

AESTHETIC SOCIETY NEWS

2024 Rate Card—Retail

Insertion★	Spread	Full Page	Half Page	Digital Only or Digital Upgrade▲
Retail Rates	\$6,000	\$3,000	\$1,850	\$1,250
Bulk Buy 2 print issues (or ads)	\$11,000	\$5,550	\$3,650	\$2,000

Meeting Website Leaderboard & Banner Ads ▶

\$2,500/month per ad

★ 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 Postion

Inside Front Cover	40% extra
Inside Back Cover	30% extra
Back Cover	50% extra



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!

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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	Bleed	Trim
Full page	8.75" w x 11.25" h	8.5" w x 11" h
Half page	8.75" w x 5.75" h	8.5" w x 5.5" h

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.