Journal of the American Academy of Dermatology

Overview

Journal of the American Academy of Dermatology (JAAD), the official clinical journal of the American Academy of Dermatology (AAD), leads the field in readership scores. JAAD is published monthly and maintains a favorable advertising ratio of 31% ad space to 69% editorial content. The AAD is the world's largest and most influential society in the specialty, giving JAAD the best reach of any journal in dermatology. The journal is circulated to more than 16,000 dermatologists, including all residents enrolled in the US and Canadian dermatology training programs. AAD members report that receiving the journal is one of the top benefits of membership. JAAD features original, peer-reviewed articles that are available in print and online. The journal consistently reports the latest advances in the prevention, diagnosis, and treatment of dermatologic disorders. It also offers monthly opportunities for readers to obtain continuing medical education credits. JAAD’s highly regarded editorial content ensures cover-to-cover exposure for your advertisement.

The Journal is ranked 1st out of 70 in the Dermatology category in the 2022 Journal Citation Reports®, published by Clarivate Analytics, and has an Impact Factor of 13.8.

Display Advertising

Joan Coffey United States
551-480-4018
j.coffey@elsevier.com

Joe Skey United States
856-325-7977
j.skey@elsevier.com

Kate Lach Europe
48 500 259 970
k.lach.1@elsevier.com

Virginia Van Homrigh APAC
61 448 008 859
v.vanhomrigh@elsevier.com

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Ariel Medina Global
212-633-3189
a.medina@elsevier.com

Rate Card
Effective January 2024

Global Print Circulation
16,108

Avg. Global Monthly Visits
170,458

Avg. Global Monthly Unique Visitors
65,885

Avg. Global Monthly Page Views
86,912

Avg. Global eTOC Distribution
53,499

Affiliation
The Official Publication of the American Academy of Dermatology

Audience
Entire dermatologic community
## Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>90/2</td>
<td>February 2024</td>
<td>12/20/2023</td>
<td>12/26/2023</td>
<td>01/02/2024</td>
</tr>
<tr>
<td>90/3</td>
<td>March 2024</td>
<td>01/23/2024</td>
<td>01/27/2024</td>
<td>02/02/2024</td>
</tr>
<tr>
<td>90/4</td>
<td>April 2024</td>
<td>02/22/2024</td>
<td>02/27/2024</td>
<td>03/05/2024</td>
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<tr>
<td>90/5</td>
<td>May 2024</td>
<td>03/21/2024</td>
<td>03/26/2024</td>
<td>04/02/2024</td>
</tr>
<tr>
<td>90/6</td>
<td>June 2024</td>
<td>04/23/2024</td>
<td>04/26/2024</td>
<td>05/03/2024</td>
</tr>
<tr>
<td>91/1</td>
<td>July 2024</td>
<td>05/23/2024</td>
<td>05/28/2024</td>
<td>06/04/2024</td>
</tr>
<tr>
<td>91/2</td>
<td>August 2024</td>
<td>06/21/2024</td>
<td>06/26/2024</td>
<td>07/03/2024</td>
</tr>
<tr>
<td>91/3</td>
<td>September 2024</td>
<td>07/23/2024</td>
<td>07/26/2024</td>
<td>08/02/2024</td>
</tr>
<tr>
<td>91/4</td>
<td>October 2024</td>
<td>08/23/2024</td>
<td>08/28/2024</td>
<td>09/04/2024</td>
</tr>
<tr>
<td>91/5</td>
<td>November 2024</td>
<td>09/23/2024</td>
<td>09/26/2024</td>
<td>10/03/2024</td>
</tr>
<tr>
<td>91/6</td>
<td>December 2024</td>
<td>10/24/2024</td>
<td>10/29/2024</td>
<td>11/09/2024</td>
</tr>
<tr>
<td>92/1</td>
<td>January 2025</td>
<td>11/21/2024</td>
<td>11/26/2024</td>
<td>12/03/2024</td>
</tr>
</tbody>
</table>

**Cancellations:**

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,250</td>
<td>$3,850</td>
<td>$2,820</td>
</tr>
<tr>
<td>6x</td>
<td>$5,220</td>
<td>$3,815</td>
<td>$2,785</td>
</tr>
<tr>
<td>12x</td>
<td>$5,025</td>
<td>$3,800</td>
<td>$2,730</td>
</tr>
<tr>
<td>24x</td>
<td>$4,930</td>
<td>$3,765</td>
<td>$2,700</td>
</tr>
<tr>
<td>36x</td>
<td>$4,910</td>
<td>$3,735</td>
<td>$2,670</td>
</tr>
<tr>
<td>48x</td>
<td>$4,850</td>
<td>$3,665</td>
<td>$2,660</td>
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<tr>
<td>60x</td>
<td>$4,750</td>
<td>$3,505</td>
<td>$2,605</td>
</tr>
<tr>
<td>72x</td>
<td>$4,730</td>
<td>$3,490</td>
<td>$2,580</td>
</tr>
<tr>
<td>96x</td>
<td>$4,635</td>
<td>$3,415</td>
<td>$2,570</td>
</tr>
<tr>
<td>120x</td>
<td>$4,585</td>
<td>$3,400</td>
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</tr>
<tr>
<td>144x</td>
<td>$4,545</td>
<td>$3,395</td>
<td>$2,290</td>
</tr>
</tbody>
</table>

Premium Positions

Cover 4: 50% B/W Page rate
Cover 2: 35% B/W Page rate
Cover 3: 25% B/W Page rate
Opposite TOC: 25% B/W Page rate
First Right Hand Page: 25% B/W Page rate
Other Preferred Positions: 10% B/W Page rate

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

**Two-page insert (one leaf):** Two-times earned frequency rate.

**Four-page or larger insert:** Black & White earned frequency rate.
Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.

Classified / back of book print closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>90/2</td>
<td>February 2024</td>
<td>12/14/2023</td>
</tr>
<tr>
<td>90/3</td>
<td>March 2024</td>
<td>01/17/2024</td>
</tr>
<tr>
<td>90/4</td>
<td>April 2024</td>
<td>02/16/2024</td>
</tr>
<tr>
<td>90/5</td>
<td>May 2024</td>
<td>03/15/2024</td>
</tr>
<tr>
<td>90/6</td>
<td>June 2024</td>
<td>04/17/2024</td>
</tr>
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<td>November 2024</td>
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</tr>
<tr>
<td>91/6</td>
<td>December 2024</td>
<td>10/18/2024</td>
</tr>
<tr>
<td>92/1</td>
<td>January 2025</td>
<td>11/15/2024</td>
</tr>
</tbody>
</table>

Cancellations:

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Classified / back of book print advertising

Rates

<table>
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<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/6 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 4,195</td>
<td>$ 3,300</td>
<td>$ 2,610</td>
<td>$ 1,765</td>
</tr>
<tr>
<td>3x</td>
<td>$ 4,180</td>
<td>$ 3,260</td>
<td>$ 2,575</td>
<td>$ 1,705</td>
</tr>
<tr>
<td>6x</td>
<td>$ 4,020</td>
<td>$ 3,120</td>
<td>$ 2,460</td>
<td>$ 1,675</td>
</tr>
<tr>
<td>12x</td>
<td>$ 3,820</td>
<td>$ 3,040</td>
<td>$ 2,375</td>
<td>$ 1,615</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
<th>METALLIC COLOR</th>
<th>4 COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>825</td>
<td>955</td>
<td>690</td>
<td>1,225</td>
<td>1,990</td>
</tr>
</tbody>
</table>

Confidential Email Inbox

Cost: $40.

Agency Discount

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:

Must be received in writing on or before the announced closing date.

Run of Book Print Ads

Sizing

Trim: 8-1/8" x 10-7/8"
1/4" from all trim edges.
Binding: Perfect; Jogs to head
Printing Process: Litho Web
Halftone Screen: Cover: 150 line screen Text: 150 line screen
Specifications

**File Format**

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

*NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

**Images**

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

**Fonts**

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).
Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8” bleed image on all four sides.
- Files will include trim marks with a minimum 3/16” offset.
- No content is to be within 1/4” of all trim edges.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (e.g., Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (e.g., Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.
Supplied Print Ad Pieces

Size - 2 page: 8-3/8" x 11-1/8"
Size - 4 page: 16-3/4" x 11-1/8"

Trimming: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts: Same as ad space closing

Insert delivery date: See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order

Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

Journal of the American Academy of Dermatology
LSC Communications
13487 South Preston Highway
LEBANON JCTN, KY 40150
United States
Attn: Elsevier Team

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.
Digital Specs

**Website**

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
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</table>

**FORMATS**
- jpeg, png, gif, HTML5†, 3rd party tags

**TRACKING PIXELS**
- Yes

**MAX FILE SIZE**
- 200 KB

**MAX ANIMATION (TIME/LOOPS)**
- 15 seconds/ 3 loops

**PRESTITIAL FREQUENCY**
- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

**eTOC Email**

<table>
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<tr>
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<th>AD</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
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</table>

**FORMATS**
- jpeg, png, gif,(static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

**AIP Email**

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</tbody>
</table>

**FORMATS**
- jpeg, png, gif,(static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous communication between the parties.

2. Offer and acceptance

"Acceptance" shall mean delivery of the Products or issuance of the invoice to the Client or confirmation of the Services for the Client. All products or services ordered are subject to availability of the ordered products. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products from Elsevier for its own internal use and not for and on behalf of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and sole use of its immediate supervisor or principal as if the agent is permitted to order personal subscriptions or subscriptions, for the account and sole use of more than one identified individual subscriber for shared personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to terminate immediate notice relief requiring any distributor of Products or Services delivered to the Client, including all actual recipients that have not been previously properly identified by Elsevier. Elsevier shall commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both parties in the relevant order, including such things as functional performance, technical design, color and or of address, weight and the like. All drawings, descriptive matter, specifications and advertising material in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving an approximate description of the Products and Services described therein. They will form part and part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for repudiating delivery or, as the case may be, modifying the agreed price.

3. Cancellation and modification of the order

Orders for the products or services described in the schedule or budget (in the order acknowledgement), may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier requests additional

4. Prices, taxes and currencies

Unless otherwise agreed by Elsevier in writing the price(s) for the Products and Services is/are Elsevier's current price list (whether printed or online). All such prices shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall be exclusive of any taxes, import duties or other levies imposed on the sale or export of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Elsevier shall provide to Elsevier's VAT registration number or registration certificate.

5. Payment

Payment shall be made in full without deduction or set-off of any kind except as otherwise expressly agreed to in writing. Payment is due within 30 days of the invoice date. Interest at the statutory rate or at a rate agreed between Elsevier and the Client shall accrue on all amounts outstanding from the date when payment was due until the date of actual payment. All foreign exchange charges, taxes, duties or any other similar charges levied by any government or taxing authority shall be paid by the Client. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is placed, the Client shall pay an advance or minimum amount to Elsevier as a deposit. Necessary adjustments will be made to the balance payable on the basis of the final rates in effect at the time of publication. All payments shall be made in the currency specified in the order. If no currency is specified, payment shall be made in US dollars.

6. Distribution

Advertisers' space and business and design coordinators may arrange to introduce their Services to the Client for the purpose of offering the Client an opportunity to purchase space or place the Services. No part of the Client's cancellation right must be exercised in a manner that will prejudice the interests of the Client or the advertisers. The Client may cancel an order either fully or partially, at any time, in accordance with the provisions of this TC. If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be in writing and acknowledged in writing by Elsevier before the Closing Date, copy run in previous issue may be inserted. Client shall retain a complete copy of all materials and proofs of its order subject to the products or services contained in its order.