

2020 Dermatology World Print

Black & White	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	\$4,305	\$4,160	\$3,940	\$3,670	\$3,585
Full Page Spread	\$8,610	\$8,320	\$7,880	\$7,340	\$7,170
1/2 Page	\$3,675	\$3,620	\$3,460	\$3,250	\$3,180
1/4 Page	\$2,990	\$2,890	\$2,785	\$2,620	\$2,570

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	\$5,129	\$4,940	\$4,654	\$4,303	\$4,193
Opp TOC #1	\$4,854	\$4,680	\$4,416	\$4,092	\$3,990
Opp TOC #2	\$4,854	\$4,680	\$4,416	\$4,092	\$3,990
Opposite What's Hot	\$4,717	\$4,550	\$4,297	\$3,987	\$3,889
Opp President	\$4,717	\$4,550	\$4,297	\$3,987	\$3,889
Cover 3	\$4,854	\$4,680	\$4,416	\$4,092	\$3,990
Cover 4	\$5,678	\$5,460	\$5,130	\$4,725	\$4,598

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

Additional Color: 2-color: \$775 | Matched (PMS): \$990 | Metallic: \$1,175

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.



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