

# 2018 Dermatology World Print

Black & White	1x	6x	12x	24x	36x
Full Page	\$2,585	\$2,445	\$2,240	\$1,990	\$1,905
Full Page Spread	\$5,170	\$4,890	\$4,480	\$3,980	\$3,810
1/2 Page	\$2,050	\$1,940	\$1,790	\$1,590	\$1,530
1/4 Page	\$1,350	\$1,250	\$1,155	\$1,000	\$950

4-Color	1x	6x	12x	24x	36x
Full Page	\$4,115	\$3,975	\$3,770	\$3,520	\$3,435
Full Page Spread	\$8,230	\$7,950	\$7,540	\$7,040	\$6,870
1/2 Page	\$3,580	\$3,470	\$3,320	\$3,120	\$3,060
1/4 Page	\$2,880	\$2,780	\$2,685	\$2,530	\$2,480

Inserts	1x	6x	12x	24x	36x
2 Page	\$5,170	\$4,890	\$4,480	\$3,980	\$3,810
4 Page	\$10,340	\$9,780	\$8,960	\$7,960	\$7,620
8 Page	\$20,680	\$19,560	\$17,920	\$15,920	\$15,240

**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	\$4,891	\$4,709	\$4,442	\$4,117	\$4,007
Opp TOC #1	\$4,632	\$4,464	\$4,218	\$3,918	\$3,816
Opp TOC #2	\$4,632	\$4,464	\$4,218	\$3,918	\$3,816
Opposite What's Hot	\$4,503	\$4,342	\$4,106	\$3,819	\$3,721
Opp President	\$4,503	\$4,342	\$4,106	\$3,819	\$3,721
Cover 3	\$4,632	\$4,464	\$4,218	\$3,918	\$3,816
Cover 4	\$5,408	\$5,198	\$4,890	\$4,515	\$4,388

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

**Additional Color:** 2-color: \$700 | Matched (PMS): \$900 | Metallic: \$1,075

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



**AMERICAN ACADEMY of  
DERMATOLOGY | ASSOCIATION**

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