



DermWorld

Classified Advertising Rate Card • Effective January 2021

Categories

- Professional Opportunities
- Professional Opportunities Wanted
- Practices For Sale
- Office Space Available
- Equipment Available

Circulation

DermaWorld is published monthly by the American Academy of Dermatology to a circulation of more than 16,000 which includes the doemstc members of the AAD and all dermatology residents.

Policy

Orders for classified advertising must be submitted by fax or e-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 cparratt@aad.org or fax to (847) 240-8618 with your name, address, phone and fax number, member status, and ad copy.

Payment Information

A credit card number must be submitted for classified ads under \$500. The Academy accepts all major credit cards. 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.

AAD Classified Rates



Line Ads: (cost per line)

1x	2x	3x	6x	12x
\$38	\$34	\$30	\$28	\$24

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	\$605	\$595	\$580	\$555	\$530
1/4 page	\$1085	\$1065	\$1,045	\$1015	\$990
1/2 page	\$1390	\$1360	\$1335	\$1280	\$1255
Full page	\$1935	\$1905	\$1845	\$1825	\$1780

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: 8.125" x 10.875" (width x height)
Apply a .25" margin for copy. Include .125" for all bleeds

2021 Display Deadlines*

January	December 4	July	June 3
February	January 8	August	July 1
March	February 5	September	August 5
April	March 4	October	September 2
May	April 8	November	October 7
June	May 6	December	November 4

*Line ads may be accepted one week following dates above

Bonus Distribution

March: 2021 AAD Annual Meeting, March 19-23, San Francisco

August: AAD Innovation Academy, July 29-Aug 1, New York

For more information, contact Carrie Parratt at 847/240-1770 or cparratt@aad.org