

Email Products

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Add a push strategy to your marketing plan with products that keep attendees informed and engaged



Icon Key



Banner Ad

Reach: All registrants.
Content: Promotional messages encouraging Annual Meeting registration. Your 728 x 90 banner is at the top of each email and links to the URL of your choice.
Distribution: Up to 19 emails depending on when sponsorship is secured.

click to enlarge

Attendee Registration Emails

Your brand reaches meeting attendees with your 728 x 90 banner at the top of registration emails sent from AAD. Each email is an exclusive opportunity. Banner links to a URL of your choice.

Reach: All registrants.

Address Verification Email

- Launches in early February 2022.
- Sent to meeting registrants who complete their advance registration by the discounted registration rate deadlines and will have their badges mailed to them prior to the physical meeting.
- Reaches approximately 8,550 registrants.
- *Not used for exhibitor or guest registrations.*

Express Badge Pick-Up Email

- Launches in late February 2022.
- Sent to meeting registrants who complete advance registration.
- This email supplies them with a QR code to scan at Express Pick-Up counters to print their badges and tickets onsite.
- Reaches approximately 9,200 registrants.
- *Not used for exhibitor or guest registrations.*

Post-Show Confirmation Email

- Launches in March 2022.
- Sent approximately two weeks after the meeting to all registrants who verified their Advance or Onsite registration while at the meeting.
- Reaches approximately 11,000 registrants.
- *Not used for exhibitor or guest registrations.*

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
Address Verification Email	Jan. 5, 2022	Jan. 12, 2022
Express Badge Pick-Up Email	Feb. 2, 2022	Feb. 9, 2022
Post-Show Confirmation Email	March 2, 2022	March 9, 2022

Rates	
Address Verification Email	\$20,000
Express Badge Pick-Up Email	\$20,000
Post-Show Confirmation Email	\$25,000

Three exclusive sponsorship opportunities



AAD Official Meeting Emails

Your brand exclusively reaches all AAD members - up to 19 times!

Content: Promotional messages encouraging Annual Meeting registration. Your 728 x 90 banner is at the top of each email and links to the URL of your choice.

Distribution: Up to 19 emails depending on when sponsorship is secured.

- 2020 metrics:**
- 101,004 emails delivered
 - 44.2% average open rate
 - 16.1% average click through rate

INSERTION ORDER/SPECS

Rolling deadlines. Please consult with your Account Manager.

Rate
\$40,000
Exclusive sponsorship opportunity.



ePreviews

Kickstart your brand exposure with email blasts to 19,000+ members and attendees before the meeting begins! Broad exposure for your message as members get excited about returning to the Annual Meeting.

Reach: 19,000+ AAD members and Annual Meeting attendees.

Content: Topics to be presented at the meeting, industry events and exhibit hall activities.

ePreview #4 will feature schedules of industry-supported educational programs to include Non-CME (INC) Programs and Industry Product Sessions.

New Enhanced Version Allows for Exhibitor Videos!

- Send in a 15-second video to encourage attendees to look for you during the event.
- Only one advertiser-supplied video per issue.

Native ads now available!

- Advertiser supplies a 250-word article for publication in the ePreview.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the ePreview, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. *(Advertiser supplies article, image, headline and teaser copy.)*
- Only one native ad per issue.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
ePreview #1: Late January	Dec. 28, 2021	Jan. 4, 2022
ePreview #2: Late February	Jan. 24, 2022	Jan. 31, 2022
ePreview #3: Early March	Feb. 7, 2022	Feb. 14, 2022
Industry Program ePreview #4: Late March	Feb. 22, 2022	March 1, 2022

Rates (per issue)	
ePreview Leaderboard	\$6,000
ePreview Premium Banner	\$4,900 each
Video (one per issue)	\$5,000
Native advertisement (one per issue)	\$6,500

Premium Banner ad 600x100

Resized for Social Security White, A.A. and Member Meet and Greet. This is an example of a banner with a click to enlarge.

2019 metrics:

- Average unique open rate: 21.8%, compared to the healthcare industry average of 21.7%.*
- Average click-through rate: 4.26%, compared to the healthcare industry average of 2.69%.*

*According to MailChimp medical, dental, and healthcare industry averages, October 2019.

Leaderboard ad 600x100

See the date for 2022

Keynote Reception opens

The Quality Improvement and Innovation Symposium: Better Outcomes Through AI

Premium Banner ad 600x100

Registration and Coding: Billing, Prior and Pending Audits

Industry news CME sponsored

click to enlarge

Morning Agenda Email

Your brand delivers the daily agenda to all attendees - exclusively!

Daily visibility for your message in this quick-read sent each morning of the meeting.

Reach: 19,000+ AAD members and Annual Meeting attendees.

Content includes: Key sessions and activities happening each day.

Sponsor will receive a Leaderboard and Premium Banner ad on the email.

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: Feb. 24, 2022
Materials due: March 3, 2022

Rate
\$15,000 per day
Four exclusive sponsorship opportunities.

Leaderboard ad 600x100

See the date for 2022

Keynote Reception opens

The Quality Improvement and Innovation Symposium: Better Outcomes Through AI

Premium Banner ad 600x100

Registration and Coding: Billing, Prior and Pending Audits

Industry news CME sponsored

click to enlarge

eDaily

4X frequency builds meeting brand recognition!

Daily visibility for your message to all AAD members.

Reach: 19,000+ AAD members and Annual Meeting attendees.

Content: Live event coverage and session recaps.

eDailies are sent on March 25, 26, 27 and 28, 2022.

Show off your video in the eDaily!

- Send in a 15-second video to encourage attendees to come to your booth.
- Only one advertiser-supplied video per issue.

Native ads now available!

- Advertiser supplies a 250-word article for publication in the eDaily.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the eDaily, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. (Advertiser supplies article, image, headline and teaser copy.)
- Only one native ad per issue.

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: Feb. 24, 2022
Materials due: March 3, 2022

Rates (all issues)	
Leaderboard	\$22,140
Premium Banner	\$17,340 each
Video (one per issue)	\$15,000
Native ad/advertorial (one per issue)	\$23,000

Includes placement in all four issues, except for videos and native ads/advertorials.

2019 metrics:

- Average unique open rate: 30.6%, compared to the healthcare industry average of 21.7%.*
- Average click-through rate: 8.83%, compared to the healthcare industry average of 2.69%.*

*According to MailChimp medical, dental, and healthcare industry averages, October 2019.

Leaderboard ad 600x100

See the date for 2022

Keynote Reception opens

The Quality Improvement and Innovation Symposium: Better Outcomes Through AI

Premium Banner ad 600x100

Registration and Coding: Billing, Prior and Pending Audits

Industry news CME sponsored

click to enlarge

eHighlights

Drive home your final message with a post-event follow-up

Connect with AAD members and meeting attendees after the conference as they plan next steps.

Reach: 19,000+ AAD members and Annual Meeting attendees in early to mid-April.

Content: Summary wrap-ups of the entire meeting, including key events, sessions and science.

Show off your video in the eHighlights!

- Send in a 15-second video to encourage attendees to come to your booth.
- Only one advertiser-supplied video per issue.

Native ads now available!

- Advertiser supplies a 250-word article for publication in the eHighlights.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the eHighlights, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. (Advertiser supplies article, image, headline and teaser copy.)
- Only one native ad per issue.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadlines	Materials Due
eHighlights #1: Early April	March 7, 2022	March 14, 2022
eHighlights #2: Mid-April	March 18, 2022	March 25, 2022

Rates (per issue)	
Leaderboard	\$13,460
Premium Banner	\$10,770
Video ad	\$5,000 (one available)
Native ad/advertorial	\$14,000 (one per issue)



2019 metrics:

- Average unique open rate: 28.5%, compared to the healthcare industry average of 21.7%.¹
- Average click through rate: 8.08%, compared to the healthcare industry average of 2.67%.²

¹According to MailChimp medical, dental, and healthcare industry averages, October 2019.



Exclusive Exhibitor Emails

Send your exclusive message to AAD Annual Meeting attendees!
 Increase the attendance at your program and traffic at your booth.

Reach: Your email message is delivered to Annual Meeting attendees.

Content: Advertiser-supplied materials, subject to AAD approval. Content must be a booth driver or a meeting-related event invitation (such as an industry program).

EXCLUSIVE AND LIMITED!

INSERTION ORDER/SPECS

- Limit two the week prior to the meeting, one each day of the meeting and two the week after the meeting.
 - Work with your account manager to select a date.
- Deadlines**
 Space reservation deadline: Feb. 25, 2022
 Materials due: March 4, 2022
- Rate**
 \$25,000

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

annual meeting
 MARCH 25-29, 2022 • BOSTON, MA
Official Exhibitor Supplier