



**AAD Classified Rates**

Classified line advertising must be prepaid in U.S. funds. Enclose a personal check payable to AAD, money order, or charge card information. The Academy accepts Visa, MasterCard, or American Express. All charge card information must include the name of holder as it appears on the card, expiration date, 3 or 4 digit security code from the back of the card, billing address, and authorization signature.



**Line Ads:** (cost per line)

1x	2x	3x	6x	12x
\$35	\$31	\$29	\$26	\$23

**Enhance your line ad!**

- \$25 per ad per month to frame line ad
- \$50 per ad per month to add your logo

**10% discounts are offered if your ad is posted within another AAD product. Call for details!**

Display Ads (Net):	1x	2x	3x	6x	12x
1/8 page	\$585	\$575	\$560	\$535	\$510
1/4 page	\$1055	\$1035	\$1,015	\$985	\$960
1/2 page	\$1360	\$1330	\$1305	\$1250	\$1225
Full page	\$1895	\$1865	\$1805	\$1785	\$1760

Single color: \$150  
4 Color: \$600

**Ad Dimensions:**

- 1/8 page display ad: 3.5" x 2.12" (width x height)
- 1/4 page display ad: 3.5" x 4.35" (width x height)
- 1/2 page display ad  
horizontal: 7.125" x 4.35" (width x height)  
vertical: 3.5" x 8.82" (width x height)
- full page display ad: 7" x 10" (width x height)

**2018 Display Deadlines\***

January . . . . .	December 1	July . . . . .	May 25
February . . . . .	December 22	August . . . . .	June 19
March . . . . .	January 26	September . . . . .	July 27
April . . . . .	February 23	October . . . . .	August 31
May . . . . .	March 30	November . . . . .	September 28
June . . . . .	April 27	December . . . . .	October 26

\*Line ads may be accepted one week following dates above

**Bonus Distribution**

**February:** 76th Annual Meeting of the American Academy of Dermatology, February 16-20, San Diego

**February:** Dermatology Nurses' Association Annual Meeting, February 17-19, San Diego

**July:** Summer Meeting, July 26-29, Chicago

**October:** ASDS Annual Meeting, October 11-14, Phoenix

**Categories**

- Professional opportunities available
- Professional opportunities wanted
- Practices for sale
- Office space available
- Equipment available

**Circulation**

*Dermatology World* is published monthly by the American Academy of Dermatology to a circulation of more than 18,500, which includes the entire Academy membership and all dermatology residents.

**Policy**

Orders for classified advertising must be submitted on-line, by fax or mail. Classified ads are welcomed from members of the American Academy of Dermatology, as well as from residents of approved training programs and institutions with which they are affiliated. Although the AAD assumes the statements being made in classified advertisements are accurate, we do not investigate the statements and assume no liability concerning them. Acceptance of classified advertising is restricted to professional opportunities available, professional opportunities wanted, practices for sale, office space available, and equipment available. The Academy will accept blind box replies addressed to the publisher, for an additional fee to the advertiser. Any classified advertisement in excess of one-quarter page will be considered a display advertisement and will be subject to our display advertising standards. The Academy reserves the right to decline, withdraw, or edit advertisements at its discretion. Every effort will be made to avoid mistakes, but responsibility cannot be accepted by the Academy for clerical or printer's errors.

**Submission**

E-mail, fax or mail your classified advertisement, with your name, address, phone and fax number, and member status, to *Dermatology World* Classified Advertising, American Academy of Dermatology, 930 East Woodfield Rd, Schaumburg, IL 60173; or fax to (847) 240-8618.