

DermWorld Opportunities

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Keep in touch with AAD members beyond the meeting!



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DermWorld Magazine Stand Sponsorship



- Strategically placed in high-visibility areas, your branding exclusively appears on the front and sides of all magazine stands dedicated to the *DermWorld* Meeting issue.
- Distributed in six magazine stands located in high-visibility areas of the meeting.
- Exclusive sponsorship also allows for a discounted Full Page ad in the meeting issue of *DermWorld*.
- Gives your brand message multiple exposure points!

INSERTION ORDER/SPECS

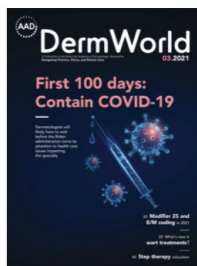
Deadlines

Space reservation deadline: Feb. 1, 2022
Materials due: Feb. 8, 2022

Rate

\$11,500
Exclusive sponsorship opportunity

Icon Key



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DermWorld Meeting Issue



Expand your brand reach at the 2022 AAD Annual Meeting and beyond!

Promote your message in *DermWorld's* March Issue.

- *DermWorld* is the go-to practice management publication for more than 16,000 U.S. dermatologists.
- **94%** of readers rate *DermWorld* as useful in keeping informed on clinical issues.*
- **82%** have taken an action after seeing an ad.*
- **75%** rate *DermWorld* as the best resource for the specialty.*

Review the 2022 editorial calendar to extend your reach with AAD members beyond the Annual Meeting!

*2021 Reader Feedback Study of *DermWorld*, Stratton Publishing & Marketing, Inc.

VIEW FULL RATES

Deadlines

Space reservation deadline: Feb. 3, 2022
Materials due: Feb. 10, 2022

Rates

Full Page, 4C, 1x	\$4,455
1/2 Page, 4C, 1x	\$3,810

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



annual meeting
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