

2022 DermWorld Print

BW	1x	6x	12x	24x	36x
Full Page	\$2,825	\$2,675	\$2,450	\$2,179	\$2,085
Full Page Spread	\$5,650	\$5,350	\$4,900	\$4,358	\$4,170
1/2 Page	\$2,180	\$2,120	\$1,955	\$1,740	\$1,670

4-Color	1x	6x	12x	24x	36x
Full Page	\$4,455	\$4,305	\$4,080	\$3,809	\$3,715
Full Page Spread	\$8,910	\$8,610	\$8,160	\$7,618	\$7,430
1/2 Page	\$3,810	\$3,750	\$3,585	\$3,370	\$3,300

Inserts	1x	6x	12x	24x	36x
2 Page	\$5,650	\$5,350	\$4,900	\$4,358	\$4,170
4 Page	\$11,300	\$10,700	\$9,800	\$8,716	\$8,340
8 Page	\$22,600	\$21,400	\$19,600	\$17,432	\$16,680

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	\$5,303	\$5,108	\$4,815	\$4,463	\$4,341
Opp TOC	\$5,020	\$4,840	\$4,570	\$4,245	\$4,132
Opp What's Hot	\$4,879	\$4,706	\$4,448	\$4,136	\$4,028
Opp President	\$4,879	\$4,706	\$4,448	\$4,136	\$4,028
Cover 3	\$5,020	\$4,840	\$4,570	\$4,245	\$4,132
Cover 4	\$5,868	\$5,643	\$5,305	\$4,899	\$4,758

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

Additional Color: 2-color: \$815 | Matched (PMS): \$1,040 | Metallic: \$1,140

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