



2017
PLASTIC
SURGERY
PRACTICE
MEDIA
KIT

P-P

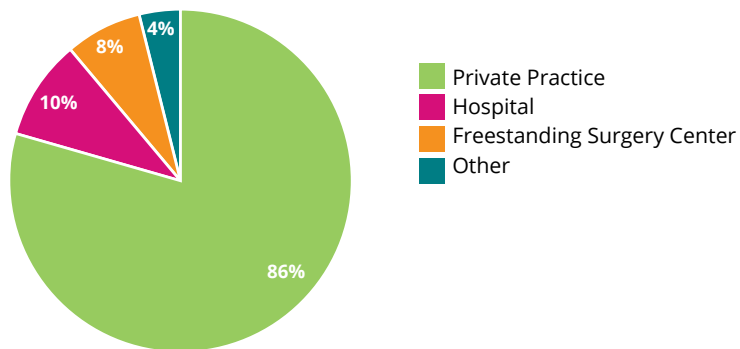
PLASTIC SURGERY PRACTICE

Audience

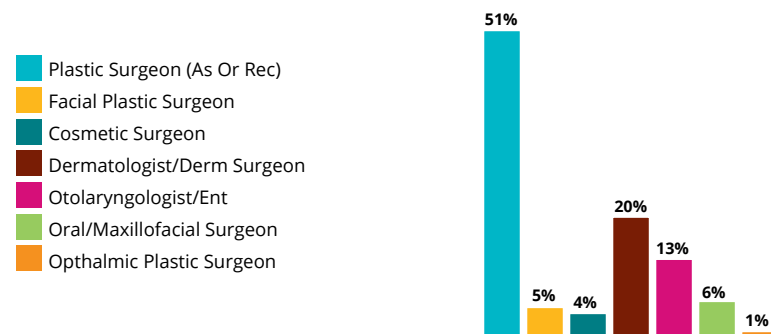
Audience

Plastic Surgery Practice allows innovative marketers to leverage online, e-newsletter, and interactive opportunities to 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 Occupation



Purchasing Audience



Web Statistics

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

E-News Breakdown



Web stats: Google Analytics February - April 2015

Web Site Advertising Opportunities

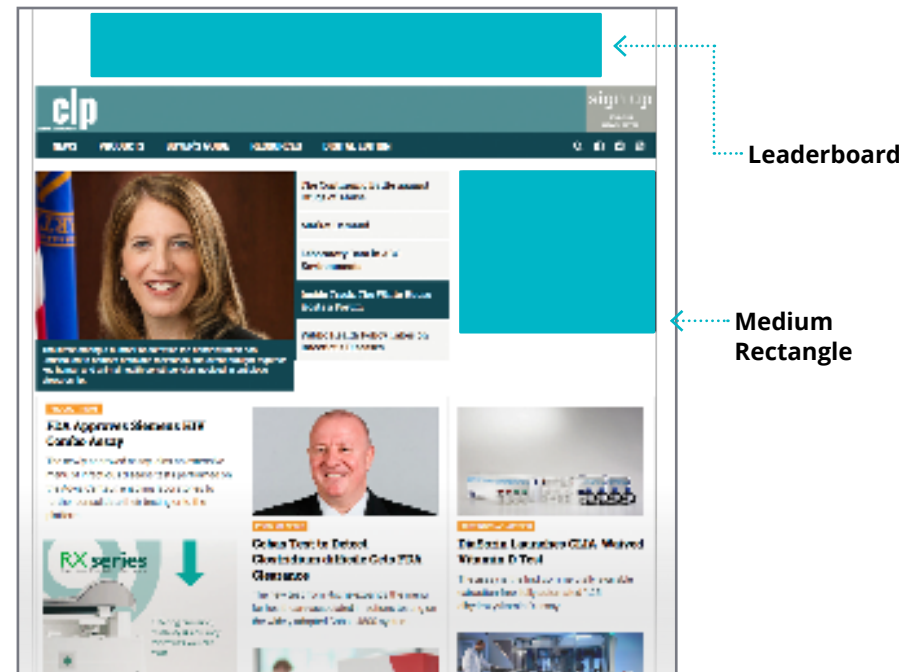
Overview

Maximize trackable results when you advertise to an engaged actively engaged audience on plasticsurgerypractice.com.

12,430 average unique visitors per month

25,119 average page views per month

Whether visiting our site via 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 of 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.



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, HTML5	45 kb	30 sec	3	\$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif, HTML5	45 kb	30 sec	3	\$1,000-\$1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif, HTML5	45 kb	30 sec	3	\$1,000/mo
Interstitial	640 x 480	-	jpg, gif, HTML5	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 (i.e. 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.*

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 10 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

More Doctors On Board with Online Reviews

And The Winners Are ... Plastic and Reconstructive Surgery® and Plastic and Reconstructive Surgery—Global Open® Editors Announce Best Papers of 2015

American Academy of Dermatology Summer Academy Meeting

International Gender Odyssey Conference

ASPS Breast Surgery & Body Contouring Symposium

**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 of 36-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 10

- 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



E-Blast

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.

Program Features

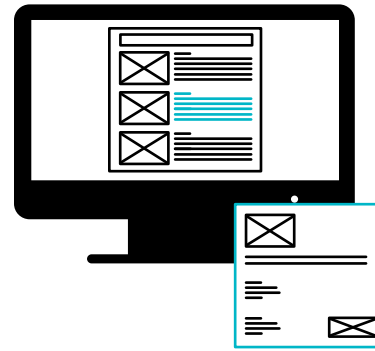
Multisponsor \$400 per listing | \$100 production charge

- 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

Buyer's Guide

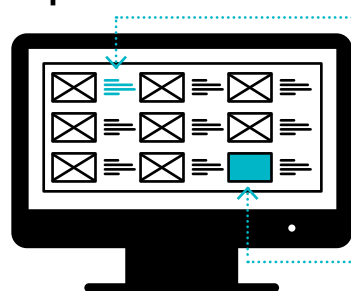
Overview

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.

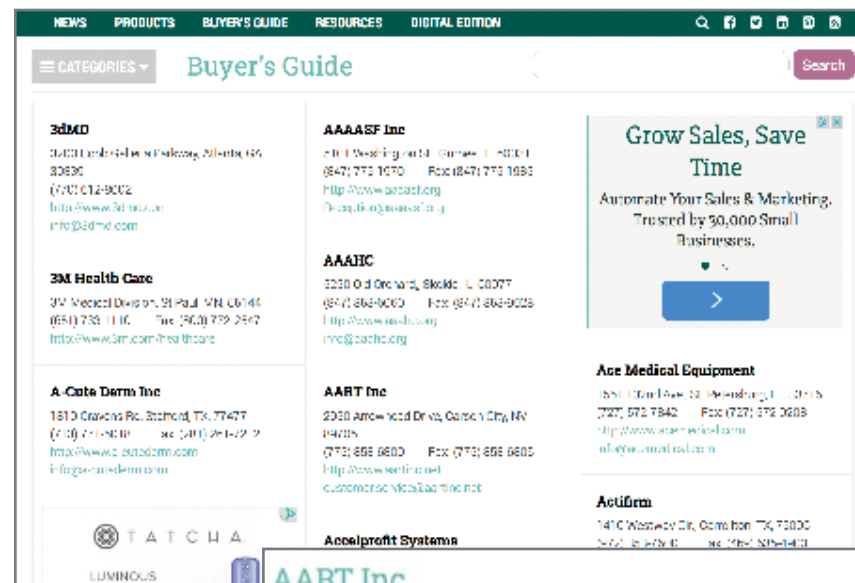
Program Features

- 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



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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 Dimisil Scar Management
 lead 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
 is 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.

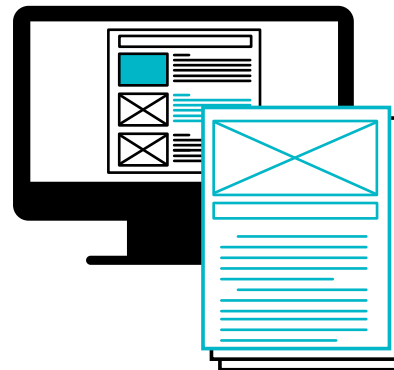
Program Features

- 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

Programmatic Advertising

Overview

Through our programmatic advertising packages online readers continue to see your ad as they browse the web, keeping your message top of mind. Additional customers are reached through keyword and category retargeting. Program tiers guarantee a minimum number of impressions each month.

- Access to over 4.7 billion impressions daily
- Available inventory on over 285,000 websites
- Exclusive access to our qualified audience
- Real time bidding environment with multiple ad exchanges
- Retargeting and conversion tracking capabilities
- Built in multi-level fraud protection

Targeting Tactics



**Search
Retargeting**



Geo-Targeting



**Contextual
Targeting**



**Site
Retargeting**

Program Features

Option 1 **\$2,000/100K**

- Reach a minimum of 100K impressions in one month

Option 2 **\$4,000/220K**

- Reach a minimum of 220K impressions in one month

Option 3 **\$6,000/325K**

- Reach a minimum of 325K impressions in one month

Additional impression packages available

Specs

	Dimensions	File Size	Format
Leaderboard	728x90	200k max	Static jpg or gif
Medium Rectangle	300x250	200k max	Static jpg or gif
Wide Skyscraper	160x600	200k max	Static jpg or gif
Small Banner	320x50	200k max	Static jpg or gif
Half-page ad	300x600	200k max	Static jpg or gif

SPECIAL INSTRUCTIONS: Full URL for all sizes

Sponsored Content

Overview

Content marketing has quickly become an extremely effective form of marketing. As you know, content marketing is the strategic marketing approach of creating and distributing relevant content to attract and acquire customers. In short, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty. *PSP* is now offering marketers sponsored content to better tell your story to our audience of buyers. To that end, you can leverage our print or digital channels, and you can work directly with our publishing management and content team to craft a message that is sure to attract attention.

Recommendations

Brief bio of doctor or service provider with top 10 list of products, habits, services they "can't work without."

Interview

Presented in Q&A format of doctor, service providers, or testimonial.

Product Features

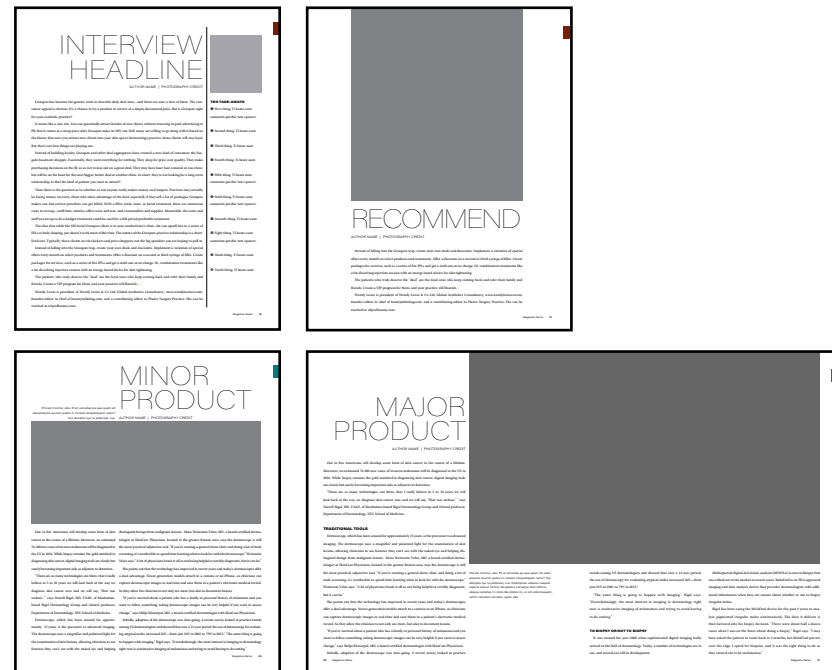
Highlight a single product or a suite of products.

Single Page
Double Page

	Provided Content	Created Content	Digital Distribution
Single Page	\$3,150	\$3,950	\$1,400
Double Page	\$5,950	\$7,450	\$2,600

Program Features

- Only available as part of a comprehensive marketing program with *PSP*
- Distributed through all channels: print, digital, social media
- Archived without end
- Limited availability in print



Webinar

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

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

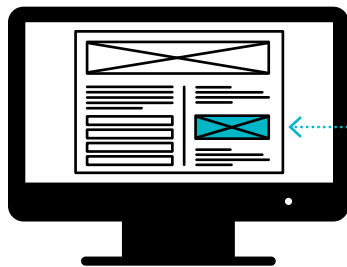
15 minutes | \$7,500 total | promoted 4 months

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.



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.

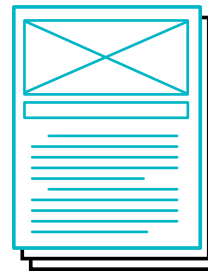
Sponsorship benefits from a Feature Report are numerous. Feature Reports are exceptional programs for branding, promoting the sponsor as a subject matter expert, generating leads, and providing great leave-behinds for your sales team or for use at trade shows.

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)

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

Video Showcase

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

\$1,000 set up fee for editorial involvement

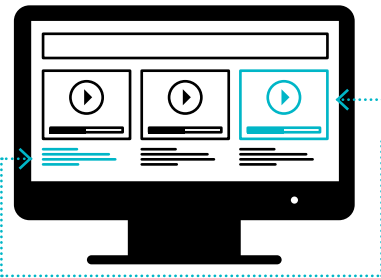
Overview

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



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



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