

**Personal Deliveries**

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**Individual Hotel Room Drop**

**Retargeting**



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**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 evenings of Aug. 10 and 11, or the mornings of Aug. 11 and 12. In addition, a link in the eDaily drives attendees and AAD members to the online inserts (see below).

**Content Includes:** Advertiser-provided brochures and programs 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 AAD Individual Hotel Room Drop supporters will have their insert loaded as an "article" within this channel and labeled as "paid advertising content." A link to the Industry Highlights page will be included in each day's eDaily.

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

*Packaged products may not exceed 6 oz. and must be in sealed bags.*

*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: July 11, 2023  
 Materials due: Aug. 8, 2023

**Rate**

\$14,025 per day

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



**Retargeting**

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

Your ads will follow this highly targeted AAD audience on social media.

**INSERTION ORDER/SPECS**

**Deadlines are customizable. Please contact your Account Manager.**

**Rate**

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

*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.*



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