

# 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

2026	Ad materials Due	Mail date
JANUARY	12/3/25	1/2/26
FEBRUARY	1/14/26	2/6/26
MARCH*	2/11/26	3/6/26
APRIL	3/11/26	4/3/26
MAY	4/8/26	5/1/26
JUNE	5/6/26	5/29/26
JULY*	6/3/26	6/26/26
AUGUST	7/8/26	7/31/26
SEPTEMBER	8/5/26	8/28/26
OCTOBER	9/9/26	10/2/26
NOVEMBER	10/7/26	10/23/26
DECEMBER	11/4/26	12/1/26



**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](mailto:cparratt@aad.org)



**DermWorld**

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