

2023 DermWorld Print

BW	1x	6x	12x	24x	36x
Full Page	\$2,910	\$2,755	\$2,525	\$2,235	\$2,150
Full Page Spread	\$5,820	\$5,510	\$5,050	\$4,470	\$4,300
1/2 Page	\$2,245	\$2,185	\$2,015	\$1,790	\$1,720

4-Color	1x	6x	12x	24x	36x
Full Page	\$4,570	\$4,415	\$4,185	\$3,895	\$3,810
Full Page Spread	\$9,140	\$8,830	\$8,370	\$7,790	\$7,620
1/2 Page	\$3,905	\$3,845	\$3,675	\$3,450	\$3,380

Inserts	1x	6x	12x	24x	36x
2 Page	\$5,820	\$5,510	\$5,050	\$4,470	\$4,300
4 Page	\$11,640	\$11,020	\$10,100	\$8,940	\$8,600
8 Page	\$23,280	\$22,040	\$20,200	\$17,880	\$17,200

Furnished Inserts: Production charges incurred for inserts not meeting printer specifications will be billed at cost. Inserts may be printed through the AAD at an additional production cost, which is not subject to agency discount.

Premium Positions	1x	6x	12x	24x	36x
Cover 2	\$5,443	\$5,242	\$4,943	\$4,566	\$4,455
Opp TOC	\$5,152	\$4,966	\$4,690	\$4,342	\$4,240
Opp What's Hot	\$5,007	\$4,828	\$4,564	\$4,230	\$4,133
Cover 3	\$5,152	\$4,966	\$4,690	\$4,342	\$4,240
Cover 4	\$6,025	\$5,793	\$5,448	\$5,013	\$4,885

Cover 3 PI: 10% premium on earned black & white rate

Additional Color: 2-color: \$855 | Matched (PMS): \$1,090 | Metallic: \$2,000

Additional fees may apply for split circulation

Ask your sales rep for pricing on cover tips, belly bands, gate folds, french door covers, and ride-a-longs.



DermWorld

www.aad.org/advertise

AAD Advertising Policies

ADVERTISING ACCEPTANCE

All advertising must comply with the Academy's Advertising Standards. Acceptance of all advertising is subject to ad review and approval by the Academy. Ads which have not previously appeared in any Academy publications must be submitted for approval. The Academy reserves the right to insert the word "Advertisement" above or below any copy. The Academy reserves the right to reject requests for advertisements, or not to renew previously approved advertisements, at any time for any reason or no reason at all, including without limitation any advertisement that the Academy determines could adversely affect the goodwill or reputation of the Academy or its affiliates. Advertisements that conflict, or have the appearance of conflicting, with Academy policy are prohibited.

The Academy will not be bound by any condition appearing on insertion orders/contracts or copy instructions submitted by or on behalf of the advertiser, particularly when such conditions conflict with any provision in this rate card or with Academy policy.

ADVERTISING PLACEMENT

Unless a premium position is purchased, positioning of ads is at the sole discretion of the Academy. The publisher is not responsible for ad placements near competing products when instructions are not provided on the insertion order, or when the indication for drug is not clearly stated on the insertion order or in the prescribing information supplied with the advertising materials.

PRINT CANCELLATION

- Cancellations must be received by the Academy publisher's representative (Ascend Media) in writing, via e-mail or fax.
- A premium ad position may be cancelled without liability up to 45 days prior to the issue's published ad closing date. Publisher reserves the right to charge a penalty of 50% of the ad order for premium position cancellations less than 45 days prior to ad close, regardless of the date of ad placement.
- Unless otherwise stated, space reservations cancelled prior to insertion order close date are released without obligation.
- Cancellations made between insertion order close date and materials due date are billed at 50% of the amount contracted.
- Cancellations made after materials due date are billed at the full amount.
- The publisher reserves the right to cancel ad contracts at any time for any reason.

AGENCY DISCOUNT

For DermWorld print only, 15% of gross billing is allowed to recognized advertising agencies with accounts in good standing. All published rates for monthly electronic advertising and AAD meeting advertising are NET. No agency discounts are permitted.

PAYMENT

Unless otherwise stated, payment is due 30 days from invoice date. Advertisers and the agencies placing orders on their behalf are considered jointly responsible for payment. Accounts not in good standing may jeopardize future ad placement or assignment of exhibit space at AAD meetings.

DISCOUNTS

Frequency discounts accrue to individual publications as stated in the rate cards and within the calendar year only. Frequency discounts are earned only with written commitments for all applicable insertions. Advertisers not fulfilling space commitments to earn the frequency will be invoiced for the difference on all insertions at the end of the calendar year, or upon termination of the advertising contract.

Other discounts provided by the publisher in any given year or circumstance shall in no instance be automatically renewed by the advertiser. The publisher will not honor signed insertion orders for assumed discounts by the advertiser, even when advertising has been accepted. It is the responsibility of the advertiser to understand and abide by rates as published in the current rate card. The publisher will bill advertisers according to current rate cards. See payment, above.

LIMITATIONS OF LIABILITY

- The publisher will endeavor to publish advertisements promptly and accurately. The publisher assumes no responsibility to verify statements contained in an advertisement. Any inadvertent errors by the publisher will be corrected promptly upon discovery, without additional charge, and such obligation to correct shall constitute the sole liability of the publisher.
- The publisher is not responsible for incorrect ad materials run when ad materials are not received on the published materials deadline. Every effort will be made to accommodate late materials, however, the publisher reserves the right to pull or substitute ad materials based on material availability after the published materials deadline.
- The publisher does not make corrections to ad artwork. All ad artwork must be submitted in final format. Publisher will not be held responsible for incorrect ad sizes or incorrect copy in artwork that is submitted or picked up from a previous Academy or outside organization's publication.
- The publisher will make every attempt to advise advertisers regarding artwork that is designed contrary to manufacturing specifications, however, the publisher is not responsible for manufacturing defects which may or may not have a cosmetic effect on advertisements.
- The publisher reserves the right to reject requests for advertisements, or not to renew previously approved advertisements, at any time for any reason or no reason at all.
- The publisher will not be held to, and accepts no liability for, decisions it makes contrary to instructions or notations made on signed insertion orders, with the exception of PAID premiums.
- The publisher will not be liable for any failure to publish any advertisement accepted by publisher; however, publisher shall use its reasonable efforts to place such advertisement in subsequent available space.



9500 W Bryn Mawr Avenue, Suite 500
Rosemont, IL 60018-5216

Advertising Standards

The American Academy of Dermatology and AAD Association (collectively, "the Academy") owns or controls a variety of communication outlets, including but not limited to publications, websites, digital newsletters, meeting site signage (banners, buses, billboards et al), etc., and accepts advertising as a means of keeping our audiences informed of products and services, and as a source of non-dues revenue.

GENERAL ELIGIBILITY

1. Advertising eligibility is governed by the Academy's Advertising Standards, bylaws, administrative regulations and policies, and all applicable federal, state and local laws.
2. The Academy follows the Standards for Commercial Support of Continuing Medical Education of the Accreditation Council for Continuing Medical Education (ACCME) and the Council on Medical Specialty Societies Code for Interactions with Companies. The Academy also complies with the PhRMA and AdvaMed guidelines on the interaction with health care providers to the extent they are consistent with AAD guidelines.
3. The Academy accepts advertising only if acceptance does not pose or imply a conflict of interest.
4. The Academy regularly reviews advertisements for suitability according to industry advertising standards, and as governed by the Federal Trade Commission (FTC). The Academy reserves the right to reject or not to renew previously approved advertisements.

ADVERTISING COPY

1. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient shall appear.
2. It is the sole responsibility of the advertiser to ensure that advertisements are in compliance with all applicable industry, state and federal regulatory and governmental agency guidelines (FDA, FCC, FTC, PhRMA, CMSS, OIG, CFSAN, etc.), as well as continuing medical education guidelines (AMA, ACCME, etc.), as appropriate. Appearance of advertising in Academy publications should not be construed as a guarantee that the manufacturer has complied with such laws and regulations.
3. Advertisements containing claims about the safety or effectiveness of health care

- products or services may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.
4. Guarantees may be used in advertisements provided the statements that are "guaranteed" are considered truthful, supportable, and could be used whether or not they are guaranteed. Companies must disclose conditions and limitations of any product guarantees.
 5. Comparison to a competitor's products or services is permitted if claims of superiority have not been challenged by any governing body, and data from well-controlled clinical studies cited in recognized, peer-reviewed medical journals, are cited in the ad, or can be made available upon request. Comparisons to a competitor's products or services may not be disparaging, false or misleading. Comparison to the Academy's products or services is prohibited.
 6. Advertisement of memberships, products, meetings or services that compete directly with those offered by the Academy is generally prohibited. Fundraising by organizations other than the Academy is prohibited.
 7. Artwork, format, and layout of ads should be such as to avoid confusion with editorial content of the communication outlet. The word "advertisement" may be required.
 8. The inclusion of an advertisement in Academy communications outlets is not to be construed or publicized as an endorsement or approval by the Academy of any company or company's products or services, nor referred to in collateral advertising.

ELECTRONIC ADVERTISING POLICY

Acceptance

The American Academy of Dermatology accepts advertisements within select areas of the member and public sections of its website, and in its digital publications, except on pages which have been deemed inappropriate for commercial ads.

Format

Ads on the Academy website conform with the standard sizes suggested by the Interactive Advertising Bureau (IAB, www.iab.net). The Academy accepts banner advertisements including skyscrapers, rectangles, and horizontal banners.

Requirements

Digital advertisements must:

1. Be in accordance with the guidelines set forth in the AAD Advertising Standards.
2. Be clearly distinguishable from editorial content. All digital ads are labeled with the word "advertisement".
3. Be in the format of static or rotating banner ads, audio or video that requires "push to play". The following types of electronic advertising are prohibited: pop-ups, scroll-overs, corner peels, crawls, and floating ads.
4. Be placed at random. Advertisements will not appear adjacent to relevant editorial except by chance. Advertisements may not appear adjacent to content that carries AMA Category 1 Credits.
5. Not collect any personal information from any user, except with the user's knowledge and permission and only after providing information about the uses to which the information will be put. Cookies, applets and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user's knowledge and permission.
6. Disclose the full rules for any market research or promotion associated with an advertisement. This information must be displayed in the advertisement or available via a hyperlink.

Limitation of Liability

The Academy will endeavor to publish advertisements promptly and accurately. The Academy assumes no responsibility to verify statements contained in an advertisement. Any inadvertent errors by the Academy will be corrected promptly upon discovery, without additional charge, and such obligation to correct shall constitute sole liability of the Academy.

Interpretation and Application of Standards

All matters and questions not specifically covered by these Standards, or other specific Academy guidelines, are subject to the final decision of the Executive Committee of the Academy.

Violations

Specific actions may be taken by the Academy for violation of any provision of these standards. The action taken will be determined on the basis of the particular circumstances of the violation, but in cases involving major violations, may include legal action.



9500 W Bryn Mawr Avenue, Suite 500
Rosemont, IL 60018-5216