000 month
- Leaderboard - Zone 3..... \$1,000 month

## Specs



Leaderboard: 728 x 90, gif, jpg, 45kb





## Overview

Driving traffic for a particular product or special offer by renting *Plastic Surgery Practice's* e-mail list gives you the opportunity to own the message and not share that e-mail with anyone else. It's 100% yours, timed to meet your specific needs for product launches or special offers that have limited time frames before the offer expires. So renting our list delivers that sense of urgency for recipients to click on your offer, driving traffic to your product or coupon page. Available dates are limited, so please contact Jodi Smith at [jsmith@allied360.com](mailto:jsmith@allied360.com) for open inventory.

## Program Features

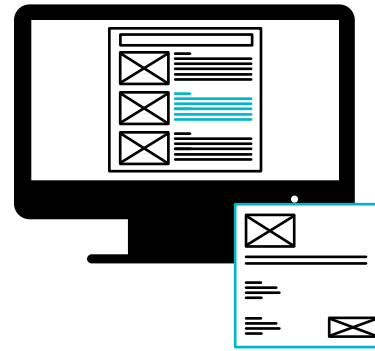
**Multisponsor** ..... \$400 per listing | \$100 production charge

- Client Logo and URL link
- Client-provided materials
- Sent to editorial list

**Third Party** .....\$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- Third-party preference list

## Specs



	Dimensions	File Size	Format
Image	800x600	200k max	Static jpg or gif
HTML	800x600	200k max	Incline CSS only

**SPECIAL INSTRUCTIONS:** Full URL for all links and image source files

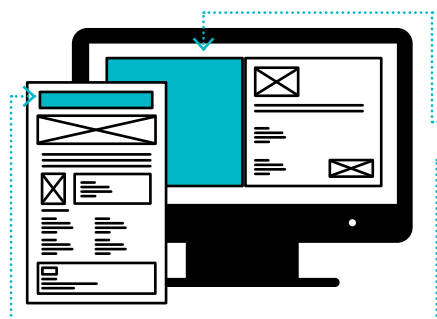
### Additional Materials Needed

- Click-through URLs
- E-mail append list for test and final distribution
- Please identify who is responsible for final approval
- .ZIP file with HTML, images, back-up test and distribution list, and preferred method of asset provision

## Overview

As the Digital Edition sponsor, you gain high visibility and high impact around reader engagement with the digital replica of our print edition. You're the first thing the reader sees! So you benefit from the first moment the reader opens the issue. This positions you as a leader in the industry and ahead of your competition. Archived on the site with promotional mailings each month driving readers to the digital edition, you're gaining exposure constantly through every month.

## Specs



**Full Page:** See rates & specs page

**Leaderboard:** 728 x 90, gif or jpg, 45kb

**Banner Ad:** 940 x 60, gif or jpg, 45kb

## Program Features

### Primary Sponsorship.....\$2,500 issue/edition

- Single or multiple issue sponsorship or digital edition
- Left-hand page facing the digital edition front cover
- Leaderboard (728x90) on two separate e-blasts for each edition
- Traffic driver promotional items
- Sponsorship recognition on digital edition promotion ad in print

### Digital Ad Link.....\$150/\$100 additional

- Live link on ad and in Ad Index

### Banner Ad.....\$350/per unit

- Rotating Banner Ad that will appear above the digital edition (max 3)

### Enhanced Digital Ad

- Substitute the print ad with one designed with the digital format in mind
- Place unique buttons and calls for action that will drive interaction with your ad
- Your ad can be linked to any URL (max 4)

#### Enhanced Digital Ad Extras

- Basic Enhancement Link..... \$150 | \$100/additional
- Digital Call for Action Ad (7.875x10.75 PDF)..... \$500
- Digital Call for Action Spread (15.75x10.75 PDF) .....\$1,000
- Multimedia Add On (YouTube or Vimeo formats only):
  - Audio ..... \$175 | 2 minutes
  - Video..... \$200 | 2 minutes

# Tablet Edition

## Overview

Our tablet editions offer enhanced features such as slide shows, podcasts, videos, and much more that make reading the latest issue truly interactive and unique.

## Specs



**Full Page:** See rates & specs page  
**Leaderboard:** 728 x 90, gif or jpg, 45kb  
**Advertiser Logo:** 125 x 125, gif or jpg, 45kb

## Program Features

### **DFT (Designed for Tablet)**.....\$600 total

- Submitted digital focused unit
- Created ad can be viewed at 100% on tablet
- Includes digital call to actions that increase engagement
- Advanced URL link creation - up to four links with features
- Full ownership of screen

### **EFT (Enhanced for Tablet)**..... Starts at \$1,100

- Custom ad creation for the tablet
- Advanced interactive features including slideshows, videos, scrolling content
- Includes digital call to actions that increase engagement
- Advanced URL link creation - up to four links with features
- Multipage options - three advanced features and links per page\*
- Full ownership of screen

*\*additional charges may apply*

# Feature Report

\$17,000 total | promoted for 6 months

## Overview

When you have the need to capture full lead information, a Feature Report can meet this goal! In addition to lead generation, a Feature Report is also a thought-leadership opportunity that positions your brand around solving an industry challenge or issue. Written by *Plastic Surgery Practice* ensures that the content won't be perceived as an "advertisement" written by the sponsor. Theme-branded content written by our editors creates more credibility. Therefore, it is more successful in lead-generation and positioning the sponsor as a thought leader in the industry.

We gate the content with a registration form on our site in The Resource Center. Then we create a full marketing campaign to drive traffic for registrations that become leads for you. Full contact information is provided for you to be able to follow-up with and start the lead-nurturing process.

Sponsorship benefits from a Feature Report are numerous. Feature Reports are exceptional programs for branding, promoting the sponsor as a subject matter expert, generating leads, and providing great leave-behinds for your sales team or for use at trade shows.

## Program Features

*Production time frame – 12 weeks from signed insertion date*

- Promotional traffic drivers across platforms
- Accessible on the website for 3 months
- Customized registration page
- Sponsorship recognition on report cover
- One full-page four-color ad within the report
- Lead retrieval options include daily, weekly, or monthly reporting

## Specs



**Page Count:** 8 min.

**Size:** 8.5 (w) x 11 (h) - high res pdf or original art

**Images:** 6-8 - 4 (w) x 6 (h), 300 dpi or 2000 px (w)

**Advertiser Logo:** 300 dpi, eps, jpg

*Additional Materials Needed*

- Logo with URL link
- Up to three custom registration questions (optional)
- Title suggestion – we will review with editorial and refine as needed to optimize for SEO
- Three to five key bullet point themes that are relevant to the title
- Point of contact for interview (name, phone, and e-mail)
- Charts, figures, analyst reports, photos, etc, to provide context (optional)

# Webinar

60 minutes | \$16,000 total | promoted 4 months

30 minutes | \$10,500 total | promoted 4 months

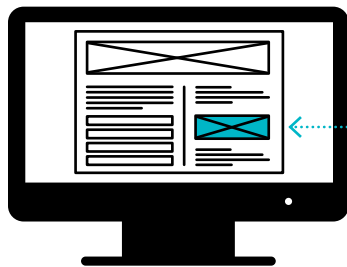
15 minutes | \$7,500 total | promoted 4 months

## Overview

Webinars are highly engaging platforms that allow attendees to interact with the moderator and panel visually with educational slides, as well as directly through chat and Q&A. This higher level of interactivity gives the sponsor elevated benefits of branding and direct contact with the attendees. Sponsors also benefit from the multiple marketing efforts we put in place with e-mail and web promotions to drive registrations and attendees to the live event, as well as attendees to the archived event with all of the registration and attendee contact information given to you as leads.

Webinars can be multi-sponsored, single-sponsored, or custom. Regardless, sponsors benefit from months of lead-generation and branding to the archived event to keep your lead-nurturing efforts supported for an extended period of time.

## Specs



Advertiser Logo: 300 dpi, eps, jpg

## Program Features

- Live or recorded, audio plus PowerPoint presentation
- Custom-developed webinar will be moderated by Chief Editor
- Customized registration page
- Marketing traffic driving campaign
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived for 3 months

Webinar programs require a minimum of 3 months lead time for development, marketing, and registration. Event date will not be set earlier than 90 days from receiving the signed contract.



# Video Showcase

\$2,000 per video | posted for 1 year

\$1,000 set up fee for editorial involvement

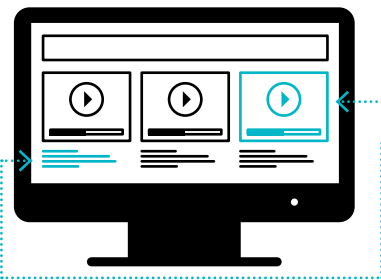
## Overview

Telling your story with short videos is a highly engaging way to draw an audience into your message. So you've created a video, now what? You need to drive traffic to it, and we've got your audience!

For videos already in the public domain, we will keep the video with open access on our site. For videos that are not available in the public domain, we gate the video for registration—making the video a lead-generation platform for you.

In either case, we create multiple e-mail and web promotions to drive traffic to your video, so you gain that added visibility from our audience.

## Specs



**Video:** YouTube or Vimeo formats only

**Short Description:** 200 words max

## Program Features

*Production time frame - 4 weeks from signed insertion date*

- Video URL link or embedded YouTube link hosted in Resource Center
- Promotional traffic drivers across platforms



# Dedicated Communities

\$5,000 month (minimum 6 months) | \$5,000 set up fee

## Overview

As marketers, you are constantly challenged to drive more new customers to your sites because you are challenged to constantly expand your audience and your reach and, ultimately, revenue. You've got your existing returning base of customers to your site. So how do you really take an aggressive step in growing your audience on your site beyond running banner campaigns in multiple places? Consolidate your efforts with a partnership with the leading media brand, *Plastic Surgery Practice*.

What a community on our site accomplishes for you:

**Focused effort.** A community takes your multiple banner campaigns across multiple sites and focuses your efforts in one place. Efficiency.

**Content marketing.** As publishers, we've been in the content marketing business for the aesthetic market for years. We leverage this expertise for your audience engagement and your community! Expert content.

**We leverage all of our platforms to drive traffic and engagement.** Our content is published in e-mail, social media, and other dedicated marketing channels that you don't have time to maintain. We do it for you! You have more time to do the rest of your job!

**Linking back to your site increases your audience and reach.** By having literally hundreds of ways of linking back to your site, we create a constant funnel of traffic to your corporate site. Your goal is accomplished!

**Content development.** We facilitate the creation of a community where all content is consumer-oriented and industry specific. This could include *Plastic Surgery Practice* editorial content, Q&A, government and regulators content, your branded content, blogs, industry experts, and interactive industry expert blogs.

**Analytics.** Reports containing the micro site ranking with the other sections of the website and daily site traffic for the micro site.

## Program Features

*Production time frame - 4 weeks from signed insertion date*

- Link from site homepage
- Interactive link/ad with the monthly digital edition
- Promotional traffic drivers across platforms

## Specs



**Advertiser Logo:** 150x140 with URL 300 dpi, eps, jpg

**Leaderboard:** 728 x 90, gif or jpg, 45kb

# White Paper

\$6,000 total | \$700 per page for content creation

## Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of aesthetic professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

## Program Features

*Production time frame - 2.5 weeks from signed insertion date*

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- Lead-retrieval options include daily, weekly, or monthly reporting

## Specs



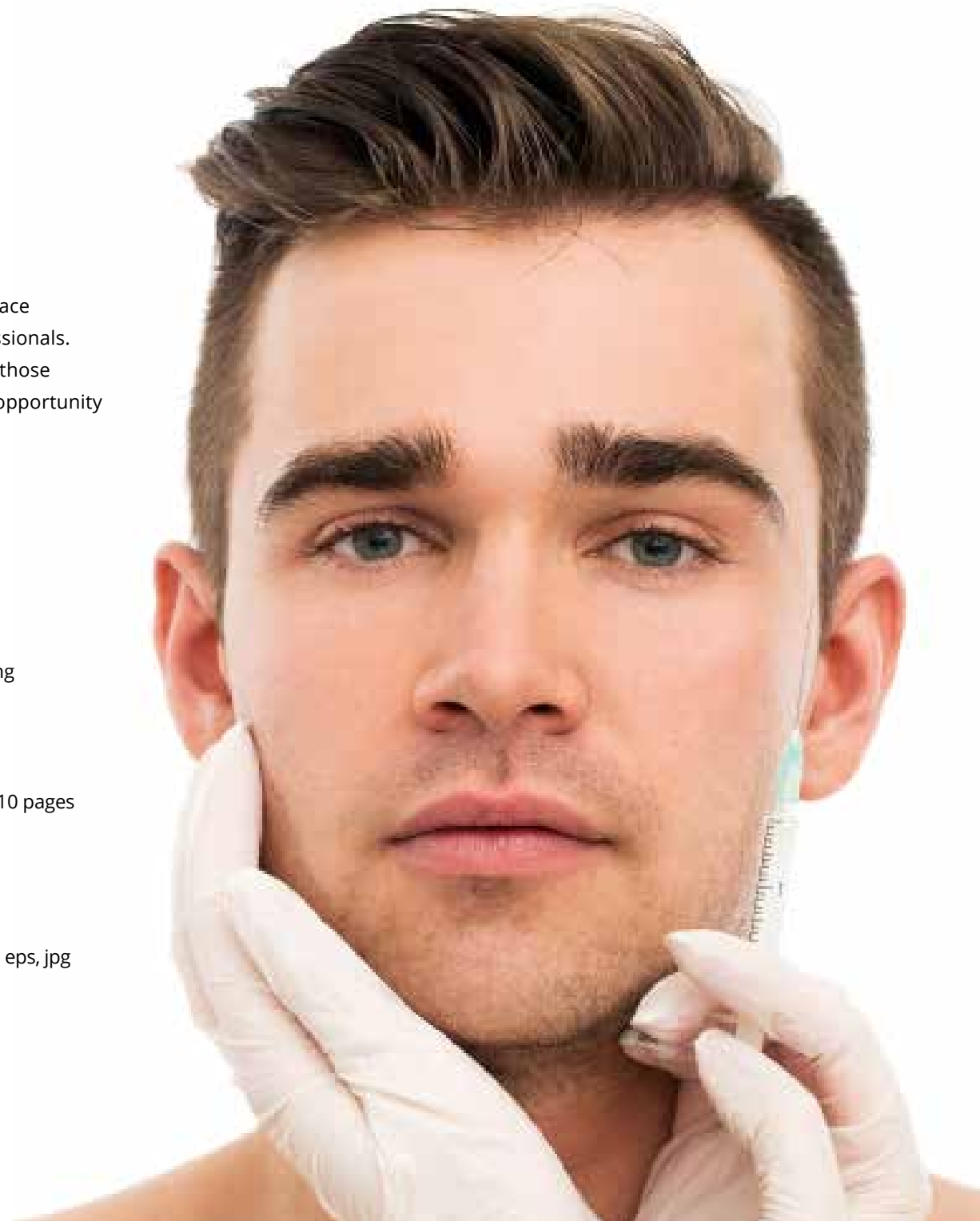
**Page Count:** not required but recommend 6-10 pages

**Size:** 8.5 (w) x 11 (h) - high res pdf

**Short Description:** 200 words or less

*Additional Materials Needed*

- Advertiser Logo (150x140) with URL 300 dpi, eps, jpg
- Completed whitepaper in PDF format
- Customized registration page





# Buyer's Guide

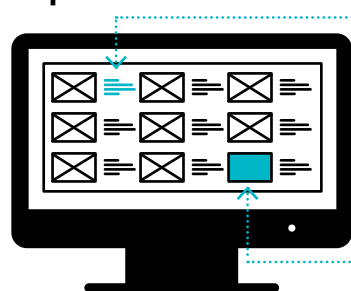
## Overview

Our online Buyer's Guide summarizes and highlights the companies serving the market. The guide is published every year and hosted throughout the year on the web. This is a resource that purchasing decision-makers will refer to throughout the year.

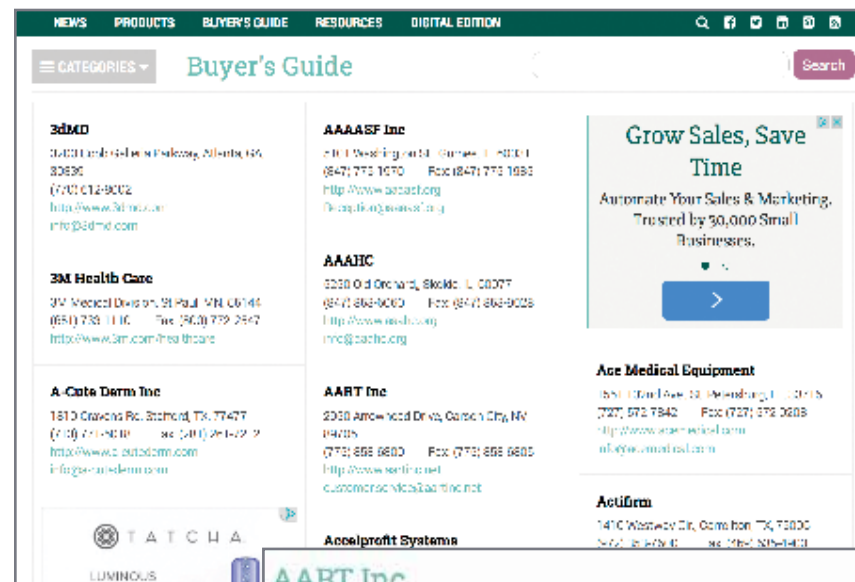
## Program Features

- Company logo and display ad call-out, plus one of the following:
- Featured Listing - Enhanced ..... **\$450/per listing**
  - Short company profile
- Advertorial Profile - 1/4 Page..... **\$635/per listing**
  - Expanded company profile and one image
- Advertorial Profile - 1/2 Page..... **\$1,140/per listing**
  - Expanded company profile and one image
- Advertorial Profile - Full Page ..... **\$2,564/per listing**
  - Extended company profile and two images

## Specs



- **Short Description:** 50 words max
- **Expanded Description:**
  - 1/4 Page: 115 words max
  - 1/2 Page: 225 words max
- **Extended Description:** 525 words max
- **Advertiser Logo:** 300 dpi, eps, jpg



**AART Inc**  
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<http://www.aartinc.net>  
[customer.service@aartinc.net](mailto:customer.service@aartinc.net)

innovative, full-service global supplier to the aesthetic, plastic, and  
 therapies. AART provides a complete range of premier implants and  
 and body contouring, including custom implants. AART's dual lines  
 address every need and price. The Dimiss Scar Management  
 led in technology and efficacy. The patented Celazome Skin Care  
 tional results without the need for a harsh initial treatment.  
 AART has set new standards for nonprescription anesthetic  
 innovative vision, AART is poised to introduce a novel,  
 of dermal fillers.

# Pay Per Lead

Advertiser Rate \$25/per lead\*

\*100 lead purchase minimum

## Overview

*Your Content, Our Reach*

We can host your content on our website to help you gain exposure and provide you with valuable lead data. By letting us host your Whitepaper, Case Study, Product Catalogs, Webinars, Podcast, and many other types of files, you are added to a vast resource library that focuses on your industry. We can leverage our multi-level platform to drive exposure to your content, and in return, deliver the quality leads to help your ROI.

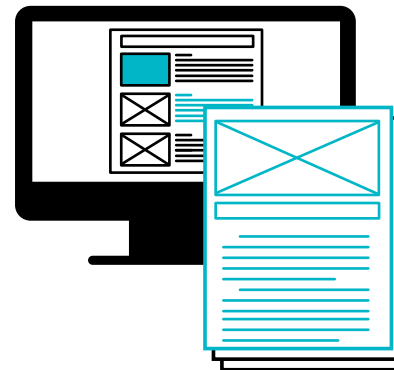
## Program Features

- Hosting of multiple documents or files over the life of the program
- Ongoing promotion of content and visitor data capture until the program leads are met
- Specialized website sections dedicated to specific content types with lead capture
- Lead data capture will provide you with name, company and contact point (address, phone, e-mail)\*  
*\*minimum requirement of one valid contact point*
- Lead data report delivered to advertiser weekly
- Specialized marketing campaign that leverages multiple products to drive traffic to your content and identify the highest-value leads
- Prepayment of program prior to live date

### Don't have a white paper, featured report, or specs data charts?

Allied 360 can help you develop multiple types of documents for hosting starting at \$700/page (2 page min.)

## Specs



**Text based documents: Preferred:** max size 8.5 (w) x 11 (h) – print quality pdf

**Document Title:** 100-150 characters

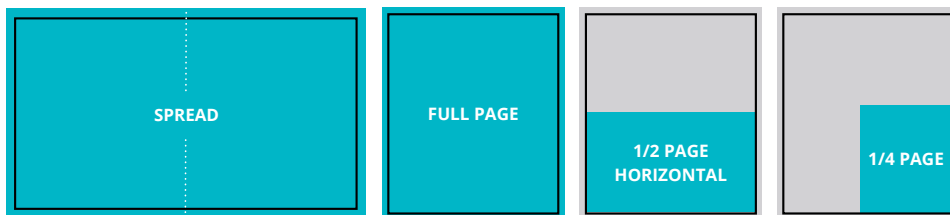
**Document Overview:** 200 words or less

**Contact E-mail:** e-mail for report delivery

**Multimedia files:** please contact us for specs

# Rates & Specs

## Print



### PREFERRED POSITIONS

#### Premium:

Premium Placement ..... \$675

#### Color Rates:

Spot Color ..... \$400-800

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	18x	24x	30x
Spread	17.7 x 10.45	18 x 10.75	18.25 x 11	\$6,540	\$6,320	\$6,080	\$5,840	\$5,670	\$5,450	\$5,260
Full Page	8.7 x 10.45	9 x 10.75	9.25 x 11	\$3,420	\$3,310	\$3,190	\$3,070	\$2,985	\$2,875	\$2,780
1/2 Page Horizontal	7.875 x 4.875	-	-	\$2,500	\$2,435	\$2,350	\$2,290	\$2,225	\$2,150	\$2,090
1/4 Page Vertical	3.85 x 4.875	-	-	\$1,920	\$1,885	\$1,835	\$1,790	\$1,735	\$1,695	\$1,650

## Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Max. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$1,000-1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$1,000/mo
Interstitial	640 x 480	-	jpg, gif	45 kb	-	-	\$3,000/mo

**DESIGN GUIDELINES:** For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (ie, ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

**SEND AD MATERIALS TO:** SARAH WALL 913.955.2776, FAX 913.647.6108, SWALL@ALLIED360.COM  
**FILE UPLOAD LINK:** [anthemcloud.egnyte.com/ul/FbcUW3Jxy9](https://anthemcloud.egnyte.com/ul/FbcUW3Jxy9)

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