



Dermatology World Print

Schedule

Issue	Ad Close	Ad materials due	Pre-printed Inserts due at printer	Mail date
JANUARY	11/18/16	12/1/16	12/8/16	12/27/16
FEBRUARY*	12/22/16	1/5/17	1/12/17	1/31/17
MARCH	1/20/17	2/2/17	2/9/17	2/28/17
APRIL	2/24/17	3/9/17	3/16/16	4/4/17
MAY	3/14/17	4/6/17	4/13/17	5/2/17
JUNE	4/21/17	5/4/17	5/11/17	5/30/17
JULY*	5/19/17	6/1/17	6/8/17	6/27/17
AUGUST	6/23/17	7/6/17	7/13/17	8/1/17
SEPTEMBER	7/21/17	8/3/17	8/10/17	8/29/17
OCTOBER	8/25/17	9/7/17	9/14/17	10/3/17
NOVEMBER	9/22/17	10/5/17	10/12/17	10/31/17
DECEMBER	10/20/17	12/2/17	11/9/17	11/28/17

*AM and SAM Convention issues with bonus distribution.



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

Rates*

Black & White	1x	6x	12x	24x	36x
Full Page	\$2,510	\$2,375	\$2,175	\$1,930	\$1,850
Full Page Spread	\$5,020	\$4,750	\$4,350	\$3,860	\$3,700
1/2 Page	\$1,990	\$1,885	\$1,740	\$1,545	\$1,485
1/4 Page	\$1,310	\$1,215	\$1,120	\$970	\$920

4-Color	1x	6x	12x	24x	36x
Full Page	\$4,010	\$3,875	\$3,675	\$3,430	\$3,350
Full Page Spread	\$8,020	\$7,750	\$7,350	\$6,860	\$6,700
1/2 Page	\$3,490	\$3,385	\$3,240	\$3,045	\$2,985
1/4 Page	\$2,810	\$2,715	\$2,620	\$2,470	\$2,420

Inserts	1x	6x	12x	24x	36x
2 Page	\$5,020	\$4,750	\$4,350	\$3,860	\$3,700
4 Page	\$10,040	\$9,500	\$8,700	\$7,720	\$7,400
8 Page	\$20,080	\$19,000	\$17,400	\$15,440	\$14,800

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	\$4,765	\$4,590	\$4,330	\$4,010	\$3,905
Opp TOC #1	\$4,515	\$4,350	\$4,110	\$3,815	\$3,720
Opp TOC #2	\$4,515	\$4,350	\$4,110	\$3,815	\$3,720
Opposite What's Hot	\$4,390	\$4,230	\$4,000	\$3,720	\$3,630
Opp President	\$4,390	\$4,230	\$4,000	\$3,720	\$3,630
Cover 3	\$4,515	\$4,350	\$4,110	\$3,815	\$3,720
Cover 4	\$5,265	\$5,065	\$4,765	\$4,395	\$4,275

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

Additional Color: 2-color: \$725 | Matched (PMS): \$925 | Metallic: \$1,100

*Special Circulation requests will incur an additional charge