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.
### 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>01/26/2024</td>
<td>02/02/2024</td>
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<tr>
<td>90/4</td>
<td>April 2024</td>
<td>02/22/2024</td>
<td>02/27/2024</td>
<td>03/05/2024</td>
</tr>
<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>04/13/2024</td>
<td>04/26/2024</td>
<td>05/02/2024</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>
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<td>09/04/2024</td>
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<tr>
<td>91/5</td>
<td>November 2024</td>
<td>09/13/2024</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>$3,565</td>
<td>$2,660</td>
</tr>
<tr>
<td>60x</td>
<td>$4,750</td>
<td>$3,505</td>
<td>$2,605</td>
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<tr>
<td>72x</td>
<td>$4,730</td>
<td>$3,490</td>
<td>$2,580</td>
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<tr>
<td>96x</td>
<td>$4,635</td>
<td>$3,415</td>
<td>$2,570</td>
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<tr>
<td>120x</td>
<td>$4,585</td>
<td>$3,400</td>
<td>$2,515</td>
</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.
Composition
All production charges are net and non-commissionable

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>
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</tr>
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Cancellations:
No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
### 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"
- **Keep live matter 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

#### AD SIZE | NON-BLEED | BLEED
---|---------|---------|
Trim | 8-1/8" x 10-7/8" |
Full Page | 7-5/8" x 10-3/8" | 8-3/8" x 11-1/8"
Spread | 15" x 10" | 16-1/2" x 11-1/8"
1/2 Horizontal | 7" x 5" | 8-3/8" x 5-11/16"
1/2 Vertical | 3-1/2" X 10" | 4-5/16" X 11-1/8"
1/4 Page | 3-1/2" x 5" |
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 (ex. 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 (ex. 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/](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](http://www.ads4els.com)

Conformance to Specs

Variance 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: All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order
Note: 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>
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<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 120 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>
</tbody>
</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**

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<tr>
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</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</tbody>
</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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</tr>
</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.
13. Cancellations & Returns

The Client shall be entitled to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are approved by Elsevier. Any cancellations or returns of the products shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed.

The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the jurisdiction of the courts of that country in which the Elsevier company’s corporate domicile is located, and each of the parties hereby irrevocably submits to the exclusive jurisdiction of those courts.

2.11 Client agrees that it will not modify, amend, alter, translate, or otherwise change the context or meaning of any advertisement supplied by the Client. Elsevier, at its own discretion, may replace any advertisement which the Client has submitted or uploaded to Elsevier's online dashboard if it determines that any such advertisement is inappropriate or objectionable in any way.

2.12 Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier may terminate this TC at any time in the event of a violation of this representation and warranty.

2.5 Payment:

The Client shall be solely responsible for the payment of the full and accrued fees and charges for Services rendered to date, including any late payment penalties that may apply. Invoices are payable upon receipt. Elsevier reserves the right to suspend or terminate any of its contracted Services if the Client fails to make timely payment.

2.6 Transfer of Rights:

Unless otherwise agreed by Elsevier in writing, the Client's obligation to make payments to Elsevier under clause 5. shall not be assigned, transferred or subrogated without the prior written consent of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall result in the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products.

2.7 Advertisements:

The Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the “Closing Date”). Where copy is received late or not at all, Elsevier will endeavor to do so, subject to its reasonable discretion.

2.8 Liability clause:

The Client acknowledges that any loss or damage to the Products arising out of or related to the Advertising Content or Client's breach or alleged breach of any of the foregoing representations or warranties is the Client's sole responsibility.

3.1 Advertising & Reprints:

(1) The Client shall be entitled to receive a pro-rata portion of the fee which the Client has paid to Elsevier for display of the Advertising Content.

3.2 Force majeure:

The Client will be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

4.1 Prices, taxes and currencies:

Unless otherwise agreed by Elsevier in writing, the price/rates for the Products and Services shall be those set out in the order acknowledgement. In the event that any such prices/rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and that shall be exclusive of any taxes, duties or other levies imposed on the sale or import 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 the Client's VAT registration number or other such tax identification number as Elsevier may require. The Client shall be responsible for ensuring that all applicable taxes, duties, levies and other charges are paid

4.4 Payment:

The Client agrees that it will make all payments due under the TC without any deduction whether by way of any set-off, counterclaim, discount, abatement or otherwise unless the Client has a valid, enforceable and irrevocable right to make such deduction. Where the Client has completed the foreign exchange-related procedures required by law, it shall be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

5.1 Advertising & Reprints:

(2) The Client shall be entitled to receive a pro-rata portion of the fee which the Client has paid to Elsevier for display of the Advertising Content.

5.2 Liability clause:

The Client acknowledges that any loss or damage to the Products arising out of or related to the Advertising Content or Client's breach or alleged breach of any of the foregoing representations or warranties is the Client's sole responsibility.

6.2 Distribution:

The Client is responsible for ensuring that the Client's advertisement content is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the “Closing Date”). Where copy is received late or not at all, Elsevier will endeavor to do so, subject to its reasonable discretion.

6.3 Force majeure:

The Client will be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

6.4 Transfer of Rights:

The Client will be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.