

2019 Dermatology World Print

Black & White	1x	6x	12x	24x	36x
Full Page	\$2,665	\$2,520	\$2,310	\$2,050	\$1,965
Full Page Spread	\$5,330	\$5,040	\$4,620	\$4,100	\$3,930
1/2 Page	\$2,115	\$2,000	\$1,845	\$1,640	\$1,575
1/4 Page	\$1,390	\$1,290	\$1,190	\$1,030	\$980

4-Color	1x	6x	12x	24x	36x
Full Page	\$4,225	\$4,080	\$3,870	\$3,610	\$3,525
Full Page Spread	\$8,450	\$8,160	\$7,740	\$7,220	\$7,050
1/2 Page	\$3,675	\$3,560	\$3,405	\$3,200	\$3,135
1/4 Page	\$2,950	\$2,850	\$2,750	\$2,590	\$2,540

Inserts	1x	6x	12x	24x	36x
2 Page	\$5,330	\$5,040	\$4,620	\$4,100	\$3,930
4 Page	\$10,660	\$10,080	\$9,240	\$8,200	\$7,860
8 Page	\$21,320	\$20,160	\$18,480	\$16,400	\$15,720

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	\$5,025	\$4,836	\$4,563	\$4,225	\$4,115
Opp TOC #1	\$4,758	\$4,584	\$4,332	\$4,020	\$3,918
Opp TOC #2	\$4,758	\$4,584	\$4,332	\$4,020	\$3,918
Opposite What's Hot	\$4,625	\$4,458	\$4,217	\$3,918	\$3,820
Opp President	\$4,625	\$4,458	\$4,217	\$3,918	\$3,820
Cover 3	\$4,758	\$4,584	\$4,332	\$4,020	\$3,918
Cover 4	\$5,558	\$5,340	\$5,025	\$4,635	\$4,508

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

Additional Color: 2-color: \$745 | Matched (PMS): \$900 | Metallic: \$1,130

US only campaigns will incur a \$500 surcharge

Ask your sales rep for pricing on cover tips, belly bands, gate folds, printed poly bags and ride-a-longs.



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