

**Email Products**

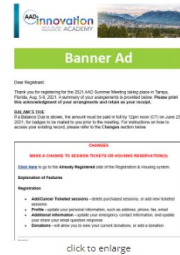
PRINT THIS PAGE

**Add a push strategy to your marketing plan with products that keep attendees informed and engaged**



**Icon Key**

- Traffic-building product
- Reach all meeting attendees
- Reach all AAD members
- Push products
- Product has frequency
- Personal delivery
- Lead-generating product
- Branding product



click to enlarge

**Registration Emails**

**Kickstart your brand exposure early – just as attendees are registering for the meeting!**

Your brand reaches meeting attendees with your 728 x 90 banner at the top of registration emails sent from AAD. Each email is an exclusive opportunity. Banner links to a URL of your choice.

**Reach:** Innovation Academy attendees.

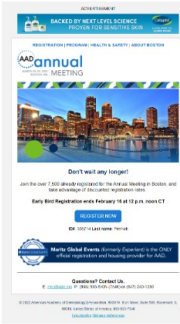
- Content:**
- Registration & Housing Confirmation Email
    - Launches in mid-May.
    - Sent to more than 1,700 attendees when they complete or make updates to their registration, or if they cancel their registration.
  - Post Meeting Confirmation Email
    - Launches approximately two weeks after the meeting.
    - Sent to all registrants (estimated 2,200) who verified their Advance or Onsite registration while at the meeting.

**INSERTION ORDER/SPECS**

**Deadlines**  
 Space reservation deadline: April 1, 2022  
 Materials due: April 8, 2022

**Rate**  
 \$2,625 each  
 Two exclusive sponsorship opportunities.

*These emails are not utilized for guest or exhibitor registration.*



click to enlarge

**AAD Official Meeting Emails**

**Your brand exclusively reaches all AAD members – up to 10 times!**

**Content:** Promotional messages encouraging Innovation Academy registration. Your 728 x 90 banner is at the top of each email and links to the URL of your choice.

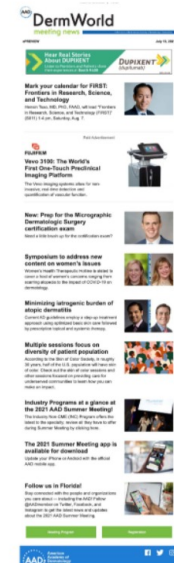
**Distribution:** Up to 10 emails depending on when sponsorship is secured.

- 2021 metrics:**
- 111,522 emails delivered
  - 42.34% average open rate
  - 11.66% average click through rate

**INSERTION ORDER/SPECS**

**Rolling deadlines. Please consult with your Account Manager.**

**Rate**  
 \$20,000  
 Exclusive sponsorship opportunity.



**ePreviews**

**Build your brand connection to more than 19,000 members and attendees before the meeting begins!**  
 Broad exposure for your message as members get excited about returning to Innovation Academy.

**Reach:** 19,000+ members and Innovation Academy attendees.

**Content:** Topics to be presented at the meeting, industry events and exhibit hall activities.

ePreview #3 will feature schedules of industry-supported educational programs to include Non-CME (INC) Programs and Industry Expert Sessions.

**Native ads now available!**

- Advertiser supplies a 250-word article for publication in the ePreview.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the ePreview, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. (Advertiser supplies article, image, headline and teaser copy.)
- Only one native ad per issue.

Link your corporate or product video to your banner ad!

**2021 average unique open rate was 30.7%, compared to the healthcare industry average of 21%.\***

**INSERTION ORDER/SPECS**

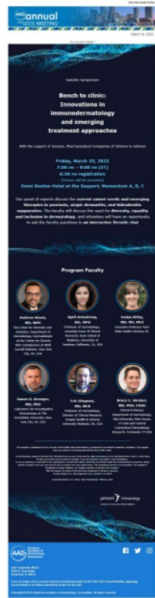
Deadlines	Space Reservation Deadline	Materials Due
ePreview #1: Early June	May 12, 2022	May 19, 2022
ePreview #2: Late June	June 3, 2022	June 10, 2022
ePreview #3: Mid-July	June 22, 2022	June 29, 2022

Rates (per issue)	
Leaderboard	\$5,640
Premium Banner (each)	\$4,380
Native Ad	\$6,140

click to enlarge

\*According to HubSpot's email benchmark report, 2020.



click to enlarge

## Exclusive Exhibitor Email



### Send your exclusive message to AAD Innovation Academy attendees!

Increase the attendance at your program and traffic at your booth.

**Reach:** Your email message is delivered to Innovation Academy attendees, and included as an article in the Industry Highlights channel of Meeting News Central, which is promoted to all 19,000 AAD members.

**Content:** Advertiser-supplied materials, subject to AAD approval. Content pre-event must be a booth driver or a meeting-related event invitation (such as an industry program). Content post-event can follow up meeting announcements or tease upcoming news.

**An Industry Highlights channel** will be published on Meeting News Central. All Exclusive Exhibitor Email supporters will have an "article" related to their insert within this channel labeled "paid advertising content." A link to the Industry Highlights page will be included in each day's eDaily.

EXCLUSIVE AND LIMITED!

### INSERTION ORDER/SPECS

- Limit two the week prior to the meeting, one each day of the meeting and two the week after the meeting.
- Work with your account manager to select a date.

#### Deadlines

Space reservation deadline: June 17, 2022  
Materials due: June 24, 2022

#### Rate

\$12,750



click to enlarge

## eDaily



### 3X frequency builds meeting brand recognition!

Daily visibility for your message to all AAD members

**Reach:** 19,000+ members and Innovation Academy via email, plus, advertisers will have an "article" in the Industry Highlights channel of Meeting News Central, which is promoted to all 19,000 AAD members.

**Content:** Live event coverage and session recaps.

#### Native ads now available!

- Advertiser supplies a 250-word article for publication in the eDaily.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the eDaily, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. (Advertiser supplies article, image, headline and teaser copy.)
- Only one native ad per issue.

eDailies are sent on July 21, 22 and 23, 2022.

#### Link your corporate or product video to your banner ad!

**An Industry Highlights channel** will be published on Meeting News Central. All eDaily advertisers will have an "article" within this channel labeled "paid advertising content." A link to the Industry Highlights page will be included in each day's eDaily.

2021 average unique open rate was 32.4%, compared to the healthcare industry average of 21%.\*

\*According to HubSpot's email benchmark report, 2020.

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: June 27, 2022  
Materials due: July 5, 2022

#### Rates (all three issues)

Leaderboard	\$16,605
Premium Banner (each)	\$13,005
Native Ad	\$17,105

Includes placement in all three issues.



click to enlarge

## eHighlights



**Drive home your final message with a post-event follow-up**  
Connect with AAD members and meeting attendees after the conference as they plan next steps

**Reach:** 19,000+ members and Innovation Academy attendees.

**Content:** Summary wrap-ups of the entire meeting, including key events, sessions and science.

#### Native ads now available!

- Advertiser supplies a 250-word article for publication in the eHighlights.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the eHighlights, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. (Advertiser supplies article, image, headline and teaser copy.)

#### Link your corporate or product video to your banner ad!

2021 average unique open rate

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: July 6, 2022  
Materials due: July 13, 2022

#### Rates (per issue)

Leaderboard	\$5,640
Premium Banner	\$4,380
Native Ad	\$6,140



click to enlarge

was 28.7%, compared to the healthcare industry average of 21%.\*

\*According to HubSpot's email benchmark report, 2020.

Icon Key



Traffic-building product



Reach all meeting attendees



Reach all AAD members



Push products



Product has frequency



Personal delivery



Lead-generating product



Branding product

All rates are net. No agency discounts apply. Cancellations are nonrefundable.  
All quantities are based on projected attendance.



innovation academy

JULY 21-24, 2022 • VANCOUVER, BC

Official Exhibitor Supplier

© COPYRIGHT 2022 ASCEND MEDIA · 401 SW WARD RD, SUITE 210, LEE'S SUMMIT, MISSOURI 64083 · 913-469-1110 · CONTACT US