



## 2012 Black-and-White Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
Kingsize	\$ 3,225	3,185	3,115	3,065	2,995	2,920	2,850
3/4 Page	2,990	2,900	2,835	2,735	2,705	2,695	2,675
Island Page	2,500	2,425	2,360	2,305	2,265	2,215	2,155
1/2 page	2,400	2,350	2,260	2,165	2,115	2,085	2,025
1/4 Page	1,215	1,180	1,135	1,095	1,070	1,050	1,020

Page size	72x	120x	240x	288x	396x	504x	570x
Kingsize	\$ 2,805	2,730	2,685	2,630	2,570	2,525	2,485
3/4 Page	2,585	2,570	2,370	2,350	2,260	2,225	2,165
Island Page	2,125	2,085	2,045	2,010	1,970	1,930	1,890
1/2 page	1,960	1,920	1,875	1,855	1,840	1,770	1,715
1/4 Page	990	980	950	935	915	895	880

## 2012 Color:

In addition to Black-and-White Rates.

Standard Color:	\$ 795
Matched Color:	1,090
Metallic Ink:	160
Four Color:	2,040
Five Color:	3,185



## 2012 Insert Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
2-Pg A-size	\$ 5,150	4,995	4,860	4,750	4,665	4,565	4,440
2-Pg King	6,645	6,560	6,415	6,315	6,170	6,015	5,870
4-Pg A-size	10,300	9,990	9,725	9,495	9,330	9,125	8,880
4-Pg King	13,285	13,120	12,835	12,630	12,340	12,030	11,740
6-Pg A-size	15,450	14,985	14,585	14,245	14,000	13,690	13,320
6-Pg King	19,930	19,685	19,250	18,940	18,510	18,045	17,615
8-Pg A-size	20,600	19,980	19,445	18,995	18,665	18,250	17,755
8-Pg King	26,575	26,245	25,670	25,255	24,680	24,060	23,485

Page size	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 4,380	4,295	4,215	4,140	4,060	3,975	3,895
2-Pg King	5,780	5,625	5,530	5,420	5,295	5,200	5,120
4-Pg A-size	8,755	8,590	8,425	8,280	8,115	7,950	7,785
4-Pg King	11,555	11,250	11,060	10,835	10,590	10,405	10,240
6-Pg A-size	13,135	12,885	12,640	12,420	12,175	11,925	11,680
6-Pg King	17,335	16,870	16,595	16,255	15,885	15,605	15,355
8-Pg A-size	17,510	17,180	16,850	16,560	16,235	15,905	15,575
8-Pg King	23,115	22,495	22,125	21,670	21,175	20,805	20,475



## 2012 King-Four Conversion Rates:

Page size	1x	6x	12x	24x	36x	48x	72x
King 4 pg	\$ 16,440	15,870	15,645	15,485	15,280	15,035	14,910
King 6 pg	23,625	22,765	22,430	22,185	21,880	21,510	21,330
King 8 pg	30,805	29,660	29,215	28,885	28,480	27,990	27,745

  

Page size	120x	240x	288x	396x	504x	570x
King 4 pg	\$ 14,750	14,585	14,445	14,280	14,115	13,955
King 6 pg	21,085	20,840	20,625	20,380	20,135	19,890
King 8 pg	27,420	27,090	26,805	26,480	26,155	25,825

### Closing Dates

Issue	Space Close	Materials Due
January	12/07/11	12/14/11
February	01/11/12	01/19/12
March	02/08	02/15
April	03/09	03/16
May	04/09	04/16
June	05/02	05/09
July	06/08	06/15
August	07/12	07/19
September	08/09	08/16
October	09/10	09/17
November	10/05	10/12
December	11/06	11/13

For further information on advertising in *Skin & Allergy News* or for development and/or distribution of any custom programs, contact:

Sally Tronco Cioci  
Phone: (973) 290-8215  
Email: [s.cioci@elsevier.com](mailto:s.cioci@elsevier.com)

For insertion order inquiries, contact:

Joan Friedman  
Phone: (973) 290-8211, Email: [j.friedman@elsevier.com](mailto:j.friedman@elsevier.com)

For production inquiries, contact:

Judi Sheffer  
Phone: (240) 221-2412, Email: [j.sheffer@elsevier.com](mailto:j.sheffer@elsevier.com)