

2021 Dermatology World Print

BW	1x	6x	12x	24x	36x
Full Page	\$2,745	\$2,600	\$2,380	\$2,110	\$2,025
Full Page Spread	\$5,490	\$5,200	\$4,760	\$4,220	\$4,050
1/2 Page	\$2,115	\$2,060	\$1,900	\$1,690	\$1,620
1/4 Page	\$1,430	\$1,330	\$1,225	\$1,060	\$1,010

4-Color	1x	6x	12x	24x	36x
Full Page	\$4,345	\$4,200	\$3,980	\$3,710	\$3,625
Full Page Spread	\$8,690	\$8,400	\$7,960	\$7,420	\$7,250
1/2 Page	\$3,715	\$3,660	\$3,500	\$3,290	\$3,220
1/4 Page	\$3,030	\$2,930	\$2,825	\$2,660	\$2,610

Inserts	1x	6x	12x	24x	36x
2 Page	\$5,490	\$5,200	\$4,760	\$4,220	\$4,050
4 Page	\$10,980	\$10,400	\$9,520	\$8,440	\$8,100
8 Page	\$21,960	\$20,800	\$19,040	\$16,880	\$16,200

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	\$5,169	\$4,980	\$4,694	\$4,343	\$4,233
Opp TOC #1	\$4,894	\$4,720	\$4,456	\$4,132	\$4,030
Opp TOC #2	\$4,894	\$4,720	\$4,456	\$4,132	\$4,030
Opp What's Hot	\$4,757	\$4,590	\$4,337	\$4,027	\$3,929
Opp President	\$4,757	\$4,590	\$4,337	\$4,027	\$3,929
Cover 3	\$4,894	\$4,720	\$4,456	\$4,132	\$4,030
Cover 4	\$5,718	\$5,500	\$5,170	\$4,765	\$4,638

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

Additional Color: 2-color: \$800 | Matched (PMS): \$1,020 | Metallic: \$1,120

Additional fees may apply for split ci

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