

DermWorld Specifications

PRINT DIMENSIONS

| Ad Unit | No Bleed (Width x Height) | Bleed (Width x Height) |
|---------------------|------------------------------|---------------------------|
| Full Page | 8.125" x 10.875" | 8.375" x 11.125" |
| Full Page Spread | 16.25" x 10.875" | 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" |

Publication Trim Size: 8.125" x 10.875"
Keep live matter .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.

PRINT DEADLINES

| 2024 | Ad materials Due | Mail date |
|-----------|------------------|-----------|
| JANUARY | 12/7/23 | 1/3/24 |
| FEBRUARY | 1/11/24 | 2/2/24 |
| MARCH* | 2/1/24 | 2/28/24 |
| APRIL | 3/14/24 | 4/5/24 |
| MAY | 4/11/24 | 5/3/24 |
| JUNE | 5/9/24 | 5/31/24 |
| JULY | 6/6/24 | 6/28/24 |
| AUGUST* | 7/11/24 | 8/2/24 |
| SEPTEMBER | 8/8/24 | 8/30/24 |
| OCTOBER | 9/12/24 | 10/4/24 |
| NOVEMBER | 10/10/24 | 11/1/24 |
| DECEMBER | 11/7/24 | 12/3/24 |

*AM and IA Convention issues with bonus distribution.

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

Carrie Parratt

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DermWorld

www.aad.org/advertise