

# Dermatology News

## 2017 ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

### Black & White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$3,740	\$3,695	\$3,610	\$3,555	\$3,475	\$3,390	\$3,305	\$3,250	\$3,160	\$3,115	\$3,050	\$2,975	\$2,930
3/4 Page	3,465	3,360	3,290	3,165	3,135	3,125	3,105	2,995	2,975	2,750	2,725	2,620	2,580
Island Page	2,895	2,810	2,735	2,675	2,625	2,570	2,500	2,465	2,420	2,370	2,330	2,285	2,240
1/2 page	2,780	2,725	2,620	2,510	2,450	2,420	2,350	2,270	2,230	2,175	2,150	2,130	2,055
1/4 Page	1,410	1,370	1,315	1,270	1,240	1,215	1,180	1,145	1,135	1,100	1,085	1,060	1,040

### Black-and-White (ROB) + 4-Color Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$5,780	\$5,735	\$5,650	\$5,595	\$5,515	\$5,430	\$5,345	\$5,290	\$5,200	\$5,155	\$5,090	\$5,015	\$4,970
3/4 Page	5,505	5,400	5,330	5,205	5,175	5,165	5,145	5,035	5,015	4,790	4,765	4,660	4,620
Island Page	4,935	4,850	4,775	4,715	4,665	4,610	4,540	4,505	4,460	4,410	4,370	4,325	4,280
1/2 page	4,820	4,765	4,660	4,550	4,490	4,460	4,390	4,310	4,270	4,215	4,190	4,170	4,095
1/4 Page	3,450	3,410	3,355	3,310	3,280	3,255	3,220	3,185	3,175	3,140	3,125	3,100	3,080

### Insert Rates

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	\$5,970	\$5,795	\$5,640	\$5,505	\$5,415	\$5,290	\$5,145	\$5,085	\$4,980	\$4,885	\$4,795	\$4,710	\$4,610
2-Page King	7,705	7,605	7,440	7,320	7,155	6,980	6,805	6,700	6,515	6,410	6,290	6,135	6,030
4-Page A-size	11,940	11,590	11,280	11,010	10,815	10,580	10,295	10,160	9,965	9,770	9,595	9,420	9,225
4-Page King	15,410	15,215	14,885	14,640	14,315	13,965	13,615	13,400	13,030	12,830	12,565	12,255	12,060
6-Page A-size	17,895	17,370	16,920	16,520	16,230	15,865	15,440	15,245	14,950	14,650	14,390	14,130	13,835
6-Page King	23,115	22,815	22,325	21,965	21,470	20,945	20,425	20,095	19,535	19,245	18,855	18,390	18,090
8-Page A-size	23,865	23,165	22,555	22,030	21,635	21,155	20,585	20,325	19,930	19,535	19,190	18,840	18,440
8-Page King	30,810	30,420	29,760	29,290	28,630	27,930	27,235	26,795	26,050	25,655	25,130	24,525	24,125

### Color Rates (In addition to black & white rates)

Standard color	\$835
Matched color	\$1,150
Metallic ink	\$170
Four Color Rates	\$2,040
Fifth Color Rates	\$3,345

### Special Positions

Page 3 – Earned king rate + 30% (plus color)  
 Fourth Cover – Earned king rate + 60% (plus color)  
 Center Spread – Earned king rate + 25% (plus color)  
 Please consult account manager for additional special positions.  
 BLEED Full-page bleed or gutter bleed (accepted for spreads only): no charge.

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FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER