






Meeting News and Navigation Products

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Products that tell attendees what's happening at the 2022 Innovation Academy

Icon Key

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



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Advance Announcement

ONLY FIVE ADVERTISING POSITIONS AVAILABLE!



Jump start your marketing!

Be part of this essential planning resource for attendees

Reach: 16,000+ U.S. AAD members and Innovation Academy attendees.

Content: Information about the meeting experience.

Distribution: Mailed in early May to 16,000+ members.

INSERTION ORDER/SPECS

Deadlines

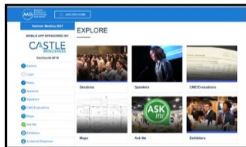
Space reservation deadline: March 25, 2022

Materials due: March 31, 2022

Rates	
Back Cover	\$12,500
Cover Tip*	\$8,920
Inside Front Cover	\$6,690
Inside Back Cover	\$5,380
Full Page (one available)	\$5,380

*Advertiser to provide printed Cover Tip.

New creative should be submitted to AAD prior to the material deadline for approval.



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Mobile App Advertising



Your brand in the hands of all attendees!

AAD's mobile app is the meeting program and primary navigation resource for attendees.

Reach: Innovation Academy attendees.

Content: User-friendly app allows attendees to access pertinent information, such as sessions and events, how to claim CME and submit evaluations, exhibitors, maps, e-Posters, "Ask Me" FAQs, city guide and more.

- Ads are located on the "Explore" page, immediately following the opening splash page.
- Ad is yours exclusively. No rotating with others.
- Ads link to a URL of your choice.
- Ads can be corporate or branded.
- Advertisers are also on the "Ask Me" page with their name and a link.
- Additional exposure on the Desktop version of the Mobile App.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: July 7, 2022
 Materials due: July 14, 2022

Rate

\$20,000 (two available)

2021 Mobile App Metrics

- 1,120 users
- 22,849 screen views
- Average engagement time: 3 minutes 42 seconds per session



Meeting News Central



Run-of-site banners include all display ads on the front page, channel pages and all article pages!

A 24/7 central location for the Innovation Academy ePreviews, eDailies and eHighlights, as well as sponsored content. As the push publications are read, each click on an article brings the reader to Meeting News Central.

[View the Meeting News Central site](#)

Ads rotate in all display ad positions throughout Meeting News Central during the

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Space is limited and available until sold out.

Materials due: For exposure from first launch, we encourage materials be sent by May 31, 2022.

Meeting News Central is regularly updated which allows for a confirmation of your plans at any time until the limited ad positions are sold out.



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2021 site metrics:

- 20,295 pageviews
- 9,400 users

Data collected June 29-Dec. 31, 2021

entire event cycle.*

Includes the following display ad positions on the front page and all channel pages:

- Leaderboard (970 x 90)
- Mobile Leaderboard (300 x 50)
- Vertical (300 x 600)
- Rectangle (300 x 250)

Leaderboard and rectangle ads also appear on all article pages.

Display advertisers receive 20% SOV.

Advertiser Sponsored Content/Native Ads

- 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 on the home page and channel pages, 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.
- The Interesting Stories block also appears on nearly all article pages.

Reach: 19,000+ AAD members and 2022 AAD Innovation Academy registrants via ePreviews, eDailies and eHighlights.

Content:

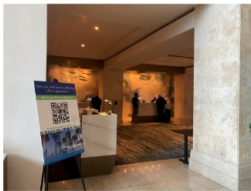
- Science presented at the conference.
- Information on schedules of industry-supported educational programs to include Non-CME (INC) Programs and Industry Product Sessions.
- Hot-button topics and can't-miss sessions

An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of Industry Programs. All AAD Doctors Bag supporters will have an "article" related to their insert within this channel labeled "paid advertising content." Premium insert advertisers in the AAD Doctors Bag will have their articles pinned at the top of this channel page. In addition, a link to the Industry Highlights page will be included in each day's eDaily.

Months of exposure!

Meeting News Central will launch in June 2022. You can link your advertorials, programs and resources on this official AAD branded site in your own promotions long after the event is over!

(Ads and content will remain on the site until the first 2023 AAD Annual Meeting ePreview is produced. Length of advertiser exposure dependent on date of purchase. Ads and content can be removed if requested.)



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Attendee Welcome Guide



Your brand is front and center as the exclusive sponsor of this publication delivered to attendees as they arrive at their hotels!

DISTRIBUTION ONSITE
At hotel front desk

HOUSED ONLINE
Also available on AAD Meeting News Central

EMAILED
As a link in AAD's Know-Before-You-Go email

Reach: Meeting attendees.

Distribution:

- Onsite at headquarter hotels front desks
- Emailed as a link to all attendees in AAD's Know-Before-You-Go email
- Also available on the front page of Meeting News Central.

Content: Key details attendees need to find what they're looking for and get their meeting experience off to a great start.

Advertiser receives front cover banner logo recognition and the back cover ad of the printed guide, as well as front page branded exposure on Meeting News Central.

Rates	
ROS Advertising (all available display ads on front page, channel pages and article pages)	\$10,200 (five available)
Interesting Stories	\$6,500

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: June 7, 2022
Materials due: June 14, 2022

Rate
\$12,500
Exclusive sponsorship opportunity

Icon Key

Traffic-building product

Reach all meeting attendees

Reach all AAD members

Push products

Personal delivery

Lead-generating product

Product has frequency

Branding product

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



innovation academy

JULY 21-24, 2022 • VANCOUVER, BC

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