

# 2026 *DermWorld* Print

BW	1x	6x	12x	24x	36x
Full Page	\$3,185	\$3,015	\$2,760	\$2,440	\$2,350
Full Page Spread	\$6,370	\$6,030	\$5,520	\$4,880	\$4,700
1/2 Page	\$2,460	\$2,390	\$2,200	\$1,960	\$1,880

4-Color	1x	6x	12x	24x	36x
Full Page	\$4,915	\$4,745	\$4,490	\$4,170	\$4,080
Full Page Spread	\$9,830	\$9,490	\$8,980	\$8,340	\$8,160
1/2 Page	\$4,190	\$4,120	\$3,930	\$3,690	\$3,610

Inserts	1x	6x	12x	24x	36x
2 Page	\$6,370	\$6,030	\$5,520	\$4,880	\$4,700
4 Page	\$12,740	\$12,060	\$11,040	\$9,760	\$9,400
8 Page	\$25,480	\$24,120	\$22,080	\$19,520	\$18,800

**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	\$5,871	\$5,650	\$5,318	\$4,902	\$4,785
Opp TOC	\$5,552	\$5,348	\$5,042	\$4,658	\$4,550
Opp What's Hot	\$5,393	\$5,197	\$4,904	\$4,536	\$4,433
Cover 3	\$5,552	\$5,348	\$5,042	\$4,658	\$4,550
Cover 4	\$6,508	\$6,253	\$5,870	\$5,390	\$5,255

**Additional Color:** 2-color: \$990 | Matched (PMS): \$1,260 | Metallic: \$2,315  
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](http://www.aad.org/advertise)

# 2026 *DermWorld* Print

BW	1x	6x	12x	24x	36x	48x	60x
Full Page	\$3,185	\$3,015	\$2,760	\$2,440	\$2,350	\$2,235	\$2,120
Full Page Spread	\$6,370	\$6,030	\$5,520	\$4,880	\$4,700	\$4,470	\$4,240
1/2 Page	\$2,460	\$2,390	\$2,200	\$1,960	\$1,880	\$1,780	\$1,700

4-Color	1x	6x	12x	24x	36x	48x	60x
Full Page	\$4,915	\$4,745	\$4,490	\$4,170	\$4,080	\$3,965	\$3,850
Full Page Spread	\$9,830	\$9,490	\$8,980	\$8,340	\$8,160	\$7,930	\$7,700
1/2 Page	\$4,190	\$4,120	\$3,930	\$3,690	\$3,610	\$3,510	\$3,430

Inserts	1x	6x	12x	24x	36x	48x	60x
2 Page	\$6,370	\$6,030	\$5,520	\$4,880	\$4,700	\$4,470	\$4,240
4 Page	\$12,740	\$12,060	\$11,040	\$9,760	\$9,400	\$8,940	\$8,480
8 Page	\$25,480	\$24,120	\$22,080	\$19,520	\$18,800	\$17,880	\$16,960

**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	48x	60x
Cover 2	\$5,871	\$5,650	\$5,318	\$4,902	\$4,785	\$4,636	\$4,486
Opp TOC	\$5,552	\$5,348	\$5,042	\$4,658	\$4,550	\$4,412	\$4,274
Opp What's Hot	\$5,393	\$5,197	\$4,904	\$4,536	\$4,433	\$4,300	\$4,168
Cover 3	\$5,552	\$5,348	\$5,042	\$4,658	\$4,550	\$4,412	\$4,274
Cover 4	\$6,508	\$6,253	\$5,870	\$5,390	\$5,255	\$5,083	\$4,910

**Additional Color:** 2-color: \$990 | Matched (PMS): \$1,260 | Metallic: \$2,315  
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