

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Media LLC
All advertising subject to AAD approval.



annual meeting
MARCH 25-29, 2022 • BOSTON, MA

Official Exhibitor Supplier



Advertiser/Sponsor	Agency	Bill To	Materials From
Company Name _____	_____	_____	_____
Contact Name _____	_____	_____	_____
Address _____	_____	_____	_____
_____	_____	_____	_____
City, State Zip _____	_____	_____	_____
Contact Phone _____	_____	_____	_____
Contact Email _____	_____	_____	_____

ENGAGEMENT PACKAGES

Branding	_____ \$30,000
Lead Generation	_____ \$17,000
Traffic Building	_____ \$31,000
Budget Meeting Package One	_____ \$3,200
Budget Meeting Package Two	_____ \$6,300

MEETING NEWS AND NAVIGATION PRODUCTS

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

Mobile App Advertising (two available)	_____ \$30,000
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Annual Meeting News	
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 with 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

Attendee Welcome Guide	
Exclusive Sponsorship	_____ \$25,000

*Advertiser to provide printed Cover Tip.
** Advertiser to provide printed Cover Flap.

Meeting News Central	
ROS Banner Advertising (four available)	_____ \$30,000
Industry Content	_____ \$8,000
Front Page Video (one available)	_____ \$5,000
Industry Resources	_____ \$6,500
Industry Programs	_____ \$10,000

DermWorld Magazine Stand Sponsorship	
Exclusive Sponsorship	_____ \$11,500

EMAIL PRODUCTS

Attendee Registration Emails	
Address Verification Email	_____ \$20,000
Express Badge Pick-Up Email	_____ \$20,000
Post-Show Confirmation Email	_____ \$25,000

AAD Official Meeting Emails	_____ \$40,000
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ePreview #1	
ePreview Leaderboard	_____ \$6,000
ePreview Premium Banner (each)	_____ \$4,900
Video (one per issue)	_____ \$5,000
Native ad/advertorial (one per issue)	_____ \$6,500

ePreview #2	
ePreview Leaderboard	_____ \$6,000
ePreview Premium Banner (each)	_____ \$4,900
Video (one per issue)	_____ \$5,000
Native ad/advertorial (one per issue)	_____ \$6,500

ePreview #3	
ePreview Leaderboard	_____ \$6,000
ePreview Premium Banner (each)	_____ \$4,900
Video (one per issue)	_____ \$5,000
Native ad/advertorial (one per issue)	_____ \$6,500

ePreview #4: Industry Program	
ePreview Leaderboard	_____ \$6,000
ePreview Premium Banner (each)	_____ \$4,900
Video (one per issue)	_____ \$5,000
Native ad/advertorial (one per issue)	_____ \$6,500

Morning Agenda Email	
Exclusive Sponsorship (four available)	_____ \$15,000 per day

Rates continued and signature required on page 2. →

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EMAIL PRODUCTS (CONTINUED)

eDaily	
Leaderboard	_____ \$22,140
Premium Banner (each)	_____ \$17,340
Video (one per issue)	_____ \$15,000
Native ad/advertorial (one per issue)	_____ \$23,000
eHighlights #1	
Leaderboard	_____ \$13,460
Premium Banner (each)	_____ \$10,770
Video (one available)	_____ \$5,000
Native ad/advertorial	_____ \$14,000
eHighlights #2: Industry Programs	
Leaderboard	_____ \$13,460
Premium Banner (each)	_____ \$10,770
Video (one available)	_____ \$5,000
Native ad/advertorial (one per issue)	_____ \$14,000
Exclusive Exhibitor Emails	_____ \$25,000

PERSONAL DELIVERIES

Doctors Bag	
Bag Premium (each)	_____ \$26,825
Insert (each)	_____ \$12,350
Individual Hotel Room Drop	
March 25	_____ \$27,500
March 26	_____ \$27,500
March 27	_____ \$27,500
March 28	_____ \$27,500
Retargeting	
25,000 impressions	_____ \$7,000

HOTEL ADVERTISING: THE WESTIN BOSTON SEAPORT DISTRICT

Lobby Bar Branding Package	_____ \$30,000
D Street Entrance	_____ \$35,000
Convention Center	
Skywalk Branding	_____ \$40,000
Lobby Jumbotron (per day)	_____ \$25,000
Mezzanine Escalator and Column	_____ \$40,000
Center Lobby Column,	
Glass Panels and Elevator Runner	_____ \$30,000
Front Desk Columns	
and Floor Clings	_____ \$20,000
Harborside Escalator Glass Panels	
and Columns	_____ \$30,000
Digital Screen at	
Concierge Desk (per day)	_____ \$10,000

HOTEL ADVERTISING: OMNI BOSTON HOTEL AT THE SEAPORT

Convention Center Underpass	_____ \$40,000
Gala Pre-Function, Receptions and	
Affiliate Meeting Branding	
on Level Two	_____ \$20,000
Elevator Doors on Level Two	_____ \$10,000
Affiliate Meeting Branding	
on Level Three	_____ \$10,000
Elevator Doors on Level Three	_____ \$8,500
INC Program and Affiliate Meeting	
Branding on Level Five	_____ \$8,500

Please write your initials next to selected ad sizes.
Payment is due upon receipt or no later than Tuesday, Feb. 8, 2022.

TOTAL AMOUNT: \$ _____

SIGN AND RETURN TO: Maureen Mauer | Ascend Media | mmauer@ascendmedia.com

By signing this agreement, you are agreeing to Ascend Media's Terms and Conditions enclosed and attached to this Advertising Agreement

To pay by credit card, please contact your Account Manager by phone or email. Credit card payment is quick, easy and secure.

Ascend Media Account Manager Signature

Date

Advertiser/Sponsor/Agency Signature

Date

Ascend Media Account Manager Printed Name

Advertiser/Sponsor/Agency Printed Name

Advertiser/Sponsor/Agency Company Name



401 SW Ward Rd, Suite 210,
Lee's Summit, MO 64083

PO Box 1411
Lee's Summit, MO 64063

Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this Agreement, are intended to authenticate this writing and to have the same force and effect as manual signatures.

ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Integrated Media, LLC (dba Ascend Media) and the Advertiser/Sponsor and its Agency as listed on the attached "Advertising Agreement - Insertion Order".

TERMS AND CONDITIONS

1. Insertion orders, advertisements and space reservations are subject to materials approval and the provisions of the current rate card.
2. Cancellations are non-refundable.
3. Requested ad positions are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.
4. Advertiser/Sponsor and/or Agency will not be allowed to revise materials which are not received by Ascend Media's published "materials due" date.
5. Advertiser/Sponsor agrees that Ascend Media's liability (if any) on account of omissions or errors in purchased products and/or services shall in no event exceed the amount of charges for the products and/or services which were omitted or in which the error occurred, and such liability shall be discharged by (abatement of the charges) or (an advertising allowance) commensurate with the error for the particular products and/or services in which the omission or error occurred, but in no event exceeding the contract price of the particular products and/or services in which the omission or error occurred. No adjustment is applicable to any free products and/or services.
6. Ascend Media is not liable for any costs or real or consequential damages resulting from the failure to produce purchased products and/or services.
7. Ascend Media is not liable for any delays in delivery or for non-delivery of purchased products and/or services due to factors beyond the control of Ascend Media.
8. No conditions other than those set forth herein will be binding on Ascend Media unless specified in writing by Ascend Media. Ascend Media will not be bound by conditions printed or appearing on insertion orders, purchase orders, or similar documents when such conditions conflict with any provision contained
9. A \$500 late fee may be charged for materials received after the materials due deadline.

PAYMENT AND COMMISSIONS POLICY

1. Event products are invoiced upon reservation, and payment is due upon receipt or no later than 45 days prior to the event start date. Non-event products are invoiced upon publication, and payment is due thirty (30) days from the invoice date.
2. Orders for space are accepted subject to Ascend Media's credit requirements. Space reservations or insertion orders for an Advertiser/Sponsor whose account is more than sixty (60) days past due may be refused. Advertisers/Sponsors with delinquent accounts lose their place in any waiting list for consideration of preferred positions.
3. Any outstanding invoice balance over thirty (30) days past due will be assessed 3% interest per month to the extent permitted by law.
4. If Ascend Media takes an Advertiser's/Sponsor's account to collection, the Advertiser/Sponsor agrees to pay all costs associated with the collection, including paying Ascend Media's attorney fees and all court costs, if it is determined by a court of competent jurisdiction that the Advertiser/Sponsor is at fault.
5. Ascend Media reserves the right to hold the Advertiser/Sponsor and/or its Agency jointly and severally liable for such monies as are due and payable to Ascend Media for advertising or sponsorships which the Advertiser/Sponsor or its Agency ordered and which advertising/sponsorship was produced, even if a
6. Effective January 1, 2022 a 1% fee will be assessed for payments made with credit card. No fee is assessed for payment by check or electronic payments via ACH or Wire. Banking information will be provided upon request.



ADVANCE ANNOUNCEMENT MECHANICAL SPECIFICATIONS

Publication is offset printed and perfect bound. Paper stock: body 50# uncoated offset; cover 100# gloss enamel coated. Perfect binding.

PREPRINTED COVER TIPS FOR PROGRAM BOOKS

See Closing Dates for deadlines. Please contact your sales representative for quantity needed and shipping instructions. 100# text weight maximum.

DISPOSITION OF REPRODUCTION MATERIAL

Unless otherwise notified, furnished files will be destroyed after 12 months. Insert overs will be held until the Program Book mails. After mailing is completed, any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date may be subject to storage charges.

REPRODUCTION REQUIREMENTS

File Formats

The preferred file format is PDF and must meet the specifications listed below. EPS and TIFF files are also accepted, specifications are listed below.

The AAD will not accept native file formats from Quark, InDesign, Pagemaker, or files created in any Microsoft Office program (e.g. Word or Publisher). Corel Draw files are also not acceptable.

Electronic File Specifications

- All 4-color files must be in CMYK, unless a 5th or spot color is specified. Black and white files must be in grayscale, no 4-color black.
- All files must include trim, register and center marks.
- All files must be the correct size as listed on the rate card per each publication.
- Additional 0.125" bleed is required for all bleed ads.
- All images must be at least 300 dpi for photos and 1200 dpi for line art.
- All files submitted must be final artwork. Publisher will not make changes to digital files.

PDF File Specifications

- Acrobat Distiller options should be set to Press Quality.
- All fonts and images must be embedded.
- All files and images must be at least 300 dpi.

Illustrator File Specifications

- All fonts must be embedded into the file or converted to outlines.
- All images and/or graphics must be embedded in the file.
- All files and images must be at least 300 dpi.
- All files should be saved as EPS or PDF.

Photoshop File Specifications

- All files and images must be at least 300 dpi.
- All files must be flattened.
- All files should be saved as EPS, TIFF, or PDF.
- JPEG files will not be accepted.

PROOFS

The AAD and its printers require one (1) set of color proofs which are suitable for press match (Iris print, AGFA press match, or a Kodak Approval print). All proofs must have trim, register, and center marks clearly indicated. No exceptions will be granted. Color laser prints are not suitable for color matching on press and will not be accepted for that purpose. Laser proofs are acceptable for black and white ads only. The AAD and its printers will not guarantee the final reproductive quality or accuracy of ads submitted electronically without the required color proofs. No makegoods or discounts will be issued when these electronic ad submission guidelines are not followed. Contract proofs are

required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specific captions online at www.swop.org. Without an accurate SWOP-provided proof, the AAD and its printers cannot be held responsible for the outcome of color on press.

Submit electronic ad materials, insert samples, and proofs to:

Carrie Parratt, Advertising Specialist
American Academy of Dermatology
9500 W Bryn Mawr Avenue, Ste 500
Rosemont, IL 60018-5216
Phone: 847-240-1770
Fax: 847-240-8618
E-mail: cparratt@aad.org

E-mail submitted materials must be less than 5MB. Any file larger than 5MB please contact Carrie Parratt.

**FOR MORE INFORMATION PLEASE REVIEW THE
AAD MEDIA KIT ON THE WEB AT
WWW.AAD.ORG/ADVERTISE**

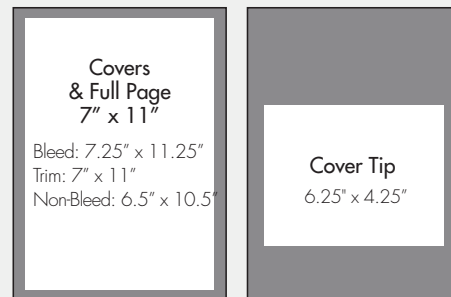
AAD Advance Announcement

Ad sizes and dimensions

Publication size: 7" x 11"
(finished size)

All dimensions are width x height.

*Live content should remain 0.25" from trim.



CONTACTS

Bridget Blaney (companies A-D)

773-259-2825

bblaney@ascendmedia.com

Cathleen Gorby (companies E-L)

913-344-1305

cgorby@ascendmedia.com

Maureen Mauer (companies M-Z)







913-344-1321

mmauer@ascendmedia.com



Annual Meeting News Dimensions (width x height)

Publication size: 10.875" x 15" (finished size)

<p>Full Page Spread</p> <p>Bleed 22" x 15.25"</p> <p>Trim 21.75" x 15"</p> <p>Safety/Live Area 21.25" x 14.5" (Allow .5" gutter in center with no text or logos)</p>		<p>Covers and Full Page</p> <p>Bleed 11.125" x 15.25"</p> <p>Trim 10.875" x 15"</p> <p>Safety/Live Area 10.375" x 14.5"</p>
<p>Half Page Horizontal 10.25" x 7"</p> 	<p>Half Page Vertical 5" x 14"</p> 	<p>Junior Page 7.5" x 10"</p> 
<p>Products & Services Showcase Ad 2.375" x 3.125"</p> 	<p>Front Page Banner & Map Premium Banner 10.25" x 2"</p> 	<p>Quarter Page 5" x 7"</p> 

Map Premium includes: Full Page ad, Banner ad, and Logo



Magazine Stand and Newsstand Dimensions

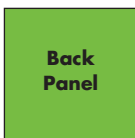
Available ad space (for advertisers):

Front header panel: 26.5" x 9.5"
Front bottom panel: 26.5" x 15"
Side panels: 18.38" x 27"
Note: Please include 0.125" bleed around all artwork.

Final rack dimensions:

Front header panel: 26.5" x 28.25"
Front bottom panel: 26.5" x 15"
Side Panels: 18.38" x 33"

Attendee Welcome Guide Dimensions (width x height)



Bleed: 7.25" x 7.25"
Trim: 7" x 7"
Safety/Live Area: 6.5" x 6.5"

Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at swop.org or adobe.com/designcenter/acrobat/articles/acr6pdfx.html.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit Full Page spreads as single-page files.)

Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Multiple Master Fonts and Type 1 are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%)
- Reversed text must be a minimum of 10 points.

Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Media account manager.

Doctors Bag restrictions

Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctors Bag to be delivered. Ad materials subject to AAD approval. Handling fees for shipments received by hotels may apply.

Printed proofs

Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP approved. View specifications online at swop.org. Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

Submitting recommended printed proofs

Mail proofs to: Ascend Media LLC
Attn: AAD 2022
401 SW Ward Rd, Suite 210
Lee's Summit, MO 64083

Important notes

- Only exhibitors may advertise.
- All advertising is subject to AAD approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- All quantities are based on projected attendance.
- All quantities are based on projected attendance and room blocks.
- See the next page for advertising policies

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Meeting News Central ROS Banner Ad Dimensions



Mockup of AAD Meeting News Central. For ad positions only.

Meeting News Central Ads

- All banner ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AAD.
- The maximum ad file size is 100kb–125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

Ascend Ad Tagging Policy

- Ad tagging for email deployment is not available.
- We do allow specific types of ad tags.
- For the privacy of our clients' members, we DO NOT allow tracking pixels or tracking mechanisms that expose any personal identifying information or that would attempt to extract personal identifying information on landing pages or other websites.
- For advertising on landing pages and other websites, we allow:
 - JavaScript Double-Click (DCM) Ad Tags
 - We also support all ad tags that are supported by Google Ad Manager.

Industry Content

Hero Image

At least 7" wide and 300 dpi

Vertical 300 x 600

300 x 600 pixels at 72 dpi

Headline, company name and 250 words



Mockup of Industry Content Article Page

Industry Resources

- PDF of your document (research, white paper, ebooks, webinar content or other downloadable files).
- Document name that will be displayed on front page of AAD Meeting News Central.
- 100 word description

Front Page Video

- Video it will need to be hosted on YouTube. Advertiser will provide the YouTube URL or embed code.
- 100 word description

Industry Programs

- Video will need to be hosted on YouTube. Advertiser will provide the YouTube URL or embed code.
- Company Name
- 100 word description

Mobile App

- Images or logos = 300px wide by 234px high (can be an image or a logo)
- File formats = JPG or PNG
- Fewer words the better as it doesn't scroll.
- Suggested language: "Visit Booth #", "Stop by Booth #", "See You at Booth #"

Retargeting

- **Standard Ad Sizes:** Set of creative sizes that are accepted and available almost universally across the web. The minimum required to launch retargeting campaign.
 - 300x250
 - 728x90
 - 160x600
 - 180x150
- **Mobile Ad Sizes:** Appear upon mobile browsing.
 - 320x100
 - 320x50

Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

ADVERTISING SPECIFICATIONS



annual meeting
MARCH 25-29, 2022 • BOSTON, MA

Official Exhibitor Supplier



Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

Leaderboard ad 600x100

Native Ad

Video ad

Premium Banner ad 600x100

Leaderboard
600 x 100 pixels

Native Ad

Email Video
URL to YouTube video, Logo, and 25 word description.

Premium Banner
600 x 100 pixels

Specifications for ePreviews, eDaily and eHighlights

- Leaderboard and banner ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SVF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AAD.
- The maximum ad file size is 100kb-125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only one URL is accepted per animated GIF; we do not allow separate URLs embedded in individual frames.
- We will provide a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.

Email Videos

- Provide URL for the video hosted on YouTube, Logo and 25 word description.

Ascend Ad Tagging Policy

- Ad tagging for email deployment is not available. We can only accommodate static JPEG/PNG or animated GIF and a click through URL.

Native Ad

- 250-word article
- Headline (up to 75 characters)
- Company Name that will appear in the ePreview
- 40- to 250- character article "teaser"
- High Resolution Horizontal image

FOR AD POSITIONS ONLY

Novartis

The Complete Cosentyx Approach

Stop by our booth onsite and online

Ergonomic shape
Concealed needle
Viewing window
Easy, no-button activation

The American Academy of Dermatology (AAD) does not endorse any commercial products or programs. The links provided within this site are for convenience only, and are not an endorsement of either the linked entity, product or service.

Exclusive Exhibitor Email Recommendations

- HTML file which Ascend will integrate with an AAD-approved event header and footer.
- All images required should be supplied as 72dpi email-optimized JPG or PNG images.
- Content must be a booth driver or a meeting-related event invitation (such as an industry program).
- To improve visibility and exposure, AAD recommends that Exclusive Exhibitor Emails be designed similar to ads with minimal copy rather than text-heavy communications.
- Guidelines for provided code:
 - 650px width with 25px margins
 - Full width (650px) images for the initial head image, all other content requires 25px padding left/right for a content area of 600px
 - Code should only include:
 - Basic media query in <style> tags for responsive code only
 - Content starting and ending with <table> tags (no header/body tags as that is already part of our template).
 - For responsive, we will allow basic Media Queries for show/hide and basic width handling
 - Code must be run through a validation tool, such as Litmus or EmailOnAcid to confirm responsiveness before submitting.



AAD ADVERTISING STANDARDS

The American Academy of Dermatology and AAD Association (collectively, "the Academy") owns or controls a variety of communication outlets, including but not limited to publications, websites, digital newsletters, meeting site signage (banners, buses, billboards et al), etc., and accepts advertising as a means of keeping our audiences informed of products and services, and as a source of non-dues revenue.

GENERAL ELIGIBILITY

1. Advertising eligibility is governed by the Academy's Advertising Standards, bylaws, administrative regulations and policies, and all applicable federal, state and local laws.
2. The Academy follows the Standards for Commercial Support of Continuing Medical Education of the Accreditation Council for Continuing Medical Education (ACCME) and the Council on Medical Specialty Societies Code for Interactions with Companies. The Academy also complies with the PhRMA and AdvaMed guidelines on the interaction with health care providers to the extent they are consistent with AAD guidelines.
3. The Academy accepts advertising only if acceptance does not pose or imply a conflict of interest.
4. The Academy regularly reviews advertisements for suitability according to industry advertising standards, and as governed by the Federal Trade Commission (FTC). The Academy reserves the right to reject or not to renew previously approved advertisements.

ADVERTISING COPY

1. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient shall appear.
2. It is the sole responsibility of the advertiser to ensure that advertisements are in compliance with all applicable industry, state and federal regulatory and governmental agency guidelines (FDA, FCC, FTC, PhRMA, CMSS, OIG, CFSAN, etc.), as well as continuing medical education guidelines (AMA, ACCME, etc.), as appropriate. Appearance of advertising in Academy publications should not be construed as a guarantee that the manufacturer has complied with such laws and regulations.
3. Advertisements containing claims about the safety or effectiveness of health care products or services may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.
4. Guarantees may be used in advertisements provided the statements that are "guaranteed" are considered truthful, supportable, and could be used whether or not they are guaranteed. Companies must disclose conditions and limitations of any product guarantees.
5. Comparison to a competitor's products or services is permitted if claims of superiority have not been challenged by any governing body, and data from well-controlled clinical studies cited in recognized, peer-reviewed medical journals, are cited in the ad, or can be made available upon request. Comparisons to a competitor's products or services may not be disparaging, false or misleading. Comparison to the Academy's products or services is prohibited.
6. Advertisement of memberships, products, meetings or services that compete directly with those offered by the Academy is generally prohibited. Fundraising by organizations other than the Academy is prohibited.
7. Artwork, format, and layout of ads should be such as to avoid confusion with editorial content of the communication outlet. The word "advertisement" may be required.
8. The inclusion of an advertisement in Academy communications outlets is not to be construed or publicized as an endorsement or approval by the Academy of any company or company's products or services, nor referred to in collateral advertising.

ELECTRONIC ADVERTISING POLICY

Acceptance

The American Academy of Dermatology accepts advertisements within select areas of the member and public sections of its website, and in its digital publications, except on pages which have been deemed inappropriate for commercial ads.

Format

Ads on the Academy website conform with the standard sizes suggested by the Interactive Advertising Bureau (IAB, www.iab.net). The Academy accepts banner advertisements including skyscrapers, rectangles, and horizontal banners.

Requirements

Digital advertisements must:

1. Be in accordance with the guidelines set forth in the AAD Advertising Standards.
2. Be clearly distinguishable from editorial content. All digital ads are labeled with the word "advertisement".
3. Be in the format of static or rotating banner ads, audio or video that requires "push to play". The following types of electronic advertising are prohibited: pop-ups, scroll-overs, corner peels, crawls, and floating ads.
4. Be placed at random. Advertisements will not appear adjacent to relevant editorial except by chance. Advertisements may not appear adjacent to content that carries AMA Category 1 Credits.
5. Not collect any personal information from any user, except with the user's knowledge and permission and only after providing information about the uses to which the information will be put. Cookies, applets and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user's knowledge and permission.
6. Disclose the full rules for any market research or promotion associated with an advertisement. This information must be displayed in the advertisement or available via a hyperlink.

Limitation of Liability

The Academy will endeavor to publish advertisements promptly and accurately. The Academy assumes no responsibility to verify statements contained in an advertisement. Any inadvertent errors by the Academy will be corrected promptly upon discovery, without additional charge, and such obligation to correct shall constitute sole liability of the Academy.

Interpretation and Application of Standards

All matters and questions not specifically covered by these Standards, or other specific Academy guidelines, are subject to the final decision of the Executive Committee of the Academy.

Violations

Specific actions may be taken by the Academy for violation of any provision of these standards. The action taken will be determined on the basis of the particular circumstances of the violation, but in cases involving major violations, may include legal action.



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Telephone 847.330.0230
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MATERIALS SUBMISSION PROCEDURE



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



All ads, inserts and promotional items require approval by AAD (Academy). Please allow five business days for approval. We highly recommend that advertisers do not print materials, or go live with websites, before Academy approval is received. The Academy is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

Submit a copy of your ad/insert/promotional item via email for approval. Please indicate the name of the exhibiting company and provide the name of the meeting in the subject line of the email.

For the Advance Announcement and Registration Emails, please submit to Carrie Parratt at cparratt@aad.org.

Item	Prototype Due	Ad materials/Promotional or Insert Materials Due	Maximum Dimensions	Materials Contact
AAD Annual Meeting Registration & Housing Confirmation Email (#1)	Sept. 9, 2021	Sept. 23, 2021	n/a	Carrie Parratt: cparratt@aad.org
Advance Announcement	Sept. 10, 2021	Sept. 29, 2021	n/a	Carrie Parratt: cparratt@aad.org
Promotional Emails	Oct. 18, 2021	Nov. 1, 2021	n/a	Kate Hegarty khegarty@ascendmedia.com
ePreview #1	Dec. 20, 2021	Jan. 4, 2022	n/a	Andrea Johnson ajohnson@ascendmedia.com
AAD Annual Meeting Address Verification Email (#2)	Jan. 7, 2022	Jan. 12, 2022	n/a	Carrie Parratt: cparratt@aad.org
ePreview #2	Jan. 17, 2022	Jan. 31, 2022	n/a	Andrea Johnson ajohnson@ascendmedia.com
DermWorld Magazine Stand Sponsorship	Jan. 25, 2022	Feb. 8, 2022	n/a	Kate Hegarty khegarty@ascendmedia.com
Newsstand Sponsorship	Jan. 25, 2022	Feb. 8, 2022	n/a	Kate Hegarty khegarty@ascendmedia.com
AAD Annual Meeting Express Badge Pick-Up Email (#3)	Jan. 26, 2022	Feb. 9, 2022	n/a	Carrie Parratt: cparratt@aad.org
Annual Meeting News	Jan. 27, 2022	Feb. 10, 2022	n/a	Andrea Johnson ajohnson@ascendmedia.com
Doctors Bag Premium	Feb. 2, 2022	Feb. 16, 2022	8.5" x 11"	Kate Hegarty khegarty@ascendmedia.com
Doctors Bag Insert	Feb. 2, 2022	Feb. 16, 2022	8.5" x 11"	Kate Hegarty khegarty@ascendmedia.com
Attendee Welcome Guide	Feb. 3, 2022	Feb. 17, 2022	n/a	Andrea Johnson ajohnson@ascendmedia.com
Individual Hotel Room Drop	Feb. 16, 2022	March 22, 2022	8.5" x 11"	Kate Hegarty khegarty@ascendmedia.com
Exclusive Exhibitor Emails	Feb. 18, 2022	March 4, 2022	n/a	Kate Hegarty khegarty@ascendmedia.com
ePreview #3	Jan. 31, 2022	Feb. 14, 2022	n/a	Andrea Johnson ajohnson@ascendmedia.com
ePreview #4: Industry Programs	Feb. 15, 2022	March 1, 2022	n/a	Andrea Johnson ajohnson@ascendmedia.com
eDaily	Feb. 17, 2022	March 3, 2022	n/a	Andrea Johnson ajohnson@ascendmedia.com
Morning Agenda Email	Feb. 17, 2022	March 3, 2022	n/a	Andrea Johnson ajohnson@ascendmedia.com
Hotel Advertising	Feb. 18, 2022	February 25, 2022	n/a	Kate Hegarty khegarty@ascendmedia.com
AAD Annual Meeting Post-Show Confirmation Email (#4)	Feb. 23, 2022	March 9, 2022	n/a	Carrie Parratt: cparratt@aad.org
eHighlights #1	Feb. 28, 2022	March 14, 2022	n/a	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #2: Industry Programs	March 11, 2022	March 25, 2022	n/a	Andrea Johnson ajohnson@ascendmedia.com
Meeting News Central	Ongoing	Ongoing	n/a	Andrea Johnson ajohnson@ascendmedia.com
Retargeting	Ongoing	Ongoing	n/a	Andrea Johnson ajohnson@ascendmedia.com



A \$500 late fee will be charged for materials received after the deadline.

Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

Inserts are considered to be one 8.5" x 11" printed piece, with a maximum weight of 2 oz. Inserts not meeting that criteria are considered "bulk" items, and are subject to additional fees. This includes, but is not limited to, items such as product samples (bottles, bars or packets); non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

Handling fees for shipments received by hotels may apply.

A \$500 late fee will be charged for materials received after the deadline.

Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

For a non-paper insert/promotional item, please send three samples of the item for approval. The item received for approval must be identical to the item that will be distributed. The association will review bulk items on a case-by-case basis.

Contact Kate Hegarty to provide samples at khegarty@ascendmedia.com

*Please include the following information with the insert/promotional item for approval: Name of Advertiser/Exhibiting Company, Insert/Promotional Item Title, Planned Insertion Date.

After your inserts are approved, ship them to be received by the materials deadline(s) above. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box shipped. Please do not ship the full quantity to Ascend Media, or you may incur additional costs. The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Integrated Media will not be responsible for shortages due to an incorrect number of inserts received. For Doctors Bags and Individual Door/Room Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

Please make note of these important advertising policies:

1. Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media that particular products or services have been exhibited at the 2022 AAD Annual Meeting or in a manner that could be construed as an endorsement by the Academy or by its members is prohibited. With the exception of the Academy approved recognition programs, Academy logos, seals, trademarks, service marks, or other similar property rights, including those that are in disuse, may not be used in connection with any product or advertising materials displayed or distributed. Please reference the AAD Advertising Standards for the entire policy.
2. Use of the AAD Corporate Logo or the 2022 AAD Annual Meeting Logo is prohibited.
3. All inserts and promotional items require approval by the Academy. Please allow five business days for approval. The Academy highly recommends that advertisers do not print materials, or go live with Web sites, before Academy approval is received. The Academy is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.
4. Please carefully read the Academy's Advertising Standards for detailed information regarding acceptance standards. The Advertising Standards are included in the 2022 AAD Annual Meeting Advertising Opportunities brochure, available online or from your Ascend Media account manager or on the AAD website, www.aad.org/advertise.
5. Booth numbers are not required however if included must adhere to the following guidelines.
 - a. Cannot be referenced as an AAD Booth. Ex: See us at AAD Booth # XXXX
 - b. Acceptable: Visit booth #XXXX
 - c. Acceptable: Visit us at the AAD Annual Meeting in booth #XXXX
 - d. Acceptable: Visit booth #XXX at the AAD Annual Meeting.
6. Advertisers cannot use the AAD name in ad as an implied endorsement of a company, product or service.
 - a. Ex: As discussed at AAD, our product...
 - b. Ex: As seen at AAD...
7. The AAD name/logo may not be used, nor make any reference to the AAD's meetings, on marketing or other materials related to the INC Program, as your INC Program is independent of the AAD's Annual Meeting and/or Annual Meeting. In addition, all materials, including promotional materials must contain the following disclaimer statements:
 - a. This program is independent and is not part of the official AAD Annual Meeting, as planned by its Scientific Assembly Committee.
 - b. This program does not qualify for Continuing Medical Education (CME) Credit.
8. Industry Product Session printed materials must include the following statement: "This Industry Product Session is a promotional activity and is not approved for continuing education credit. The content of this session and opinions expressed by presenters are those of the Presenting Company or presenters and do not represent an endorsement by, nor imply that the products have been evaluated or approved by the American Academy of Dermatology."
9. Any reference to AAD must include the full meeting name.
 - a. Cannot use reference: Visit us at AAD.
 - b. Acceptable: Visit us at AAD Annual Meeting.