

COSMETIC SURGERY NEWS BRIEF

REACH

1,800

COSMETIC SURGEONS

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

**A**

**B**

**C**

**New help to free legs from a web**  
**The New York Times** Share [f](#) [t](#) [l](#) [i](#) [k](#) [e](#) [+](#)  
 Leg-baring weather inspires come-out-of-hibernation rituals. The fake tan. The depilation of winter hair. The springtime jog, when even layabouts acknowledge that the season of calf definition is nigh. But what if a man or woman is bothered by garbled, enlarged leg veins? Once heat rolls in and hosiery retires, what is there to do? There are plenty of minimally invasive treatments to tackle varicose veins, including a new injectable solution that the Food and Drug Administration approved in March. Come June, the drug — called Asclera, widely used in Europe — will be available in the United States, giving American doctors another option for injecting the unsightly veins with fluid that makes them collapse. **MORE**

**Boob job: Woman steals for bigger breasts**  
**NBC News - Miami** Share [f](#) [t](#) [l](#) [i](#) [k](#) [e](#) [+](#)  
 It almost makes perfect sense to the criminal mind. If you want fake breasts, why not use a false identification? A Broward, Fla., woman is accused of stealing another woman's ID to open a new credit card account that would fund her need for bigger breasts, police allege. **MORE**

**E**

**F**

**Are freckly faces the way of the future?**  
**The Sydney Morning Herald** Share [f](#) [t](#) [l](#) [i](#) [k](#) [e](#) [+](#)  
 When the French cosmetic surgery freaks known as Igor and Grichka Bogdanoff hit the red carpet at Cannes, the world was aghast. Clearly, these men have overdone it. Puffed up cheeks, strangely elongated faces, jaws modeled on Jay Leno's — they looked pretty scary. While years ago people who had had cosmetic surgery preferred it to be a secret, and done to enhance natural features — not to change them altogether. Now cosmetic surgery is flaunted. **MORE**

**Laser treatment helps repair scarred skin**  
**WBZ - TV** Share [f](#) [t](#) [l](#) [i](#) [k](#) [e](#) [+](#)  
 As we get older, the clock ticks, the body changes, but there one thing that stands the test of time — scars. The rate of healing all depends on genetics, the location of the scar and the type of injury. **MORE**

**C1**

**Cosmetic surgery will provide relief from perspiring palms**  
**TopNews** Share [f](#) [t](#) [l](#) [i](#) [k](#) [e](#) [+](#)  
 Transform, the United Kingdom's most reliable supplier of cosmetic surgery, and its group of experts realises the irritation and awkward situations that hyperhidrosis patients have to put up with. Now, with the aid of the famous wrinkle treatment Botox, the cosmetic surgery team can desiccate those sweaty palms and avoid such situations from taking place. **MORE**

**D**

<p><b>Product Showcase:</b>  <b>Pelleve™ Skin Tightening System</b></p> <p>Pelleve is the newest innovation in skin tightening, recently FDA-cleared to treat facial wrinkles without surgery. Using radiofrequency, the Pelleve system heats the deep layers of the skin, causing collagen to contract and tighten. After treatment, the skin begins to produce new collagen, improving skin firmness and resulting in a naturally refreshed appearance.</p>	<p><b>Premier Implants and Accessories for Facial and Body Contouring</b></p> <p>AART, Inc. is an innovative, full-service global supplier to the cosmetic, plastic, and reconstructive therapists. AART provides a complete range of premier implants and accessories for facial and body contouring, including custom. AART's compression garments address every need. The Dimall™ Scar Management System continues to lead in technology and efficacy.</p>	<p><b>Evolutions Insurance Brokers</b></p> <p>Evolution Insurance Brokers is an excess and surplus line brokers that provides liability insurance solutions to the most difficult risks for medical professionals.</p>
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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 1,800 cosmetic surgeons (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$2750/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Skyscraper/Half Skyscraper  
**\$3000/\$2500**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**150k**  
**75k**



Product Showcase  
**\$2950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad  
**\$2000**

Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad  
**\$1500**

Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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# THE COSMETIC SURGERY NEWS BRIEF, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO LEADERS IN THE COSMETIC SURGERY INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of dermatological surgeons, facial plastic surgeons, head and neck surgeons, oral and maxillofacial surgeons, general surgeons, plastic surgeons and ocular plastic surgeons, the Cosmetic Surgery News Brief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

COSMETIC SURGERY NEWS BRIEF  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN COSMETIC SURGERY NEWS BRIEF:



## CREDIBLE SOURCE

For over 30 years, our members have turned to the association as the informational authority of the industry. Advertising in the Cosmetic Surgery News Brief solidifies your place among weekly information provided to AACS members.



## TARGETED DISTRIBUTION

Advertising in the Cosmetic Surgery News Brief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to the Cosmetic Surgery News Brief have asked to receive this 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.



## RELEVANT CONTENT

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



## FREQUENCY

Frequency builds awareness. As a weekly publication, the Cosmetic Surgery News Brief ensures your ad will be seen every week by our 1,800 subscribers.



## AFFORDABLE

Advertising in the Cosmetic Surgery News Brief 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?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the Cosmetic Surgery News Brief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## 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!



## 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 the Cosmetic Surgery News Brief.



## TRACK CAMPAIGN EFFECTIVENESS

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