



# International Society of Hair Restoration Surgery 2019 Advertising Rate Card

*Advancing the art and science of hair restoration*

## Who We Are

The International Society of Hair Restoration Surgery (ISHRS) is the largest non-profit medical association dedicated to hair restoration surgery. Comprised of more than 1,200 hair restoration physicians, researchers, and surgical assistants with backgrounds in varying medical specialties, including **dermatology, plastic surgery, family medicine, general surgery**, and others. It was founded in 1993 as the first international society to promote continuing quality improvement and education for professionals in the field of hair restoration surgery. The ISHRS developed and published the Core Curriculum for Hair Restoration Surgery that was published in the journal *Dermatologic Surgery* in January 2006, and the Core Competencies for Hair Restoration Surgeons published in the March 2009 issue. The ISHRS is accredited by the Accreditation Council for Continuing Medical Education and attends the American Medical Association's (AMA) House of Delegates meetings.

## Our Vision

To establish the ISHRS as a leading unbiased authority in medical and surgical hair restoration.

## Our Mission

To achieve excellence in medical and surgical outcomes by promoting member education, international collegiality, research, ethics, and public awareness.

## Advertising Sales Contact Information

If you are interested in placing an ad, please email or fax page 4 with your ad commitment by the closing date listed on page 3 (respective to the publication/*Forum* issue that you are interested in) to:

Cheryl Duckler, Advertising Manager

Tel: 1-262-643-4212 • Fax: 1-630-262-1520 • [ishrsduckler@gmail.com](mailto:ishrsduckler@gmail.com)

## Artwork Material

- Electronic files are preferred and accepted via email as an attachment only. All ads should be submitted in TIFF, JPEG, or PDF form at a minimum resolution of 300 dpi.
- If you do not have artwork, for a nominal, one-time fee we can create it for you. Please contact Cheryl Duckler at 1-262-643-4212 or at [ishrsduckler@gmail.com](mailto:ishrsduckler@gmail.com) for a quote. Artwork should be sent to the above address.

## Issuance and General Information

### Requirements for Advertising Acceptance:

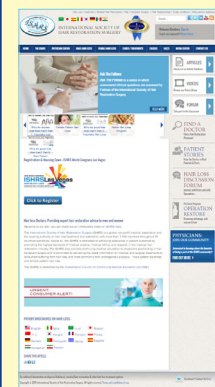
The ISHRS may accept advertising in connection with its publications provided that doing so is consistent with: (i) the ISHRS's exempt purpose; (ii) the educational and scientific function of the associated publication; and (iii) the ISHRS's tax exempt status. The ISHRS may accept or reject any advertisement at its discretion.

### Ad Format & Placement Policy:

Advertising is rotated and randomly dispersed throughout the publications.

### General Policy:

- Invoices are rendered at date of publication and due within 30 days of invoice date. New advertisers will be required to be set up for payment prior to running their first ad.
- All advertisements are accepted and published by the Publisher on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof.
- Publisher shall not be liable for any omitted, misplaced or mispositioned advertisements.
- Requests for specified position at run of book rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.
- Orders accepted subject to change in rate on notice from Publisher.
- Costs incurred by the Publisher for production work on the advertisement will be charged to the advertiser.
- Under no circumstances shall Publisher be liable for any indirect, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any advertiser.
- Under no circumstances shall Publisher's direct or indirect liability to any advertising agency exceed the invoiced cost of the advertisement.



International Society of  
Hair Restoration Surgery  
Headquarters  
1932 S. Halsted Street, #413  
Chicago, IL 60608 USA

Tel: 1-800-444-2737 or  
1-630-262-5399  
Fax: 1-630-262-1520

Email: [info@ISHRS.org](mailto:info@ISHRS.org)  
Website: [www.ISHRS.org](http://www.ISHRS.org)

# ISHRS 2019 Advertising Rate Card

## Advertising Opportunities

### Hair Transplant Forum International (the *Forum*)

This full-color, 8½"×11", bimonthly journal runs 40–54 pages (self-cover), with 6-10 advertisements per issue randomly dispersed throughout. Circulation includes more than 1,200 members; distribution is via 1<sup>st</sup> class USPS for the United States, and Global Mail (Royal Mail) for international. Advertisers are sent a complimentary issue that contains their ad with their invoice for each placement. Members may also download issues of the *Forum* through a Members Only section of the ISHRS website.

The *Forum* serves the field of Hair Restoration surgery by providing a free exchange of ideas in a non-peer-reviewed setting with articles relating to hair loss and its surgical and medical treatments. In addition to articles written by Society members covering all the latest trends and technology relevant to the Hair Restoration field.

The *Forum* does consider for publication articles written by advertisers as long as they meet editorial standards. Any advertiser-submitted article cannot be self-serving or promote a particular company, and it must provide valuable information for ISHRS membership.

#### Forum Circulation



July/August 2018	1,030
May/June 2018	1,024
March/April 2018	1,088
January/February 2018	1,093
November/December 2017	1,062
September/October 2017	1,012

### World Congress Onsite Final Program Guide

The annual *Onsite Final Program Guide* is typically 44–58 pages, 8½"×11". The Guide is in full color, with advertisements placed in the back of the publication. Circulation includes approximately 1,000+ World Congress attendees and is their continuous companion throughout the meeting.

### Website Banner Ads

Advertise on the ISHRS website with a link to your website. Your banner ad will be included on the ISHRS's website at [www.ishrs.org](http://www.ishrs.org) on the Members Only section home page. Your message will reach the 650+ visitors who access the Members Only section of the ISHRS website on a monthly basis. For information or to place an ad, email [info@ishrs.org](mailto:info@ishrs.org).

### Mailing List Rental

Rent the ISHRS member mailing list to distribute your promotional pieces. One-time mailing: \$500(US). The list does NOT include email addresses. Your promotional piece must be submitted with the application and be approved in advance. For the Mailing List Rental application, go to <https://ishrs.org/media/advertising-and-sponsorship/> and click on Mailing List Rental Form.

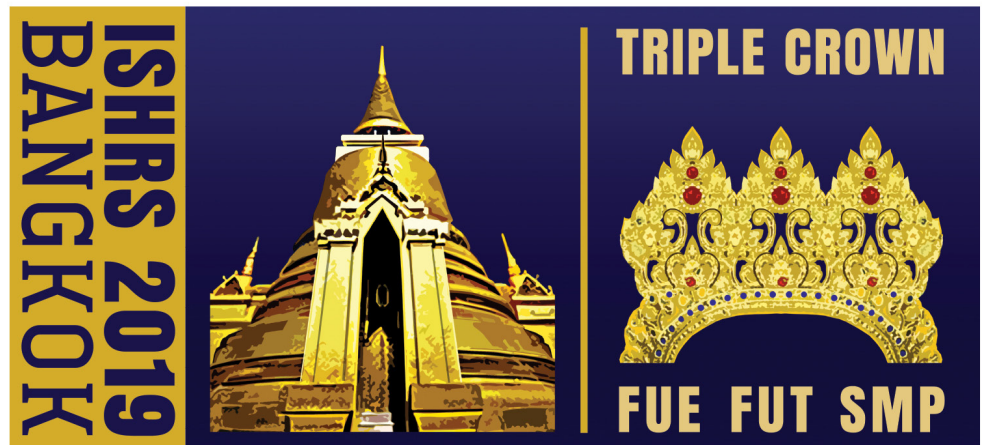
### Online Buyer's Guide

In addition to banner advertisements, you can offer your service/product through the ISHRS's Online Buyer's Guide found in the Members Only section of the ISHRS website. The ISHRS Online Buyers Guide is a powerful resource designed for our physician members so that they may easily find the industry-related products and services they need to purchase in their profession.

Your inclusion in the guide, which is organized by product titles, gives your business direct contact with more than 1,200 ISHRS members who have access to our Members Only section as they conduct their product research and selection process. In this single spot, your business will reach over 1,200 potential customers who are responsible for buying the products and services you sell.

As a value-add for exhibitors, exhibiting companies at the ISHRS's World Congress will receive a complimentary listing in the Online Buyer's Guide for a term of one year beginning at the conclusion of the meeting.

## NOV 13-16 | 27TH WORLD CONGRESS



## WORLD LIVE SURGERY WORKSHOP | NOV 16-17

# ISHRS 2019 Advertising Rate Card

## Sizes, Pricing, Placements

### Get the Most from Your Advertising Dollars

As the premier source for Hair Transplant-industry information, advertising with the ISHRS allows you to share your product or service information directly with the people who need it. Not only will your ad be in print, all issues are posted online *prior to* hard-copy mailing.

## Display Rates for Forum, Membership Directory, and World Congress Onsite Final Program Guide

Ad space is limited and is sold on a first-come, first-served basis per issue. All new ads are put through a review process to ensure they are in compliance with ISHRS guidelines as noted in the "Issuance and General Information" section on the front page. Commitments more than one issue out cannot be honored in an effort to be fair to other advertisers. Only one ad will be taken per advertiser per issue. Commitments will be taken via email. We do not offer agency discounts. All pricing is in U.S. dollars.

Forum Ad Sizes and Rates				2019 World Congress Onsite Final Program Guide Ad Sizes and Rates	
Size	Dimensions	B/W	4-Color		
Full-page	7.15" × 10.625"	\$2,000	\$2,200	Back Inside Cover*	8.5" × 11" \$4,500
Half-page				Full-page (no bleed)	7.4" × 9.5" \$2,500
Horizontal	7.15" × 5"	\$ 900	\$1,100	Half-page (no bleed)	7.4" × 4.7" \$1,500
Third-page				*This spot available on a first-come, first-served basis and will be pre-billed. May be reserved beginning January 1, 2019. Email <a href="mailto:ishrsduckler@gmail.com">ishrsduckler@gmail.com</a> to reserve.	
Horizontal	7.15" × 3.25"	\$ 600	\$ 700		
Quarter-page					
Vertical	3.5" × 4.875"	\$ 450	\$ 550		
<b>For this Forum: Reserve your spot by this date:</b> January/Feb. 2019 ..... December 5, 2018 March/April 2019 ..... February 5, 2019 May/June 2019 ..... April 5, 2019 July/August 2019 ..... June 5, 2019 September/Oct. 2019 ..... August 5, 2019 November/Dec. 2019 ..... October 5, 2019 January/Feb. 2020 ..... December 5, 2019  Email <a href="mailto:ishrsduckler@gmail.com">ishrsduckler@gmail.com</a> to reserve your space. Dates that fall on a weekend will be extended to Monday.				<b>27th World Congress Onsite Final Program Guide</b> <b>(Closing date subject to change.)</b>  <i>Space reserved by:</i> September 1, 2019 <i>Artwork due:</i> September 4, 2019 <i>Distribution Date:</i> November 13, 2019  <b>Forum Classified Ads</b>  Classified ads run in the <i>Forum</i> only, at a cost of <b>\$100 per insertion</b> for up to 75 words. Email the copy to <a href="mailto:ishrsduckler@gmail.com">ishrsduckler@gmail.com</a> by the issue closing date (to the left).	

**GREAT FOR EXHIBITORS!**

## Around-the-Clock Advertising Website Banner Ads

### Online Buyer's Guide



## Online Buyer's Guide Listing

\$200 for 12-month listing. Free for ISHRS World Congress exhibitors. To place an Online Buyer's Guide listing, send an email to [info@ishrs.org](mailto:info@ishrs.org).

## Website Banner Ad

\$850 for 3 months. Banner ads must be sent in a .gif format and should be 710 pixels wide × (up to) 140 pixels high. To place an ad, send an email to [info@ishrs.org](mailto:info@ishrs.org).

## Maximize Your Message Through Our Multi-Channel Approach to Advertising

The ISHRS is continually looking for ways to improve communication amongst its global membership.

We do this by keeping our website updated and taking advantage of current technology.

We provide our advertisers with multiple options to reach our 1,000+ physicians in the format of their choice: in print or online.

Our website offerings allow your target audience the ability to "click through" right to your website.

Website advertising is a cost-effective option to complement your print advertising and maximize your message.

# ISHRS 2019 Advertising Rate Card

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If you already have artwork on file with the *Forum*, it does *not* need to be resubmitted, simply verify that you would like to use it.

**Artwork:**      Is on file      Will be sent via email      (circle one)

## Hair Transplant Forum International

*See Forum breakdown on page 3 for pricing and sizes.*

Reserve advertising space in the following issue: *(please circle)*

January/February 2019

July/August 2019

March/April 2019

September/October 2019

May/June 2019

November/December 2019

Ad size: \_\_\_\_\_ Black & White      Color (circle one)

Cost: \$ \_\_\_\_\_ per issue

Total: \$ \_\_\_\_\_

## Classified Ads

*\$100 per issue; up to 75 words.*

Start issue date \_\_\_\_\_

Cost: \$100 per issue

Email text to [ishrsduckler@gmail.com](mailto:ishrsduckler@gmail.com)

## 2019 World Congress Onsite Final Program Guide

*See Onsite Guide breakdown on page 3 for pricing.*

Reserve space in the World Congress Onsite Final Program Guide to be distributed at the 27th World Congress in Bangkok, Thailand/November 13-17, 2019.

Ad size: \_\_\_\_\_ Black & White      Color (circle one)

Cost: \$ \_\_\_\_\_

## ISHRS Website Advertising Website Banner Ad

\$850 for 3 months. Banner ads must be submitted in a .gif format and should be 710 pixels wide x (up to) 140 pixels high.

Date to Begin Ad: \_\_\_\_\_

Cost: \_\_\_\_\_

## Online Buyer's Guide Listing

\$200 for a 12-month listing.

Date to Begin Listing: \_\_\_\_\_

**FREE TO  
WORLD CONGRESS  
EXHIBITORS!**

**Please see pages 2 and 3 for descriptions, closing dates, and pricing options.**

Fax completed page to Cheryl Duckler at 1-630-262-1520 or email to [ishrsduckler@gmail.com](mailto:ishrsduckler@gmail.com)

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