


Engagement Packages


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Amplify your success with a well-planned marketing campaign




Reach

We maximize reach to both the in-person and virtual audiences through a combination of highly engaging in-person and virtual solutions - emailed and mailed - and plan distribution to registered attendees, previous attendees and the full association membership. This flexible approach means we reach a wide audience where and how they want to engage.




Frequency

Getting your messaging in front of the target audience frequently is critical due to the many distractions at both in-person and virtual meetings. Our approach strategically integrates multiple messaging opportunities surrounded by essential content at various times during the event.



Content

Engaging content is the cornerstone of any successful campaign, as it shows your message in the right context. From meeting information to high science, we know exactly what content resonates with HCPs before, during and after the event.



Variety

Convention attendees consume information in different ways, at different times. It's essential that your messaging is seen across a variety of media for both the in-person and virtual audiences - printed, available onsite, online and pushed - before, during and after the meeting.

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.



Goal: Branding

Successful branding campaigns are built on expansive reach, frequent messaging and a variety of media. Our branding experience provides eight different types of outreach via four media types to reach AAD's 19,000+ members and Annual Meeting attendees. This premium combination of branding tactics in AAD's most-read publications will be delivered at varying times each day.

- **One ePreview Leaderboard**
 - Your message delivered to 19,000+ AAD members and Annual Meeting attendees.
- **AAD eDaily Premium Banner**
 - 4X frequency; maximum exposure.
- **Quarter-page ad in Annual Meeting News**
 - Promote your booth/program with print and email exposure all three days.
- **One Industry Content advertorial (native ad)**
 - Advertiser supplies a 250-word article for publication on Meeting News Central.
 - Headline, company name and the words "Advertorial Content" appear on the front page of Meeting News Central throughout the entire event cycle.*
 - Full article appears on an exclusive article page with a hero image and vertical 300 x 600 ad. (Advertiser supplies 250 words, image and ad.)

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

**Four materials can go live in January and stay up through May 2022.*

click to enlarge

INSERTION ORDER/SPECS

Rate
 \$30,000
 Three packages available

Deadlines vary. See individual product deadlines.



Goal: Lead Generation

Effective lead generation campaigns are a combination of reach, frequency and content. We combine the broadest reach possible with highly engaging content and the proper frequency. We create content (and post and push your content) to elicit response from HCPs. We market this content frequently to the largest possible audience - and continue that marketing after the event.

- **One Industry Resource on Meeting News Central**
 - Your white paper, video or other resource is promoted on the front page of Meeting News Central throughout the entire event cycle.*
 - Labeled as "Industry Resources," your document name and company name will be listed on the front page of Meeting News Central.
 - Your resource appears on an article page with a 100-word description of the resource.
 - Gating is available upon request for lead collection.
 - Links to your content in the ePreviews, eDailies and eHighlights engage readers with your message.
- **One Industry Content advertorial (native ad)**
 - Advertiser supplies a 250-word article for publication on Meeting News Central.
 - Headline, company name and the words "Advertorial Content" appear on the front page of Meeting News Central throughout the entire event cycle.*
 - Full article appears on an exclusive article page with a hero image and vertical 300 x 600 ad. (Advertiser supplies 250 words, image and ad.)
- **Retargeting**
 - Continue to generate leads long after the meeting with 25,000 retargeting impressions to AAD members and Annual Meeting attendees.

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

**Four materials can go live in January and stay up through May 2022.*

click to enlarge

INSERTION ORDER/SPECS

Rate
 \$17,000
 Three packages available

Deadlines vary. See individual product deadlines.

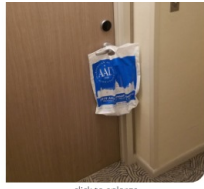


Goal: Traffic Building

To successfully drive attendance to your booth or program, reach and content are critical, but the variety of media and timing are pre-requisites. With this experience, we focus messaging to attendees through several highly targeted efforts on the

INSERTION ORDER/SPECS

Rate
 \$31,000
 Three packages available



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day(s) of your exhibits/program. This drives meaningful ROI.

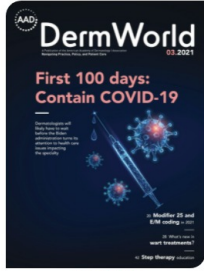
- **AAD eDaily Premium Banner**
 - 4X frequency; maximum exposure.
- **Doctors Bag Insert**
 - Morning distribution for your invitation.
- **Half-page ad in Annual Meeting News**
 - Promote your booth/program with print and email exposure all three days.

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Deadlines vary. See individual product deadlines.

Budget-Friendly Packages

Attention 10'x10' and 10'x20' exhibitors: These packages are heavy on exposure – at the meeting and beyond – but easy on the budget!



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Budget Meeting Package One

- **Annual Meeting News Products & Services Showcase Ad**
 - Includes three days of exposure in print.
- **Quarter-page ad in AAD's member magazine, DermWorld**
 - Mailed to 16,000 AAD members

INSERTION ORDER/SPECS

Rate
\$3,200

Deadlines vary. See individual product deadlines.



click to enlarge

Budget Meeting Package Two

- **Quarter-page ad in AAD's member magazine, DermWorld**
 - Mailed to 16,000 AAD members
- **Premium banner ad in one meeting ePreview**
 - Emailed to 19,000+ AAD members and Annual Meeting attendees.

INSERTION ORDER/SPECS

Rate
\$6,300

Deadlines vary. See individual product deadlines.

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

annual meeting

MARCH 25–29, 2022 • BOSTON, MA

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