









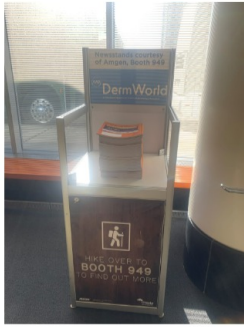
DermWorld Opportunities

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Keep in touch with AAD members beyond the meeting!

Icon Key

-  Traffic building product
-  Reach all meeting attendees
-  Reach all members
-  Push Product
-  Personal Delivery
-  Lead-generating product
-  Product has frequency
-  Branding product



[click to enlarge](#)

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: Jan. 24, 2023
Materials due: Jan. 31, 2023

Rate

\$12,075
Exclusive sponsorship opportunity



[click to enlarge](#)

DermWorld Meeting Issue



Expand your brand reach at the 2023 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: Jan. 26, 2023
Materials due: Feb. 2, 2023

Rates

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

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

