Journal of the American Academy of Dermatology

Recruitment Advertising
Global
Ariel Medina
Tel: 212-633-3689
a.medina@elsevier.com
https://www.jaad.org

Editorial

Journal of the American Academy of Dermatology (JAAD), the official clinical journal of the American Academy of Dermatology (AAD), leads the field in readership scores. JAAD is published monthly and maintains a favorable advertising ratio of 31% ad space to 69% editorial content. The AAD is the world’s largest and most influential society in the specialty, giving JAAD the best reach of any journal in dermatology. The journal is circulated to more than 16,000 dermatologists, including all residents enrolled in the US and Canadian dermatology training programs. AAD members report that receiving the journal is one of the top benefits of membership. JAAD features original, peer-reviewed articles that are available in print and online. The journal consistently reports the latest advances in the prevention, diagnosis, and treatment of dermatologic disorders. It also offers monthly opportunities for readers to obtain continuing medical education credits. JAAD’s highly regarded editorial content ensures cover-to-cover exposure for your advertisement.

The Journal is ranked 1st of 68 journals in the Dermatology category in the 2021 Journal Citation Reports®, published by Clarivate Analytics, and has an Impact Factor of 15.487.

Editor-in-Chief: Dirk M. Elston, MD

Affiliation: The Official Publication of the American Academy of Dermatology

Audience: Entire dermatologic community

Global Print Circulation: 16,987

Issuance: 13 times per year

Circulation updated on August 18th, 2022, based on 12-month monthly average July 2021-June 2022.
Journal Contacts

Recruitment/Classified Sales

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(t) 212-633-3689

Contracts, Insertion Orders & Production Materials

Global
Jaichand Ramsaroop
j.ramsaroop@elsevier.com
(t) 212-633-3690

Editorial Reprints

Multimedia Publishing
Print Closings

Cancellations:
No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>88/1</td>
<td>January 2023</td>
<td>11/14/2022</td>
</tr>
<tr>
<td>88/2</td>
<td>February 2023</td>
<td>12/13/2022</td>
</tr>
<tr>
<td>88/3</td>
<td>March 2023</td>
<td>01/17/2023</td>
</tr>
<tr>
<td>88/4</td>
<td>April 2023</td>
<td>02/14/2023</td>
</tr>
<tr>
<td>88/5</td>
<td>May 2023</td>
<td>03/17/2023</td>
</tr>
<tr>
<td>88/6</td>
<td>June 2023</td>
<td>04/17/2023</td>
</tr>
<tr>
<td>89/1</td>
<td>July 2023</td>
<td>05/17/2023</td>
</tr>
<tr>
<td>89/2</td>
<td>August 2023</td>
<td>06/14/2023</td>
</tr>
<tr>
<td>89/3</td>
<td>September 2023</td>
<td>07/17/2023</td>
</tr>
<tr>
<td>89/4</td>
<td>October 2023</td>
<td>08/16/2023</td>
</tr>
<tr>
<td>89/5</td>
<td>November 2023</td>
<td>09/18/2023</td>
</tr>
<tr>
<td>89/6</td>
<td>December 2023</td>
<td>10/17/2023</td>
</tr>
<tr>
<td>90/1</td>
<td>January 2024</td>
<td>11/14/2023</td>
</tr>
</tbody>
</table>
### Print Advertising

#### Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/6 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,195</td>
<td>$3,300</td>
<td>$2,610</td>
<td>$1,765</td>
</tr>
<tr>
<td>3x</td>
<td>$4,180</td>
<td>$3,260</td>
<td>$2,575</td>
<td>$1,705</td>
</tr>
<tr>
<td>6x</td>
<td>$4,020</td>
<td>$3,120</td>
<td>$2,460</td>
<td>$1,675</td>
</tr>
<tr>
<td>12x</td>
<td>$3,820</td>
<td>$3,040</td>
<td>$2,375</td>
<td>$1,615</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
<th>METALLIC COLOR</th>
<th>4 COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$825</td>
<td>$955</td>
<td>$690</td>
<td>$1,225</td>
<td>$1,990</td>
</tr>
</tbody>
</table>

#### Premium Positions

- Cover 4: 50% B/W Page rate
- Cover 2: 35% B/W Page rate
- Cover 3: 25% B/W Page rate
- Opposite TOC: 25% B/W Page rate
- First Right Hand Page: 25% B/W Page rate
- Other Preferred Positions: 10% B/W Page rate

#### Cover Tips

- $30k supplied, $35k printed

#### Outserts

- $35,640

#### Confidential Email Inbox

- Cost: $40

#### Agency Discount

- AGENCY DISCOUNT 15% - All rates in print are GROSS, except those that marked as Net.

#### Composition

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

*All production charges are net and non-commissionable*

#### Cancellations

- Must be received in writing on or before the announced closing date.
Digital Advertising

myHealthTalent.com Career Resource

All rates noted on this card include a 30-day online job posting on myHealthTalent.com (same text as print ad). Contact Traci Peppers at t.peppers@elsevier.com to learn other opportunities available for myHealthTalent.com.

Banner Ads — Journal Website

Contact your sales representative for rates and opportunities.

Banner Ads — Table of Contents (eTOC) / Article in Press (AIP) Alerts Email

Contact your sales representative for rates and opportunities.

Additional Notes

1. All rates in digital are NET.
2. Digital campaigns (including banner ads on journal website and Table of Contents email) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
4. See Digital Specs for detailed specifications.

Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.
Run of Book Print Ads

Sizing
Trim: 8-1/8” x 10-7/8”
Keep live matter 1/4” from all trim edges.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7” x 10”</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” x 4-3/4”</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3-1/4” x 10”</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/4” x 4-3/4”</td>
<td></td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2-1/8” x 4-3/4”</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7” x 10”</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” x 4-3/4”</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3-1/4” x 10”</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/4” x 4-3/4”</td>
<td></td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2-1/8” x 4-3/4”</td>
<td></td>
</tr>
</tbody>
</table>

Binding: Perfect; Jogs to head
Printing Process: Litho Web
Halftone Screen: Cover: 150 line screen Text: 150 line screen

Specifications

File Format
Preferred format is PDF created with high-resolution PostScript from the native application. Convert the PostScript to PDF with Acrobat 4 or 5 Distiller set for compatibility to PDF version 1.3 (Acrobat 4). Other acceptable formats are PDF/X-1a, EPS and TIFF.

All files must be correctly named with proper extensions.
The following source files are accepted and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher (native formats only, no Quark .eps are accepted)
- Adobe Illustrator (eps only)
- Adobe Photoshop (tiff)

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Fonts
Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3, Multiple Master or CID fonts. Avoid using menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).
Images

TIFF and EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Files containing layers and/or transparent objects must be flattened prior to submission. PDF version 1.3 will ensure a flattened file.

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8” bleed image on all four sides.
- Files will include trim marks with a minimum 3/16” offset
- No content is to be within 1/4” of all trim edges.
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. However, these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

Delivery

- Email high-res PDF ad file(s) to sales contact and include the following information:
  - Journal Title
  - Issue date
  - Advertiser

Conformance to Specs
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified.

Digital Specs

**JBS (HEALTH ADVANCE JOURNAL SITES) WEBSITE**

<table>
<thead>
<tr>
<th>Positions</th>
<th>Ad</th>
<th>Size (pixels)</th>
<th>Expandable (pixels)</th>
<th>Expandable Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**Formats**

- jpeg, png, gif, HTML5†, 3rd party tags

**Tracking pixels**

- Yes

**Max file size**

- 200 KB

**Max Animation (time/loops)**

- 15 seconds/ 3 loops

**Prestitial frequency**

- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.
†Excluding personally identifiable information (PII).

**JBS (HEALTH ADVANCE JOURNAL SITES) eTOC EMAIL**

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

MPU banners, positions 1, 2, 3, are stacked vertically

**Formats**

- jpeg, png, gif, (static image only)
Tracking pixels: No
Max file size: 200 KB
Animation and expandable banners unavailable

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### JBS (HEALTH ADVANCE JOURNAL SITES) AIP EMAIL

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Formats: jpeg, png, gif, (static image only)
Tracking pixels: No
Max file size: 200 KB
Animation and expandable banners unavailable
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