

2024 DermWorld Print

BW	1x	6x	12x	24x	36x
Full Page	\$3,000	\$2,840	\$2,600	\$2,300	\$2,215
Full Page Spread	\$6,000	\$5,680	\$5,200	\$4,600	\$4,430
1/2 Page	\$2,315	\$2,250	\$2,075	\$1,845	\$1,770

4-Color	1x	6x	12x	24x	36x
Full Page	\$4,695	\$4,535	\$4,295	\$3,995	\$3,910
Full Page Spread	\$9,390	\$9,070	\$8,590	\$7,990	\$7,820
1/2 Page	\$4,010	\$3,945	\$3,770	\$3,540	\$3,465

Inserts	1x	6x	12x	24x	36x
2 Page	\$6,000	\$5,680	\$5,200	\$4,600	\$4,430
4 Page	\$12,000	\$11,360	\$10,400	\$9,200	\$8,860
8 Page	\$24,000	\$22,720	\$20,800	\$18,400	\$17,720

Furnished Inserts: Production charges incurred for inserts not meeting printer specifications will be billed at cost. Inserts may be printed through the AAD at an additional production cost, which is not subject to agency discount.

Premium Positions	1x	6x	12x	24x	36x
Cover 2	\$5,595	\$5,387	\$5,075	\$4,685	\$4,575
Opp TOC #1	\$5,295	\$5,103	\$4,815	\$4,455	\$4,353
Opp TOC #2	\$5,295	\$5,103	\$4,815	\$4,455	\$4,353
Opp What's Hot	\$5,145	\$4,961	\$4,685	\$4,340	\$4,242
Cover 3	\$5,295	\$5,103	\$4,815	\$4,455	\$4,353
Cover 4	\$6,195	\$5,955	\$5,595	\$5,145	\$5,018

Cover 3 PI: 10% premium on earned black & white rate

Additional Color: 2-color: \$900 | Matched (PMS): \$1,145 | Metallic: \$2,100

Additional fees may apply for split circulation

Ask your sales rep for pricing on cover tips, belly bands, gate folds, french door covers, and ride-a-longs.



DermWorld

www.aad.org/advertise