



# International Society of Hair Restoration Surgery

## 2022 Advertising Rate Card

Advancing the art and science of hair restoration

### Who We Are

The International Society of Hair Restoration Surgery (ISHRS) is a global non-profit medical association and a leading, unbiased authority in medical and surgical hair restoration with more than 1,200 members throughout 70 countries. Founded in 1993, it was the first, and is now the largest, international society to promote continuing quality improvement and education for professionals in the field of hair restoration surgery. Members have backgrounds in varying medical specialties including dermatology, plastic surgery, general surgery, and more.

The cornerstone of the ISHRS continues to be the annual world congress and the *Forum* publication. Both provide an accepted international forum for information exchange and rapid diffusion of new and innovative surgical techniques and instrumentation technology.

The ISHRS is accredited by the Accreditation Council for Continuing Medical Education (ACCME), which is the agency responsible for sanctioning medical education for physician licensure in the United States. The ISHRS holds a seat in the American Medical Association House of Delegates, which is considered "the House of Medicine" in the United States and one of the most important groups to effect standards and legislation. The ISHRS is a liaison organization member of the Comité Européen de Normalisation (CEN) [European Committee for Standardization] task force 403 "Aesthetic Surgery Services" where it assists with developing standards for hair transplantation among countries within the European Union.

Above all, The ISHRS is dedicated to achieving excellence in medical and surgical outcomes by promoting member education, international collegiality, research, ethics, and public awareness.

The ISHRS is a member of and leads the Global Council of Hair Restoration Surgery Societies which is comprised of 24 national and regional societies. Numerous countries' Ministries of Health have contacted the ISHRS in the past for expert information on industry standards.

The ISHRS is the leader in hair restoration surgical statistics and trend data. The ISHRS has been cited in numerous major news outlets, publications, and receives much press since it is the most trusted source for unbiased information and the best education in the field of hair restoration surgery.

A large part of the ISHRS's effort is dedicated to ensuring the safety of patients and developing methods to minimize risks to patients while meeting the expectations of patients. The ISHRS has published and maintains FUE Clinical Practice Guidelines, Core Curriculum in Hair Restoration Surgery, and Core Competencies in Hair Restoration Surgery.

The ISHRS is dedicated to facilitating the training of physicians. The ISHRS has a Fellowship Training Program, enduring educational materials and online resources, and offers numerous meetings that include lectures and surgical workshops. The ISHRS holds its biggest event, the annual ISHRS World Congress, around the world. Its faculty are world-renowned and the top experts, innovators, and pioneers in the field. The faculty and leadership are those physicians who write the textbooks in the field and author the most important journal articles. The majority of faculty have been in the field for 20+ years.

### Issuance and General Information

#### Requirements for Advertising Acceptance

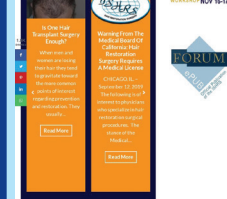
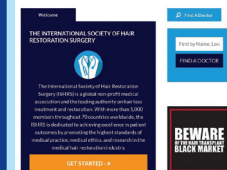
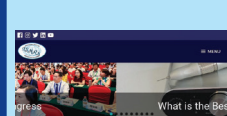
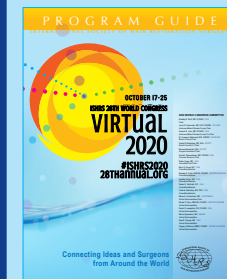
The ISHRS may accept advertising in connection with its publications provided that doing so is consistent with: (i) the ISHRS's exempt purpose; (ii) the educational and scientific function of the associated publication; and (iii) the ISHRS's tax exempt status. The ISHRS may accept or reject any advertisement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

#### Ad Format & Placement Policy

Advertising is rotated and randomly dispersed throughout the publications.

#### General Policy

1. 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.
2. 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.
3. Publisher shall not be liable for any omitted, misplaced or mispositioned advertisements.
4. 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.
5. Orders accepted subject to change in rate on notice from Publisher.
6. Costs incurred by the Publisher for production work on the advertisement will be charged to the advertiser.
7. 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.
8. 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 St., Suite 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 2022 Advertising Rate Card

## 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 (relative to the publication/*Forum* issue that you are interested in) to: Cheryl Duckler, Advertising Manager • Tel: +1-262-347-1028 • Fax: +1-630-262-1520 • [cduckler@ishrs.org](mailto:cduckler@ishrs.org)

## 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 +1-262-347-1028 or at [cduckler@ishrs.org](mailto:cduckler@ishrs.org) for a quote. Artwork should be sent to the above address.

## Advertising Opportunities

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

This full-color, 8½"×11", bimonthly journal runs 40-48 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.



### World Congress 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<sup>+</sup> 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: \$1,000(USD). 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.

## 30th World Congress | Panama City, Panama

### October 27-29, 2022 • Westin Playa Bonita



# ISHRS 2022 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 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 guaranteed 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 (All prices USD)				2022 World Congress <i>Final Program Guide</i> Ad Sizes and Rates (All prices USD)	
Size	Dimensions	B/W	4-Color		
Full-page	7.15" x 10.625"	\$2,200	\$2,500	Back Inside Cover*	(Size to be determined.) \$5,500
Half-page Horizontal	7.15" x 5"	\$1,000	\$1,250	Full-page (no bleed)	(Size to be determined.) \$2,600
Third-page Horizontal	7.15" x 3.25"	\$700	\$850	Half-page (no bleed)	(Size to be determined.) \$1,600
Quarter-page Vertical	3.5" x 4.875"	\$500	\$600	*This spot available on a first-come, first-served basis and will be pre-billed. May be reserved beginning January 1, 2022. Email <a href="mailto:cduckler@ishrs.org">cduckler@ishrs.org</a> to reserve.	

<b>For this Forum: Reserve your spot by this date*:</b> January/Feb. 2022 ..... December 5, 2021 March/April 2022 ..... February 5, 2022 May/June 2022 ..... April 5, 2022 July/August 2022 ..... June 5, 2022 September/Oct. 2022 ..... August 5, 2022 November/Dec. 2022 ..... October 5, 2022 January/Feb. 2023 ..... December 5, 2022		<b>30th World Congress Final Program Guide</b> <i>(Dates subject to change.)</i> Space reserved by: August 17, 2022 Artwork due: September 1, 2022		<div>GREAT FOR EXHIBITORS!</div>	
*Please note: Ad space reservations are on an issue-to-issue basis; first-come, first-served as space permits. Email page 4 to <a href="mailto:cduckler@ishrs.org">cduckler@ishrs.org</a> to reserve your space. Dates that fall on a weekend will be extended to Monday.		<b>Forum Classified Ads</b> Classified ads run in the <i>Forum</i> only. Ads cost \$100(USD) per insertion for up to 75 words. Email the copy to <a href="mailto:cduckler@ishrs.org">cduckler@ishrs.org</a> by the issue closing date (to the left).			

**Around-the-Clock Advertising**

**Website Banner Ads**

**Online Buyer's Guide**

### Online Buyer's Guide Listing

\$200(USD) 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(USD) for 3 months. Banner ads must be sent in a .gif format and should be 710 pixels wide x (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 1,200+ physicians in the format of their choice: in print or online.

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

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

# ISHRS 2022 Advertising Rate Card

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

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

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

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

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

\_\_\_\_\_

\_\_\_\_\_

**Artwork:** A high-resolution, full-color PDF with all fonts embedded and that is 100% of the final size is required. A minimum required image resolution of 300 dpi is preferred. Files should be cropped to remove non-printing borders and art should be created or scaled to the size intended for print. All advertising material will be subject to the ISHRS's approval prior to acceptance.

## Hair Transplant Forum International

See Forum breakdown on page 3 for pricing and closing dates.

Please email this page by the space reservation date noted on page 3.

Ad space will be confirmed one issue at a time and is on a first-come, first-served basis.

- |                          |                           |
|--------------------------|---------------------------|
| 1. January/February 2022 | 4. July/August 2022       |
| 2. March/April 2022      | 5. September/October 2022 |
| 3. May/June 2022         | 6. November/December 2022 |

Issue date(s): \_\_\_\_\_

Ad size: \_\_\_\_\_

Black & White \_\_\_\_\_ or color \_\_\_\_\_

## Classified Ads

\$100(USD) per issue; up to 75 words.

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

No. of issues to run: \_\_\_\_\_

Email text to [cduckler@ishrs.org](mailto:cduckler@ishrs.org)

## 2022 World Congress Final Program Guide

See breakdown on page 3 for pricing and sizes.

Reserve space in the 30th World Congress Final Program Guide •  
October 27-29, 2022/Panama City, Panama.

Ad size: \_\_\_\_\_

Black & White \_\_\_\_\_ or color \_\_\_\_\_

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

## ISHRS Website Advertising

### Website Banner Ad

\$850(USD) 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: \_\_\_\_\_

Date to end ad: \_\_\_\_\_

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

### Online Buyer's Guide Listing

\$200(USD) 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 [cduckler@ishrs.org](mailto:cduckler@ishrs.org)

International Society of Hair Restoration Surgery

1932 S. Halsted St., Suite 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)