



PARTNER WITH sdpa dermcast™

Dermcast connects corporate and nonprofit partners with dermatology professionals through innovative, interactive formats. Empower your brand and reach the SDPA DermPA™ community through our tailored events and advertising options

Monthly Online Events

Offering engaging, targeted opportunities to showcase your brand to dermatology experts:

45-Minute Talk Show

- Discuss patient assistance programs, research & development, and new product releases.
 - **Price:** \$35,000
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SDPA Market Forum

- One-hour product theater plus a 30-minute moderated discussion on science and product application.
 - **Price:** \$35,000
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Unbranded Slide Deck Presentation

- 30-minute unbranded presentation followed by a 30-minute journal article discussion specific to treatment.
 - **Price:** \$25,000
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NEW! 30-Minute Podcast

- Highlight your brand, share insights, or discuss advancements in a digestible podcast format.
- **Price:** \$30,000

Dermcast Web Advertising

Increase visibility and position your brand as a leader through high-impact placements on the Dermcast website.

Homepage Rotating Leaderboard Banner (728 x 90px)

- **3-Month Placement:** \$950/mo (\$2,850 total)
- **6-Month Placement:** \$1,750/mo (\$10,500 total)
- **Full Year Placement:** \$3,200/mo (\$38,400 total)

Homepage Static Banner (300 x 250px)

- **3-Month Placement:** \$1,200/mo (\$3,600 total)
- **6-Month Placement:** \$2,200/mo (\$13,200 total)
- **Full Year Placement:** \$4,000/mo (\$48,000 total)

Dermcast eNewsletter Advertising

Share your message directly with SDPA members, dermatology residents, and physicians worldwide through our monthly Dermcast eNewsletter

728 x 90px Banner

- **3-Month Placement:** \$1,200/mo (\$3,600 total)
- **6-Month Placement:** \$1,500/mo (\$9,000 total)
- **Full Year Placement:** \$1,700/mo (\$20,400 total)

300 x 250px Banner

- **3-Month Placement:** \$450/mo (\$1,350 total)
- **6-Month Placement:** \$750/mo (\$4,500 total)
- **Full Year Placement:** \$950/mo (\$11,400 total)

What Makes Dermcast the Right Choice?

1. **Targeted Audience:** Reach dermatology PAs, physicians, residents, and industry leaders globally.
2. **Engaging Formats:** From live events to podcasts and newsletters, you'll have innovative ways to connect.
3. **Competitive Pricing:** New, reduced pricing ensures maximum ROI for your marketing dollars.
4. **Unparalleled Visibility:** Position your brand as a leader in dermatology.
 - a. The data speaks for itself! Below are real stats from a Dermcast partner's YouTube video.
 - i. 19,236 views
 - ii. 878.3 hours of watch time
 - iii. 383,372 impressions
 - iv. 0.6% impressions click-through rate





Contact Us

To discuss Dermcast partnership or
for more information, please contact
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