

Specifications

PRINT DIMENSIONS

Ad Unit	No Bleed (Width x Height)	Bleed (Width x Height)
Full Page	7.625" x 10.375"	8.375" x 11.125"
Full Page Spread	15.25" x 10.375"	16.5" x 11.125"
1/2 Page Horizontal	7" x 5"	8.375" x 5.625"
1/2 Page Vertical	3.5" x 10"	4.25" x 11.25"
1/4 Page	3.5" x 5"	N/A

Publication Trim Size: 8.125" x 10.875"

Bleed Ads: Keep live matter 0.25" from trim edges.

PRODUCTION

Heat-set web printing 4-color process. 150 line screen on 60# coated stock. Perfect binding.

FILE SPECIFICATIONS

- The preferred file format is PDF, set to Print Quality.
- The AAD will not accept native file formats.
- All 4-color files must be in CMYK, unless a 5th or spot color is specified. Black and white files must be in grayscale, no 4-color black.
- All files must be the correct size as listed on the rate card per each publication.
- Additional bleed is required for all bleed ads. See left.
- All files submitted must be final artwork. Publisher will not make changes to digital files.
- Fonts and images must be embedded and/or converted to outlines.
- All files and images must be at least 300 dpi.
- Photoshop and Illustrator files may be saved as EPS, PDF and also TIF.



SUBMIT ELECTRONIC AD MATERIALS, INSERT SAMPLES, AND PROOFS TO:

Carrie Parratt

Advertising Specialist

American Academy of Dermatology

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**AMERICAN ACADEMY of
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