## 2024 Rate Card—Retail

<table>
<thead>
<tr>
<th>Insertion★</th>
<th>Spread</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Digital Only or Digital Upgrade ▲</th>
<th>Meeting Website Leaderboard &amp; Banner Ads ➤</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Rates</td>
<td>$6,000</td>
<td>$3,000</td>
<td>$1,850</td>
<td>$1,250</td>
<td>$2,500/month per ad</td>
</tr>
<tr>
<td>Bulk Buy 2 print issues (or ads)</td>
<td>$11,000</td>
<td>$5,550</td>
<td>$3,650</td>
<td>$2,000</td>
<td></td>
</tr>
</tbody>
</table>

★ Price includes print and digital (2 versions of the same content).
▲ Digital Upgrades are additional to the cost of a page and include enhancements such as video, audio files, slideshow, etc.
➤ Includes The Aesthetic Meeting, Face & Body Combined Meeting, Nuances in Injectables, and the Residents’ Symposium. Separate insertion for each meeting website.

### Premium Position

<table>
<thead>
<tr>
<th></th>
<th>40% extra</th>
<th>30% extra</th>
<th>50% extra</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>40% extra</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>30% extra</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>50% extra</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Engage Your Audience in a New Way with Digital Enhancements Available in our Online, Interactive Flipbook. Add video, audio files, a slideshow, and live links to your web content.

Contact jackie@theaestheticsociety.org to learn more today!
PRINT ADVERTISING

Schedule

Issue | Artwork Due | In-Home
--- | --- | ---
Winter/Spring | December 8, 2023 | April 1, 2024
Summer/Fall | June 10, 2024 | September 1, 2024

Advertising Specifications

Print

<table>
<thead>
<tr>
<th>Layout</th>
<th>Bleed</th>
<th>Trim</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.75&quot; w x 11.25&quot; h</td>
<td>8.5&quot; w x 11&quot; h</td>
</tr>
<tr>
<td>Half page</td>
<td>8.75&quot; w x 5.75&quot; h</td>
<td>8.5&quot; w x 5.5&quot; h</td>
</tr>
</tbody>
</table>

File Format

- High resolution PDF with crops and .125" bleed.
- All fonts, images and graphics must be embedded.
- Images and graphics should be a minimum resolution of 300 ppi or be vector-based.
- All colors and images must be converted to CMYK. No spot, PMS or RGB colors.

Average # Issues

- Mailed: 2,379
- Emailed: 3,091

WEBSITE ADVERTISING

Meeting Website Ads

- Leaderboard: 728 x 90
- Banner: 300 x 250

Creative due minimum 15 days prior to posting

Aesthetic Meeting 2023 Website Stats

- AM23 Website Visitors: 179,744
- Impressions: 591,686
ASN Full Page Ad—Electronic Artwork Specifications

**Trim Size:** 8.5" w x 11" h

**Bleed Size:** 8.75" w x 11.25" h (.125" outside trim all 4 sides)

**Safety Area:** It is suggested to keep text and important content .375" inside the trim for the top, bottom and left edges, and .625" inside the trim for the right edge to allow for perfect binding gutter safety.

**Inside Ads:** Ads inside the publication are generally placed on the left-hand pages. Because of the perfect binding, about .25" of the right side of the ad will be hidden in the gutter. This is why the Safety Area moves important content .625" inside the trim for the right edge, while the Safety Area on the left is only .375" from the trim. **Important:** For elements that are centered in the ad, it is best to center them in the Safety Area, not the trim of the ad.

**Cover Score and Gutter:** ASN is perfect-bound, so the covers will have a score .25" from the trim, and the covers will fold at this mark. This .25" at the edge of the ad will not be visible for ads placed on the two inside covers. This diagram would be for the Inside Front Cover, or the Back Cover. For the Back Cover only, the .25" next to the spine is visible on the ad, but the designer may want to take into account that there will be a score where the cover folds. The inside back cover ad would be a flopped version of this diagram, with the spine on the left.
ASN Half Page Ad—Electronic Artwork Specifications

**Trim Size:** 8.5" w x 5.5" h

**Bleed Size:** 8.75" w x 5.75" h (.125" outside trim all 4 sides)

**Safety Area:** It is suggested to keep text and important content .375" inside the trim for the bottom and left edges, and .625" inside the trim for the right edge. There is no need for a safety area at the top edge, since there will be editorial above the ad.

**Gutter:** Ads inside the publication are generally placed on the left-hand pages. Because of the perfect binding, about .25" of the right side of the ad will be hidden in the gutter. This is why the Safety Area moves important content .625" inside the trim for the right edge, while the Safety Area on the left is only .375" from the trim. **Important:** For elements that are centered in the ad, it is best to center them in the Safety Area, not the trim of the ad.