

Engagement Packages

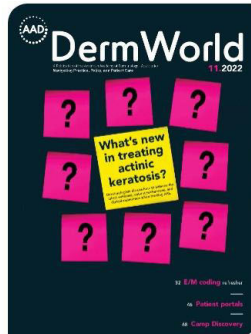
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These packages help create experiences that allow attendees to consume information when and how they like, therefore optimizing engagement and creating meaningful ROI for your efforts.

Budget Meeting Package

Goal: Branding

Goal: Lead Generation



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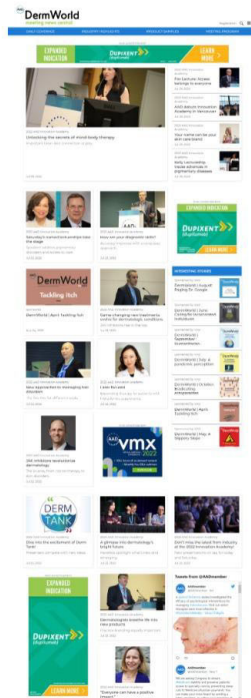
Budget Meeting Package

- Premium banner ad in one Innovation Academy ePreview or eHighlights.
 - Sent 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
\$6,580

Deadlines vary. See individual product deadlines.



[click to enlarge](#)

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 is sent to 19,000+ AAD members and Innovation Academy attendees.
- **AAD eDaily Premium Banner**
 - 3X frequency; maximum exposure.
- **One Interesting Story on Meeting News Central**
 - Nine native ad spots are available in a prominent position on the home 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, 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.

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

**Meeting News Central will launch in July 2023.*

[INSERTION ORDER/SPECS](#)

Rate
\$18,860
Three packages available

Deadlines vary. See individual product deadlines.



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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 Exclusive Exhibitor Email**
 - All eyes are on your brand message with an exclusive email to AAD Innovation Academy attendees!
 - Your email message is sent to Innovation Academy attendees before, during or after the meeting.
- **One Product Sample on Meeting News Central**

[INSERTION ORDER/SPECS](#)

Rate
\$16,690
Three packages available

Deadlines vary. See individual product deadlines.

- Generate leads and allow AAD members to order your free product samples.
- A [Product Sample Channel](#) on Meeting News Central allows AAD members who missed you onsite or didn't attend the meeting to order your product samples from the event.
- An image of your sample will appear with a photo and description.
- Readers complete an order that is transmitted to the advertiser.
- A promotional campaign will drive AAD members to Meeting News Central and this channel.
- *Supplying and shipping product samples is the responsibility of the advertiser.*
- **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 July 2023.*

*All rates are net. No agency discounts apply. Cancellations are nonrefundable.
All quantities herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.*



innovation academy

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