

# 2020

## ADVERTISING MEDIA KIT



NATIONAL  
PSORIASIS  
FOUNDATION®

## ABOUT the NATIONAL PSORIASIS FOUNDATION

**The National Psoriasis Foundation (NPF)** is the world's largest nonprofit serving those with psoriasis and psoriatic arthritis. Our priority is to provide the information people need to take control of their disease while increasing research to find a cure. In addition to serving 2.5 million people annually through our education and advocacy initiatives, NPF has funded more than \$20 million in psoriatic disease research grants and fellowships since 1987.

## ADVERTISING with NPF

**Advertising with NPF** offers numerous opportunities to enhance your company's visibility and exposure to our targeted audience of people living with psoriasis and psoriatic arthritis. By advertising on NPF sites you align yourself with the largest nonprofit that represents millions affected with psoriasis and psoriatic arthritis. Advertising with NPF also has twice the impact by helping the Foundation perform its mission to provide patients with the help they need to best manage their psoriasis and psoriatic arthritis, while promoting research to find a cure.

## CONSUMER DEMOGRAPHICS

**Percentage of Advance subscribers who are:**

- » Female: 54%
- » Male: 46%
- » Ages: 7% are 35 and under, 31% are 36-55, 62% are 56 and older.

**Percentage of Advance subscribers who have:**

- » Psoriasis: 76%
- » Psoriatic arthritis: 35%
- » Made a purchase of vitamins or other health products in the last year: 100%
- » Made a purchase in the last year of \$100 or more in the "active outdoors" category: > 50%

**Psoriasis.org site affinity:**

- » Strongest with value shoppers / educated buyers

## HEALTH CARE PROVIDER DEMOGRAPHICS

**Specialty:**

- » Dermatology: 74%
- » Rheumatology: 3%
- » Allied health: 8%

An NPF health care provider member sees a total average of 80 psoriasis and psoriatic arthritis patients a month.



**NPF Advance** magazine offers readers the latest information on psoriasis and psoriatic arthritis treatments, research and healthy living. It is the only magazine dedicated to helping readers live well with psoriatic disease.



## CIRCULATION

**28,000** homes & offices

## 2020 EDITORIAL CALENDAR THEMES

**SPRING** — Everyday challenges for psoriatic disease

**PSA ACTIVE** — Content focused on PsA

**SUMMER** — Stories highlighting NPF's community of volunteers and researchers/clinicians

**FALL** — Healthy living with psoriatic disease

**WINTER** — Access to care and health insurance

Additional distribution at NPF events



## 2020 ISSUE SCHEDULE and DEADLINES

Issue	Ad Space Deadline	Ad Material Deadline	Distribution Date
Spring '20	Nov 1, 2019	Jan 3, 2020	Feb 7, 2020
PsA Active '20	Jan 3, 2020	Feb 21, 2020	April 17, 2020
Summer '20	Feb. 28, 2020	May 1, 2020	June 26, 2020
Fall '20	May 22, 2020	July 24, 2020	Sept 18, 2020
Winter '20	Aug 14, 2020	Oct 16, 2020	Dec 11, 2020

## 2020 RATES

Placement	One Issue	Two Issues
Full Page Color	\$6,048	\$5,757
Half Page Color	\$3,780	\$3,599
Patient Info Page B&W	\$3,399	\$3,236
Inside Front Cover	\$8,272	\$7,876
Inside Back Cover	\$7,417	\$7,060
Back Cover	\$8,910	\$8,487
Feature Story Placement	\$6,955	\$6,620

### For ad space opportunities, contact:

Wade McCarthy, Media Sales Manager  
National Psoriasis Foundation  
6600 SW 92nd Ave., Suite 300, Portland, OR 97223  
wmccarthy@psoriasis.org, 503-546-8390



### Art mechanical size specifications:

### Ad sizes:

### Bleed ad sizes (1/8" bleed all-around):

Format	Width	Height	Width	Height
Single page	8.375"	11"	8.625"	11.25"
Spread	16.75"	11"	17"	11.25"
1/2 page vertical	3.5"	9.625"	N/A	N/A
1/2 page horizontal	7.25"	4.75"	N/A	N/A

**SAFETY AREA: 3/8" FROM TRIM; TRIM SIZE IS 8.375" X 11"**

### Production specifications:

Printing: Offset; line screen: 175

Binding: Saddle stitched

\*Inserts, outserts, belly bands, tip-ins and BRCs are available. Specs for these special treatments are made available on an as-needed basis.

## ART and FILE SPECIFICATIONS



**ONLY DIGITAL PDF FILES OPTIMIZED FOR PRESS ARE ACCEPTED; COLLECTED ART FILES WILL BE REJECTED.**

All graphics must be 300 dpi, 4-color process (CMYK).

Fonts must be embedded.

We reserve the right to reject unreadable, unusable or damaged files.

### General standards

We expect ads to have a professional appearance, use principles of good design, clear communication, correct grammar and spelling, and high-quality photos and graphics. Art not meeting these standards will be rejected.

### Changes to existing ads

We cannot make changes to your art. Please submit a new digital file.

### Contact information for art-related questions

For questions regarding mechanical preparation, contact Wade McCarthy, Media Sales Manager: wmccarthy@psoriasis.org, 503-546-8390

### Submitting your ad artwork

PDFs may be emailed (max 10 MB), sent via online file sharing (e.g. Dropbox) to Wade McCarthy, Media Sales Manager: wmccarthy@psoriasis.org

**Psoriasis.org** is a comprehensive website featuring the latest information on psoriasis and psoriatic arthritis. It includes news on research and treatments, weekly stories posted to our blog, digital magazine issues, and our evergreen educational, as well as evergreen educational content aimed at patients and their caregivers.



**Average U.S. pageviews: 300,000 per month**  
**Global reach: 500,000 pageviews per month**

## 2020 PLACEMENTS

Placement	Ad Size
Top Leaderboard (Desktop)	728x90
Bottom Leaderboard (Desktop)	728x90
Sidekick	300x250
Wide Skyscraper	160x600
Mobile	300x250

Interstitial units are also available

## ART and FILE SPECIFICATIONS



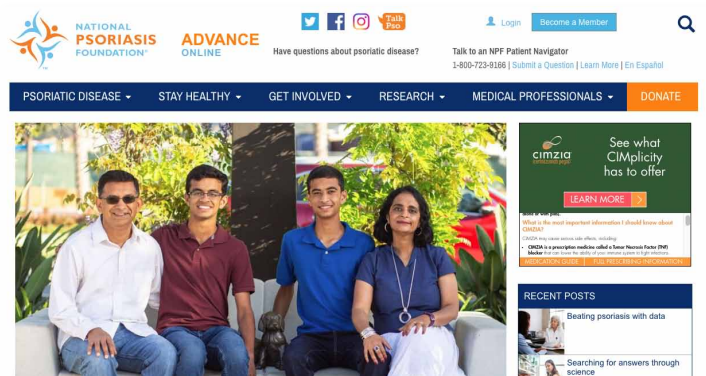
**ARTWORK IS DUE A MINIMUM OF TWO WEEKS BEFORE LAUNCH**

**Up to three placements available per page:**

- » Ads served via Google Ads Manager (formerly DFP)
- » Max value for Z-index expandables: 90
- » Ads may be below the fold
- » **No flash**
- » **No pop-up**

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**Enews: Advance Weekly** showcases the latest NPF content for people living with psoriasis and psoriatic arthritis, as well as their caregivers, including up-to-date news on psoriatic disease, patient stories and resources for managing the disease.



**Average subscribers: 135,000**  
**Average open rate: 8%**

## 2020 PLACEMENTS

Placement	Flat fee per send
Top Placement	\$3,500
Second Placement	\$2,500
Both (100% SOV)	\$5,500

## 2020 Schedule

- » Sent every Tuesday
- » Please provide assets 2 weeks before send date

## ART and FILE SPECIFICATIONS

**ARTWORK IS DUE A MINIMUM OF TWO WEEKS BEFORE LAUNCH**

**File specifications:**

- » 40kb max size
- » .jpg or .gif (.gif ONLY for rotating frames)
- » Please provide URL to link, alternate language for text-only version
- » Background and 'Learn More' button are not editable
- » If using both placements it is recommended to vary ad copy
- » No shared rotation in ad space
- » Native ad specs:
  - » 350x350 image (little to no text)
  - » Title: Up to 30 Characters
  - » Description: Up to 130 Characters
  - » Landing page URL
- » **No Flash, rich media or pop-ups**



## PARTNER MESSAGE EMAILS

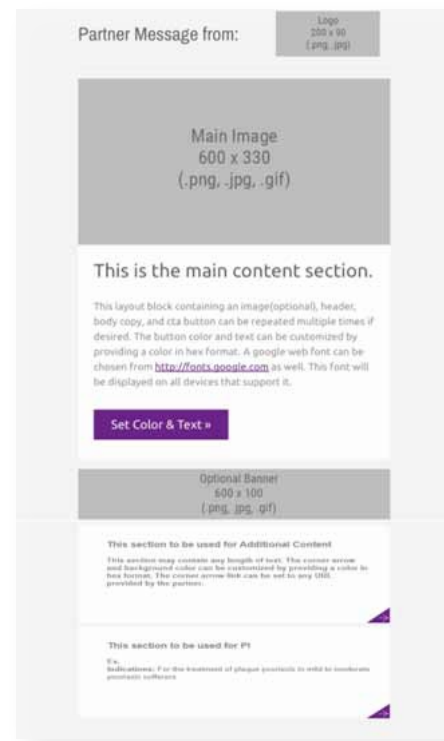


Send a custom advertising email to NPF's targeted list of people self-identified with psoriasis and psoriatic arthritis to share company or product information, programs or services.

- » Only 10 Partner Messages available
- » Sent to 30,000 subscribers with psoriatic disease
- » Delivered the second Friday of every month, January-December (May and August excluded)
- » NPF must approve all content

## 2020 SCHEDULE

Month	Email Content & Art Due	Email launch
January	Dec. 14, 2019	Jan. 11, 2020
February	Jan. 11, 2020	Feb. 8, 2020
March	Feb. 8, 2020	March 8, 2020
April	March 15, 2020	April 12, 2020
June	May 17, 2020	June 14, 2020
July	June 14, 2020	July 12, 2020
September	Aug. 16, 2020	Sept. 13, 2020
October	Sept. 13, 2020	Oct. 11, 2020
November	Oct. 11, 2020	Nov. 8, 2020
December	Nov. 15, 2020	Dec. 13, 2020



## CUSTOM DIGITAL SOLUTIONS



Have an idea that's "outside the box"? Contact us with your ideas and we'll see what we can do for you. We'll review your idea against our capabilities and let you know how we can help.

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**Enews: Advance Professional** shares tips, tools, research and resources for health care professionals treating psoriasis and psoriatic arthritis as well as upcoming events, CME opportunities and ways to get involved with the Foundation.



**Advance Professional** is sent monthly, targeted to health care professionals treating psoriatic disease.

**Average subscribers: 8,000**

**Average open rate: 14%**

## 2020 PLACEMENTS

Placement	Flat fee per send
Top Placement	\$3,500
Second Placement	\$2,500
Both (100% SOV)	\$5,500

## 2020 Schedule

- » Sends every third Thursday
- » Please provide creatives at least two weeks prior to send date

## ART and FILE SPECIFICATIONS

### ARTWORK IS DUE A MINIMUM OF TWO WEEKS BEFORE LAUNCH File Specifications

- » 40kb max size
- » .jpg or .gif (.gif ONLY for rotating frames)
- » There is no guarantee that ads are above the fold
- » If using both placements it is recommended to vary ad copy
- » No shared rotation in ad space
- » No Flash, rich media or pop-ups
- » Native ad specs:
  - » 350x350 image (little to no text)
  - » Title: Up to 30 Characters
  - » Description: Up to 130 Characters
  - » Landing page URL

**Journal of Psoriasis and Psoriatic Arthritis (JPPA)** is a peer-reviewed journal edited by the leading experts in psoriatic disease. Featuring original research, reviews, case reports and commentary, it is the only journal solely focused on publishing the latest basic science and clinical findings in the fields of psoriatic disease and related comorbidities.

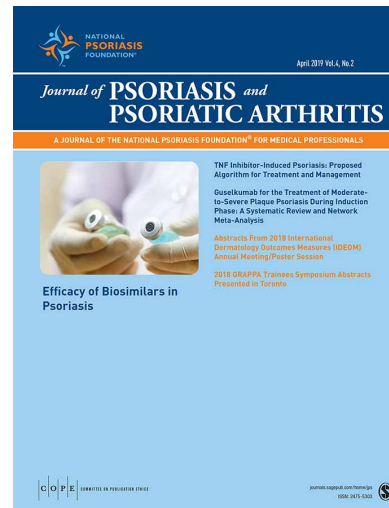


## CIRCULATION

### 1,200 Health Care Provider Offices

Journal subscribers who prescribe the following treatments:

Biologics **69%** Phototherapy **56%** Oral Treatment **63%**



## Print Schedule and Rates

### 2020 ISSUE SCHEDULE and DEADLINES

Issue	Ad Space Deadline	Ad Material Deadline	Distribution Date
January	Dec. 13, 2019	Dec. 20, 2019	Jan. 4, 2020
April	March 14, 2020	March 21, 2020	April 1, 2020
July	June 19, 2020	June 26, 2020	July 8, 2020
October	Sep. 20, 2020	Sep. 27, 2020	Oct. 8, 2020

### 2020 RATES

Placement	One Issue	Two Issues	Four Issues
Full Page Color	\$4,600	\$4,360	\$4,075
Patient Info Page B&W	\$2,420	\$2,180	\$1,895
Inside Front Cover	\$5,447	\$5,123	\$4,738
Inside Back Cover	\$5,205	\$4,905	\$4,549
Back Cover	\$5,810	\$5,450	\$5,023

For other positions and promotional opportunities, please see the Sage Publication rate card:

[us.sagepub.com/sites/default/files/upm-binaries/97494\\_N8S0381\\_JPPA\\_Rate\\_Card\\_2019.pdf](https://us.sagepub.com/sites/default/files/upm-binaries/97494_N8S0381_JPPA_Rate_Card_2019.pdf)



## ART and FILE SPECIFICATIONS

Art mechanical size specifications:	Ad sizes:		Bleed ad sizes (1/8" bleed all-around):	
	Width	Height	Width	Height
Single page	8"	10.5"	8.75"	11.25"
1/2 page vertical	3.75"	10.5"	N/A	N/A
1/2 page horizontal	8"	5"	N/A	N/A
1/4 page vertical	3.75"	5"	N/A	N/A

**SAFETY AREA: 1/4" FROM TRIM; TRIM SIZE IS 8.5" X 11"**

Binding: Perfect bind

1/8" minimum bleed is required on all sides.

Minimum required image resolution is 300 dpi.

All color files must be created and submitted to publisher in CMYK color mode.

## JPPA Specs and Online

### 2019 PLACEMENTS

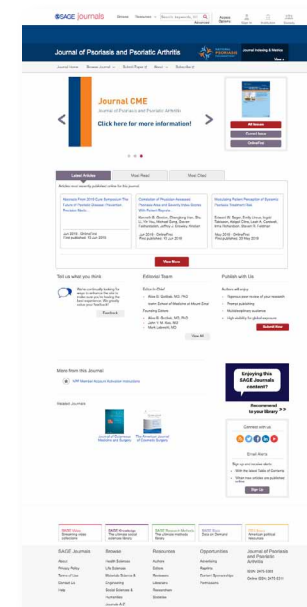
Placement	Ad Size
Top Leaderboard	728x90
Banner Ad	300x250
Mobile Overlay	300x250, 160x600, 300x600

### Digital ad upgrades

- » Rich media: include active images or text
- » Expandability: upgrade any ads to expand over or push down content
- » Video: upgrade any ads with embedded video for greater engagement
- » Form/lead capture: upgrade any ads with a contact information form for lead capture

### Other digital solutions

- » Webinars: a custom digital event package that includes promotion and event hosting
- » eTOC alerts: leaderboard ad sponsorship of new issue email alerts sent to subscribers
- » Content gateways: custom package to host your content and SAGE content in one place
- » Sponsored digital editions: options include single article, full issue, or custom article compilations



## 2020 ADVERTISING STANDARDS and REVIEW

### Advertising guidelines – Print and digital

- » Space is reserved upon receipt of a signed advertising agreement or agency insertion order for each issue.
- » IOs will be governed by the IAB Standards and Conditions V3.0.
- » A review copy of the ad must be submitted for approval in advance.
- » Text ads (emails) should follow standard AP guidelines; no excessive caps, punctuation, irregular characters, etc.
- » All ad rates listed are NET to the National Psoriasis Foundation.
- » Four-color and black-and-white print ads are accepted.

### 2020 advertising policies – All products

- » The National Psoriasis Foundation will not accept advertisements for services that duplicate NPF services.
- » Full payment for the ad is due 30 days after the invoice date.
- » All product advertisements must be truthful, not misleading or unfair.
- » It is the responsibility of the advertising company or agency to comply with the laws and regulations applicable to marketing, sale and promotion of the manufacturer's products.
- » Advertisements must comply with the U.S. Food and Drug Administration's over-the-counter (OTC) monograph for psoriasis medications that specifies those products that are allowed to make claims about treating psoriasis. OTC products that are allowed to make treatment claims for psoriasis are those that contain coal tar in concentrations of 0.5% to 5% or salicylic acid in concentrations of 1.8% to 3%. OTC products without one of these active ingredients may not claim to be a treatment for psoriasis or include photographs of psoriasis in their ad.
- » Advertisements and product marketing may not declare unsubstantiated scientific information. Supporting scientific and technical data may be requested from the National Psoriasis Foundation, whether published or unpublished, concerning the product's safety, efficacy and method of administration.
- » Print advertisements may not contain order forms or clippable coupons.
- » All advertisements are subject to review by the National Psoriasis Foundation.
- » Advertisements may not use competitor brand names in their creative
- » Text advertisement titles and description follow sentence casing. Copy submissions with title casing, excessive punctuation or misspellings will be corrected to sentence casing.
- » Advertisements should not discourage the use of other accepted psoriasis treatments

**The National Psoriasis Foundation has the right to refuse any ad for its publications and/or website at its discretion, even if the ad was previously published in our membership publication, served on our site and/or exhibited at previous conferences or promoted through other Foundation programs and services.**

