

# 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

2023	Ad materials Due	Mail date
JANUARY	12/1/22	1/3/23
FEBRUARY	1/5/23	2/7/23
MARCH*	1/26/23	2/28/23
APRIL	2/23/23	3/23/23
MAY	3/30/23	5/2/23
JUNE	4/27/23	6/1/23
JULY	5/25/23	6/27/23
AUGUST*	6/22/23	8/1/23
SEPTEMBER	8/3/23	9/5/23
OCTOBER	8/31/23	10/3/23
NOVEMBER	9/28/23	10/31/23
DECEMBER	10/26/23	12/5/23

\*Convention issues with bonus distribution.

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

**Carrie Parratt**

*Advertising Specialist*

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**DermWorld**

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