

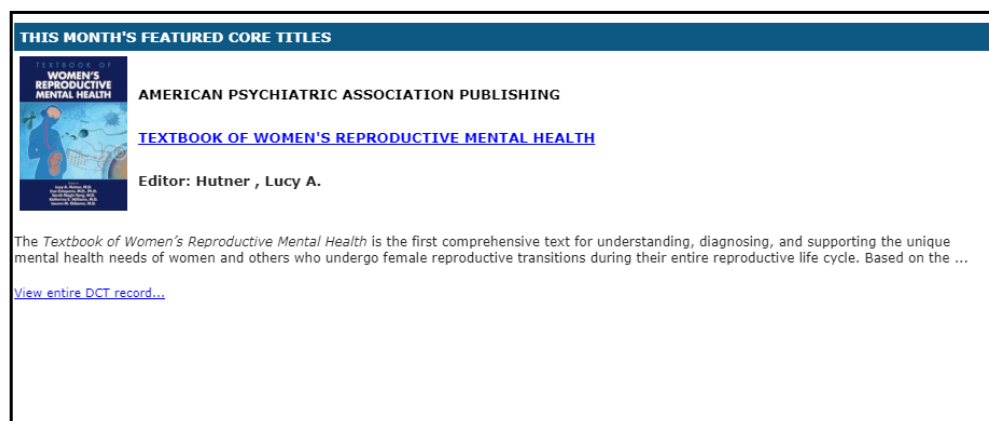
DCT Publisher Spotlights

Requested Ad Sizing:

A Publisher Spotlight promotes a single, specific title from the advertiser. Each spotlight consists of the book's cover image, publisher name, title, author(s)/editor(s), up to 200 words of descriptive copy, and a link to learn more.

Other Specifications:

- Provide the following for the title:
 - ISBN
 - Title
 - Product URL
 - Cover image
- The Advertising Manager will preview your Publisher Spotlight in advance of its publication date to ensure your expectations are met.
- A DCT Publisher Spotlight can promote any health sciences book title with an ISBN.
- It is recommended that DCT Publisher Spotlights promote a title on the most recent edition of Doody's Core Titles, especially those that are Essential Purchase Titles or are new to DCT.



Sample Publisher Spotlight from Doody's Core Titles