

WARFIELD'S WEEKLY UPDATE MEDIA
KIT

OTHER NEWS SOURCES
REACH PEOPLE WHO ARE

GOING
PLACES

OUR READERS ARE ALREADY

THERE

WARFIELD'S WEEKLY UPDATE, POWERED BY MULTIBRIEFS,
PROVIDES NEWS AND INFORMATION TO LEADERS IN THE
DERMATOLOGICAL INDUSTRY.

As a joint publication of the Society of Dermatology SkinCare Specialists and the PCI Journal, the news tackles today's most relevant, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of dermatologists and other skin care professionals, Warfield's Weekly Update keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the dermatology industry.

WARFIELD'S WEEKLY UPDATE
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS

TOP TEN REASONS TO ADVERTISE IN **WARFIELD'S WEEKLY UPDATE**:

1 CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the profession. Advertising in Warfield's Weekly Update solidifies your place among daily information provided to our members.

2 TARGETED DISTRIBUTION

Advertising in Warfield's Weekly Update allows your company to reach decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

3 OPT-IN SUBSCRIBER LIST

Subscribers to Warfield's Weekly Update have asked to receive the information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

4 RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant issues and trends that affect our subscribers the most.

5 FREQUENCY

Frequency builds awareness. As a weekly publication, Warfield's Weekly Update ensures your ad will be seen every week by our 3,000 subscribers.

6 AFFORDABLE

Advertising in Warfield's Weekly Update is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

7 YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Warfield's Weekly Update has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.

8 IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

9 EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Warfield's Weekly Update.

10 TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.

GREAT OPTIONS

MAKE IMPORTANT CHOICES EASY

WARFIELD'S WEEKLY UPDATE GIVES VARIETY AND FLEXIBILITY IN
ADVERTISING OPTIONS THAT ARE HARD TO FIND ANYWHERE ELSE.

ADVERTISING OPTIONS

From: SDSI Multimedia info@multimedia.com
Reply-To: info@multimedia.com
Date: Wednesday, July 23, 2008 1:40 PM
To: Warfield's Weekly Update
Subject: June 18, 2008: Medical Spa Makeovers Gone Wrong

A **AART, Inc.** AART, Inc. offers a complete line of products to help your aesthetic surgery needs.

C1 **SDSS** **WARFIELD'S WEEKLY UPDATE** **PCI Journal**

C **RHYTEC** Discover the POWER OF PLASMA. **Partialis**

D **Plastic Surgery Grows Wildly**
Americans last year spent an estimated \$13.2 billion — more than the gross domestic product of countries such as Bolivia or Brunei — on cosmetic surgery. What did they get? An array of bodily enhancements from face lifts to breast augmentation, from chemical skin peels to laser hair removal. [More](#)

D **Scraping Away the Years**
On a basic level, microdermabrasion is the "physical exfoliation of the skin using crystals or diamonds or something that is abrasive," said Karen Mera, a board-certified dermatologist with Val Dermatology in Fairfield. "The ultrasonic machines use sound waves to break up the superficial top layer of dead skin." Often clients come in for a treatment before a special event, like a wedding or an anniversary, both Norm and King said. [More](#)

D **Product Showcase: An Y BI Enterprise**
Whether your interested in a single piece of surgical or aesthetic equipment, or building a complete office surgical suite, An Y BI is here for you! While they have concentrated primarily on the Plastic Surgery arena, An Y BI also has extensive experience in ENT, Ophthalmology, Urology, and the Orthopedic/Spine practice settings. [More info](#)

B1 **Beauty is Only Skin Deep, But Hi-Tech Repairs Are Better**
Doctors wielding the most recent technological advances have reported good results in the repair of age ravaged skin. More dated methods have helped, but leave a lot to be desired. But time, as well as technology, marches forward. [More](#)

C1 **CUTERA**

D **Zapping Teenage Torment**
Some cultural absolutes do exist. In the 20th century, for instance, Americans seemed to decide that crooked, imperfect teeth should be fixed as early as possible, even though most of us show little with imperfect choppers. And now removing hair, like getting tattoos, is making the transition from vanity to necessity for increasingly more parents and their girls and boys. [More](#)

D **Another New Wrinkle in Treating Skin Aging**
Topical applications of a naturally occurring fat molecule have the potential to slow down skin aging, whether through natural causes or damage, researchers report. Through both the internal aging process and external factors like UV damage, sunburn, aging skin inevitably becomes coarse and wrinkled. The focus of this research is that time and damage both lower the production of new collagen while increasing the levels of enzymes called MMPs that chew up existing collagen. [More](#)

D **Microdermabrasion Kits Vary in Effectiveness, Cost**
There's a whole lot of sanding and buffing going on in bedrooms coast to coast. The work isn't to improve the home, but the skin, though the magic of over-the-counter microdermabrasion kits. [More](#)

E **High Quality Endoscopes at Low Prices 2 Year Warranty!**
H.M.B. Endoscopy Products, a division of H.M.B. Health Care Products, Inc. is located on the purchase, sale, repair and trading of flexible and rigid endoscopes and all endoscopy accessories made by Olympus, Pentax, Fujinon, Storz, Stryker and other major manufacturers. [More](#)

B **CLY** **CREATING SOLUTIONS FOR HEALTHCARE AND MEDICAL PRACTICES**

B1 **ENHANCING PRACTICES**
CREATING REVENUE

F **HD Endoscopy**
Endoscopy cameras utilize HD to improve clarity and visibility.
www.hd-endoscopy.com

F **Colter Life Care**
With Colter & Partners we create the Endoscopy Special.
www.colterlifecare.com

A LEADERBOARD

Purchasing the Leaderboard position in Warfield's Weekly Update provides your company with top exposure at a minimal cost and drives quality traffic to your Web site. This is the premier position in this valuable information source.

Dimensions: 728 px-by-90 px.

File formats: JPEG, animated GIF

Maximum file size: 120k

B SKYSCRAPER

B1 HALF-SKYSCRAPER

Skyscraper ads in Warfield's Weekly Update are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Dimensions: 120 px-by-600 px.

Half: 120 px-by-300 px.

File formats: JPEG, animated GIF

Maximum file size: 150k

Half: 75k

C TOP TRADITIONAL BANNER

C1 BOTTOM TRADITIONAL BANNER

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics and animation into a unique sales message for committed buyers who read each issue of Warfield's Weekly Update.

Dimensions: 468 px-by-60 px.

File formats: JPEG, animated GIF

Maximum file size: 50k

D PRODUCT SHOWCASE

The dermatology industry is in constant change. Showcase your latest product with this unique advertising opportunity. Showcase ads include a photo of your product and 50-word description with a direct link to your Web site.

Product Photo Dimensions: 175 px-by-125 px.

File format: JPEG

Maximum file size: 20k

E CALLOUT TEXT ADS

Integrated into the look and feel of Warfield's Weekly Update, callout text ads allow you to carefully formulate your message to a niche market. A special graphical treatment ensures your message will get noticed. Callouts should be no more than 25 words, headline excluded.

F TRADITIONAL TEXT ADS

Leverage the power of words by purchasing a traditional text ad to drive traffic to your Web site. Text ads should be no more than 15 words with a short, five-word headline.

AD RATES

ALL PRICES REFLECT A 90-DAY PUBLICATION CYCLE

| | | | |
|---------------------------|--------|---------------------|--------|
| Leaderboard | \$3500 | Product Showcase | \$2500 |
| Top Traditional Banner | \$3000 | Skyscraper | \$2850 |
| Bottom Traditional Banner | \$3000 | Half Skyscraper | \$2000 |
| Callout Text Ads | \$2000 | Traditional Text Ad | \$1500 |

If your ad includes graphics (Leaderboard, Skyscraper, Traditional Banners, Product Showcase), provide art within three business days of receiving your sales confirmation email. Otherwise, your ad will be designed using elements pulled from your web site. Files can be emailed to graphics@multibriefs.com.

CONTACT US

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EXCLUSIVELY SERVING THE ASSOCIATION SECTOR, MULTIBRIEFS IS A LEADING PUBLISHER OF E-NEWS BRIEFS. THE COMPANY PROVIDES COMPREHENSIVE NEWS BRIEFINGS OF THE WEEK'S TOP INDUSTRY STORIES TO ASSOCIATION MEMBERS AND TRADE PROFESSIONALS.