

Production Specifications

To ease production for advertisers, **all ASDS print and digital publications have the same trim size.** Fractional unit availability varies by publication.

TRIM SIZE: 8.25" x 10.875"

Ad Units	Non-Bleed	Bleed	Live Area
Full Page	7.25" x 9.75"	8.5" x 11.125"	7.5" x 10"
1/2 Page Vertical	3.5" x 9.75"	4.125 x 11.125"	3.75" x 10"
1/2 Page Horizontal	7.25" x 4.75"	8.375" x 5.375"	7.5" x 5"
1/3 Page Horizontal*	7.25" x 3.0625"	n/a	n/a
1/4 Page*	3.5" x 4.75"	n/a	n/a

*1/3 and 1/4 page ads are available only in *Currents*.

Enhanced Multimedia Options:

1/2 page horizontal or 500 pixels wide

1/4 page or 250 pixels wide

Banner Specifications: 600px x160px preferred (728px x 90px acceptable) / RGB format, 72 dpi / PNG or JPG format / 150 KB (max 1MB) / Provide link.

Premium Positions

Inside Front Cover, Inside Back Cover, Back Cover

Premium Position Sizes	7.25" x 9.75"	8.5" x 11.125"	7.5" x 10"
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MECHANICAL SPECIFICATIONS

- Electronic files required. Preferred format is PDF/X-1a. View specifications at swop.org or adobe.com/designcenter/acrobat/articles/acr6pdfx.html.
- Convert all colors to CMYK (except black text). No 5th / PMS colors.
- Maximum ink density is 300%.
- Ads with critical color requirements MUST be accompanied by a hard-copy color-accurate contract proof to SWOP standards. Without a contract proof, color accuracy CANNOT be guaranteed.
- All images must be 300 dpi and embedded in ad.
- All fonts must be outlined or embedded.
- Reversed text must be a minimum of 10 points.
- Include crop marks, trim marks, center marks and color bars in the PDF, outside the printing area.
- Assistance with ad creation is available at an additional charge.

ADDITIONAL OPPORTUNITIES TO REACH ASDS MEMBERS

Take advantage of over one million page views at asds.net. To advertise on the ASDS website, call 855-792-0001 or email info@associationrevenuepartners.com.

Launching a new product? Call Tara Azzano at 847-956-9128 or email tazzano@asds.net to discuss a custom advertising package specifically designed for you.

Dermatologic Surgery is the official journal of the American Society for Dermatologic Surgery, the American College of Mohs Surgery, the International Society of Hair Restoration Surgery, The Dermatologic & Aesthetic Surgery International League and the Affiliated Society for Taiwan Society for Dermatological and Aesthetic Surgery. For advertising rates and publication dates, contact Karl Franz of Wolters Kluwer at Karl.Franz@wolterskluwer.com.

Send space reservation to:

Stephanie Garrow, Assistant, Development and Industry Relations, sgarrow@asds.net, phone 847-956-9141, fax 847-956-0999

Send ad materials to:

Alison Blanchard, blanchard85@gmail.com, (28MB max; for larger files, email for file sharing instructions)

To learn about other ASDS branding and advertising opportunities

please contact: Tara Azzano, Director, Development and Industry Relations, tazzano@asds.net, 847-956-9128