

Meeting News and Navigation Products

PRINT THIS PAGE

Products that tell attendees what's happening at the 2022 AAD Annual Meeting



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Advance Announcement

ONLY FIVE ADVERTISING POSITIONS AVAILABLE!



Make early contact!

AAD members see your message early as they plan their schedules with the **only** print publication that mails before the meeting.

Reach: Nearly 16,000 members in November.

Content: Includes valuable information attendees need to efficiently plan their time at the meeting.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 10, 2021
Materials due: Sept. 29, 2021

Rates

Back Cover	\$16,250
Cover Tip*	\$10,000
Inside Front Cover	\$9,700
Inside Back Cover	\$7,800
Opposite Welcome Message	\$7,800

*Advertiser to provide printed Cover Tip.

New creative should be submitted to AAD prior to the material deadline for approval.

Icon Key



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Mobile App Advertising



Your brand in the hands of all attendees!

AAD's mobile app is the meeting program and primary navigation resource for attendees.

Reach: Annual Meeting attendees.

Content: User-friendly app allows attendees to access pertinent information, such as sessions and events, how to claim CME and submit evaluations, exhibitors, maps, e-Posters, "Ask Me" FAQs, city guide and more.

- Ads are located on the "Explore" page, immediately following the opening splash page.
- Ad is yours exclusively. No rotating with others.
- Ads link to a URL of your choice.
- Ads can be corporate or branded.
- Advertisers are also on the "Ask Me" page with their name and a link.
- Additional exposure on the Desktop version of the Mobile App.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Dec. 8, 2021
Materials due: Dec. 15, 2021

Rate

\$30,000 (two available)

2019 Annual Meeting Metrics

- 13,000 users
- 2.5 million screen views
- An average of 16.5 screens per session
- Average engagement time: 12.5 minutes per session



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Annual Meeting News



Keeping attendees informed and on-track every day of the meeting!

Reach: 19,000+ members and attendees on March 25, 26 and 27.

Content Includes: Live coverage of the meeting, including up-to-date event and schedule information, as well as hot-button topics, can't-miss sessions and interactive activities.

The *Annual Meeting News* is delivered each day via distribution ambassadors at the convention center and in newsstands in high-traffic locations around the center. The *Annual Meeting News* is also sent to all members and attendees each day as a link in the Morning Agenda Email.

Premium placement details in print:

- **Map Premium** includes a Full Page ad adjacent to the floor map page, a banner ad on the floor map page, company recognition with logo and your booth highlighted on the map page.
- **Cover Flap*** is placed on the first issue, with the option to include a Full Page ad in all three issues.
- **Front Page Banner Ad** can stand alone or include a Full Page ad.

Newsstand Sponsorship

- Includes eight newsstands located in high-traffic areas throughout the convention center.
- Exclusive sponsorship opportunity includes option for Full Page ad placement in the *Annual Meeting News*.

Get additional exposure with *DermWorld Magazine Stands!*

INSERTION ORDER/SPECS

Newsstand Sponsorship Deadlines

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

Annual Meeting News Deadlines

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

Standard Rates

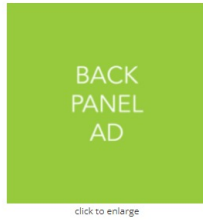
Full Page Spread	\$24,165
Full Page	\$12,320
Full Page PI (B/W)	\$10,500
Junior Page	\$11,150
Half Page	\$9,110
Quarter Page	\$6,530
Product & Services Showcase Ad	\$1,030

Premium Rates

Front Page Banner will Full Page Ad	\$19,500
Front Page Banner only	\$12,080
Map Premium	\$19,290
Cover Flap* with Full Page Ad	\$18,000
Cover Flap only*	\$9,000
Newsstands only	\$15,760
Newsstands with Full Page Ad	\$21,750
Back Cover	\$15,210

Inside Front Cover	\$14,090
Inside Back Cover	\$14,090

*Advertiser to provide printed Cover Flip. See mechanical specifications for details.



Attendee Welcome Guide



Your brand is front and center as the exclusive sponsor of this publication delivered to attendees as they arrive at their hotels!



Reach: Meeting attendees.

Distribution:

- Onsite at headquarter hotels front desks
- Emailed as a link to all attendees in AAD's Know-Before-You-Go email
- Also available on the front page of Meeting News Central.

Content: Key details attendees need to find what they're looking for and get their meeting experience off to a great start.

Advertiser receives front cover banner logo recognition and the back cover ad of the printed guide, as well as a 300 x 600 ad on the Attendee Welcome Guide page on Meeting News Central.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Feb. 10, 2022
Materials due: Feb. 17, 2022

Rate

\$25,000
Exclusive sponsorship opportunity



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2019 Annual Meeting metrics:

- Unique page views: 53,270
- Total users: 43,563

Data collected November 2018 to April 2019.

Meeting News Central

NEW PACKAGES FOR 2022!



Run-of-Site Banners include all display ads on the front page, channel pages and all articles pages!

A 24/7 central location for the Annual Meeting ePreviews, eDailies and eHighlights, as well as sponsored content and resources. As the push publications are read, each click on an article brings the reader to Meeting News Central.

Ads rotate in all display ad positions throughout Meeting News Central during the entire event cycle.*

Includes the following banner ads on the front page and all channel pages:

- Leaderboard (970 x 90)
- Mobile Leaderboard (300 x 50)
- Vertical (300 x 600)
- Rectangle (300 x 250)

Also includes the only paid ad on all article pages:

- Rectangle (300 x 250)

All advertisers receive 25% SOV.

Reach: 19,000+ AAD members and 2022 AAD Annual Meeting registrants via ePreviews, eDaily and eHighlights.

Content:

- Science presented at the conference.
- Information on schedules of industry-supported educational programs to include Non-CME (INC) Programs and Industry Product Sessions.
- Hot-button topics and can't-miss sessions

New Feature for 2022! An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of Industry Programs. All AAD Doctors Bag supporters will have an "article" related to their insert within this channel labeled "paid advertising content." Premium insert advertisers in the AAD Doctors Bag will have their articles pinned at the top of this channel page. In addition, a link to the Industry Highlights page will be included in each day's eDaily.

*Length of advertiser exposure dependent on date of purchase.

Industry Content

Months of exposure!

Meeting News Central will launch in January 2022. You can link your advertorials, programs and resources on this official AAD branded site in your own promotions long after the event is over!

(Ads and content will remain on the site until the first 2022 AAD Summer Meeting ePreview is produced. Length of advertiser exposure dependent on date of purchase. Ads and content can be removed if requested.)

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Dec. 28, 2021
Materials due: Jan. 4, 2022

Deadlines are ongoing. Dates above are noted for maximum exposure.

Rates

ROS Banner Advertising	
ROS Banners (all available display ads on front page, channel pages and article pages)	\$30,000 (four available)
Industry Content	
Industry Content	\$8,000
Front Page Video	\$5,000 (one available)
Industry Resources	\$6,500
Industry Programs	\$10,000

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

Official Exhibitor Supplier