

# E-Newsletter Advertising

## DERMATOLOGY WORLD WEEKLY

Boost visibility with the *Dermatology World Weekly* e-newsletter.

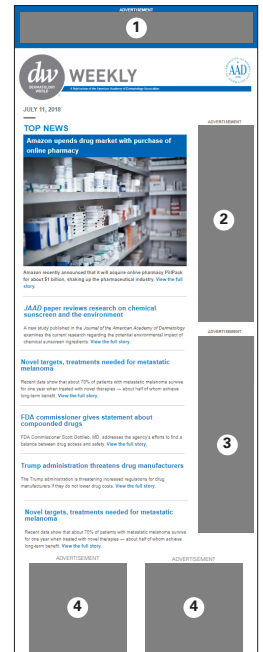
Delivered each Wednesday, *Dermatology World Weekly* contains timely and relevant news briefs related to core areas of practice, policy, and patient care, as well as FDA updates and breaking news items of interest to dermatologists.

 **32%**  
OPEN RATE

### Rates

Ad Unit	Size	1x	6x	12x
1. Leaderboard	728x90	\$5,300	\$5,090	\$4,825
2. Wide Skyscraper - 1	160x600	\$4,240	\$4,080	\$3,860
3. Wide Skyscraper - 2	160x600	\$3,740	\$3,580	\$3,360
4. Rectangles	300x250	\$2,700	\$2,600	\$2,470

- Rates are net and subject to change. 15-day advance notice is required on cancellations.
- Cannot accommodate 3rd party tagging.
- Insertion orders and materials are due 15 business days prior to the start date of the ad campaign. Ad rate is for 1, 6, or 12-month run, regardless of number of weeks in the month.



## DW ACADEMY INSIDER ENEWSLETTER

Exclusive, 100% SOV opportunity to deliver your brand each week.

Delivered each Thursday, DW Academy Insider provides the latest news and information each dermatologist has personally selected to receive. Compelling content categories include education, practice management, advocacy, volunteerism, philanthropy, career navigation and public education.

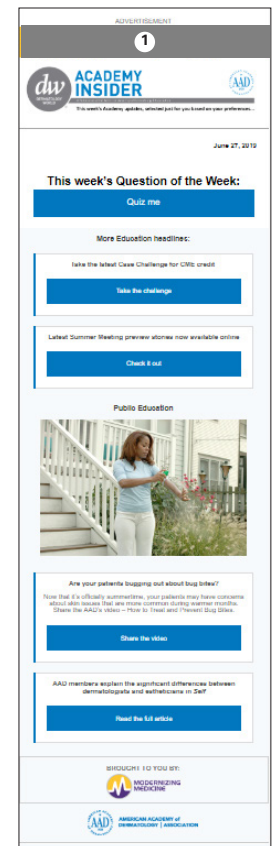
Exclusive opportunity includes a leaderboard, skyscraper and "Brought to you by" footer.

 **37%**  
OPEN RATE

 **\$6,300**  
PER MONTH\*  
\*Discount available for 12 month insertion order.

### Specifications

File Size	40k max
Rotation	Not accepted
Animated GIF	Not accepted
Required Resolution	72 dpi
Acceptable File Format	GIF or JPEG
Color Palette	216 (for GIF files)
Rich Media	Not accepted
Target URL	Required



www.aad.org/advertise