

DermatologyOutlines.com

Find Dermatology Information Fast

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DermatologyOutlines Advertising Rate Card Effective January 1, 2010

[Home Page](#)

[PDF version of this page](#)

Advertising on www.DermatologyOutlines.com reaches a targeted audience of dermatologists and related personnel who visit our website on a regular basis (7600 visitors in January 2010 (click [here](#) to view our statistics)). Based on our prior experience with PathologyOutlines.com, we anticipate that we will also become the world's most popular dermatology website.

Note: to advertise [Job](#) or [Fellowship](#) openings or [Conferences](#), please click on these pages.

Banner Advertising

Banner advertisers receive a listing on our **Buyer's Guide** in up to 5 categories, 2 monthly announcements on our **New Products and Services** page and click-thru statistics every 1-2 months.

Banner Opportunities

Location	Banner size	Cost for 12 months
• Top corner of Home Page	144 x 72 pixels	\$4000
• Top of Home page-large banner in center section 1 in 2 rotation	468 x 72 pixels	\$6000
• Feature page *	468 x 45 pixels	\$4000
• Near top of Home Page	468 x 31 pixels	\$5000
• Middle section of Home page	468 x 72 pixels	\$4000
• Side of Home page	144 x 144 pixels	\$3000

- Partners-bottom of Home page 100 x 100 pixels \$4000 (two years)
- Top of Jobs, Conferences or Fellowship pages 468 x 72 pixels \$1500
- Top of 3 Chapters 468 x 72 pixels \$1500

Technical requirements: banners must be in GIF, animated GIF or JPG format. We do not accept Flash. The maximum file size is 25K, the loop limit is 5, and no audio is allowed. Click [here](#) for suggestions on banner advertising.

* For the feature page, please provide us a banner up to 468 x 45 pixels (30K) and a webpage targeted to dermatologists in HTML format ([example1](#), [example2](#)) or a URL to direct to.

Deadlines: advertising periods begin on the first of each month. Banners should be received by the 25th of the preceding month.

Buyers Guide and Announcements

This package provides exposure for your company on two pages of our website. First, your company is listed on our **Buyer's Guide**, with a 100 word description in up to 5 categories and a link to your website. We can create the initial description, subject to your modifications. Second, you can post two announcements per month on our **New Products and Services** page, with a banner, images and a link. If you are unable to send us announcements, we will attempt to create one announcement every 2 months based on information from your website, subject to your review. The cost is \$1000 for one year.

Terms

Ads either require prepayment or payment within 30 days by check or credit card. Please contact Sara Halladay-Klakulak at 248/646-0325 or DermOutSales@gmail.com to place your ad or if you have any questions.