

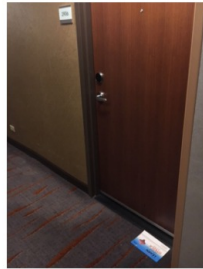
Personal Deliveries

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Make a direct connection with AAD members and Innovation Academy attendees!

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

Individual Hotel Room Drop



Stand out with a personal direct delivery to select attendee hotel rooms

Distribution: Inserts are delivered to 1,000 select hotel rooms evening of July 21 or 22, 2022, or the morning of July 22 or 23, 2022. In addition, supporters will have an "article" related to their insert (and labeled "paid advertising content") within the Industry Highlights Channel of Meeting News Central. A link to this channel in the eDaily drives attendees and AAD members to the articles/inserts.

Content Includes: Advertiser-provided brochures and program or booth invitations. Advertiser provides items to be distributed, subject to AAD approval.

An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of industry Programs. All Individual Hotel Room Drop 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 days' eDaily.

All materials are subject to AAD approval. See Advertising Policies and Materials Submission for more information.

Advertiser arranges production and shipping details for Individual Hotel Room Drop, and has items delivered to hotels each morning. Ascend Media manages distribution only.

AAD and Ascend Media encourage all advertisers and sponsors to use environmentally friendly printing, including recycled/recyclable paper and plant-based inks. No petroleum-based UV coating. Aqueous coating permitted.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: June 20, 2022
 Materials due: July 18, 2022

Rate

\$14,025 per day

Price is based on individual items. Contact your account manager for information on distributing more than one item.



click to enlarge

Doctors Bag



Increase your booth traffic and program participation with a delivered invitation!

Reach: Innovation Academy attendees at headquarters hotels and in the convention center on July 22, 2022, as well as 19,000 AAD members via a link in the eDaily on those dates.

Content: Advertiser-supplied* booth announcements, promotions and industry event presentation invitations, including Industry Product Sessions and Industry Non-CMEs.

Distribution: Doctors Bags are delivered the morning of July 22, 2022, to attendee hotel rooms at headquarters hotels and distributed throughout the convention center. In addition, a link in the eDaily drives attendees and AAD members to the online inserts (see below).

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. A link to the Industry Highlights page will be included in each days' eDaily.

Bag Premium: Maximize your brand impact by advertising on the outside of the Doctors Bag delivered to attendees! We'll place your insert in a clear pocket on one side. Premium insert advertisers will also have their article pinned at the top of the Industry Highlights channel.

**inserts subject to AAD approval.*

All materials are subject to AAD approval. See Advertising Policies and Materials Submission for more information.

Advertiser arranges production and shipping details for the Doctors Bag, and has items delivered to hotels each morning. Ascend Media manages distribution only.

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INSERTION ORDER/SPECS

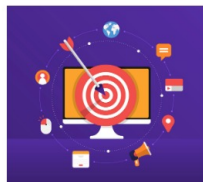
Deadlines

Space reservation deadline: June 22, 2022
 Materials due: June 29, 2022

Rates

Insert	\$7,500 per insert
Bag Premium	\$12,735 each

Maximum insert size is 8.5" x 11".



Retargeting



Drive prospects through your marketing funnel and increase conversions with retargeting!

Your ads will follow this highly targeted AAD audience as they visit other websites



INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: June 22, 2022
 Materials due: June 29, 2022

Rate

\$7,000 per 25,000 impressions (other quantities available at same CPM)

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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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