

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

2022	Ad materials Due	Mail date
JANUARY	12/2/21	12/30/21
FEBRUARY	1/6/22	2/1/22
MARCH*	2/10/22	3/8/22
APRIL	3/3/22	3/29/22
MAY	4/7/22	5/3/22
JUNE	5/5/22	5/31/22
JULY*	6/2/22	6/28/22
AUGUST	7/7/22	8/2/22
SEPTEMBER	8/11/22	9/6/22
OCTOBER	9/8/22	10/4/22
NOVEMBER	10/6/22	11/1/22
DECEMBER	11/3/22	12/1/22

*Convention issues with bonus distribution.

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

Carrie Parratt

Advertising Specialist

American Academy of Dermatology
9500 Bryn Mawr, Suite 500, Rosemont, IL 60018
Phone: 847-240-1770 | Fax: 847-240-8618
Email: cparratt@aad.org



DermWorld

www.aad.org/advertise