


Engagement Packages


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Amplify your success with a well-planned marketing campaign




Reach

We maximize the reach of your message through a combination of highly engaging solutions – emailed and mailed – and plan distribution to registered attendees, previous attendees and the full association membership. This flexible approach means we reach a wide audience where and how they want to engage.




Frequency

Getting your messaging in front of the target audience frequently is critical due to many other meeting distractions. Our approach strategically integrates multiple messaging opportunities surrounded by essential content at various times during the event.



Content

Engaging content is the cornerstone of any successful campaign, as it shows your message in the right context. From meeting information to high science, we know exactly what content resonates with HCPs before, during and after the event.



Variety

Convention attendees consume information in different ways, at different times. It's essential that your messaging is seen across a variety of media – printed, onsite, online and pushed – before, during and after the meeting.

These packages help create experiences that allow attendees to consume information when and how they like, therefore optimizing engagement and creating meaningful ROI for your efforts.



Goal: Branding

Successful branding campaigns are built on expansive reach, frequent messaging and a variety of media. Our branding experience provides five different types of outreach via two media types to reach AAD's 19,000+ members and Innovation Academy attendees. This premium combination of branding tactics in AAD's most-read publications will get the brand exposure you're looking for – at a discounted rate!

- **One ePreview Leaderboard**
 - Your message delivered to 19,000+ AAD members and Innovation Academy attendees.
- **AAD eDaily Premium Banner**
 - 3X frequency, maximum exposure.
- **One Native Ad/Advertiser Sponsored Content on Meeting News Central**
 - Six native ad spots are available in a prominent position on the front page, titled "Interesting Stories" (see mock-up).
 - Advertiser content can be (or include) white papers, videos or any other content you wish to share with readers.
 - The Interesting Stories block will feature each advertiser's company name, image and headline.
 - Each Interesting Story will rotate up and down the block, but also into a prominent standalone position, which will add a larger image and a story "teaser" to the above.
 - Your Interesting Story links to your content of up to 1,000 words with a large hero image.

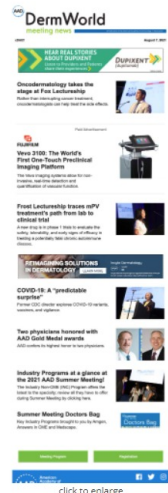
Some substitutions may apply if the above assets are sold out.

**Meeting News Central will launch in June 2022.*

INSERTION ORDER/SPECS

Rate
\$20,115
Three packages available

Deadlines vary. See individual product deadlines.



Goal: Lead Generation

Effective lead generation campaigns are a combination of reach, frequency and content. We combine the broadest reach possible with your engaging content to elicit response from HCPs. We market this content to the largest possible audience – and continue that marketing after the event.

- **One Doctors Bag Insert***
 - Advertiser-supplied* booth announcements, promotions and industry event invitations are delivered to meeting attendees at headquarters hotels and in the convention center on July 22, 2022.
 - In addition, all Doctors Bag supporters will have an "article" related to their insert within the Industry Highlights channel of Meeting News Central.
 - A link to the Industry Highlights channel will be included in each days' eDaily, sent to 19,000 AAD members and Innovation Academy attendees.
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- **Retargeting**
 - Continue to generate leads long after the meeting with 25,000 retargeting impressions to AAD members and Innovation Academy attendees.

Some substitutions may apply if the above assets are sold out.

** Inserts are subject to AAD approval.*

***Meeting News Central will launch in June 2022.*

INSERTION ORDER/SPECS

Rate
\$15,200
Three packages available

Deadlines vary. See individual product deadlines.



Budget Meeting Package

- Premium banner ad in one Innovation Academy ePreview or eHighlights.
 - Delivered to 19,000 AAD members and Innovation Academy attendees
- Full page ad in AAD's member magazine, *DermWorld*.
 - Mailed to 16,000 AAD members

INSERTION ORDER/SPECS

Rate
\$6,550

Deadlines vary. See individual product deadlines.

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

innovation academy
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