Email Products

Expand your brand message to AAD's robust network through engaging email campaigns

19,000+ AAD members and attendees

Your message delivered

Important meeting info enhances readership of your message

Brand recognition during event!

Icon Key

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

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Attendee Registration Emails SOLD

Your brand reaches meeting attendees with your 728 x 90 banner at the top of every registration email sent from AAD. Banner links to a URL of your choice.

Reach: All registrants.

Registration & Housing Confirmation Email

- Launches in early November.
- Sent to attendees upon completion of their registration, each time they make an update to their registration, or if they cancel their registration.
- Reaches approximately 9,400 registrants.*

Address Verification Email

- Launches in early February.
- 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 meeting.
- Reaches approximately 8,000 registrants.*

Express Badge Pick-Up Email

- Launches in early March.
- 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 2,000 registrants.*

Post-Show Confirmation Email

- Launches in March.
- Sent approximately two weeks after the meeting to all registrants who verified their Advance or Onsite registration while at the meeting.
- Reaches approximately 10,000 registrants.*

*Attendee Registration Emails are not used for exhibitor or guest registrations.

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: Sept. 13, 2022
Materials due: Sept. 20, 2022

Rate
$50,000 SOLD
Exclusive sponsorship opportunity.

AAD Official Meeting Emails

Your brand exclusively reaches all AAD members – up to 14 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 14 emails depending on when sponsorship is secured.

2022 metrics:

- 167,283 emails delivered
- 30% average open rate
- 15% click-to-open rate

INSERTION ORDER/SPECS

Rolling deadlines. Please consult with your Account Manager.

Rate
$40,000
Exclusive sponsorship opportunity.

ePreviews

Build early buzz around your booth or program with more than 19,000 members and attendees!

Your message receives broad exposure as members and attendees beging to plan their time at 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.

Traffic-Driving Content Ads

- Grow your program or booth attendance with Traffic-Driving Content Ads!
- Invite attendees early so they make a plan to see you onsite.
- Advertiser supplies an article up to 1,000 words 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.)*

Link your corporate or product video to your banner ad!

Average unique open rate in 2022 was 54.65%, compared to the healthcare industry average of 21%.*

According to HubSpot's email benchmark report, 2021.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
ePreview #1: Mid-January	Dec. 16, 2022	Dec. 23, 2022
ePreview #2: Early February	Jan. 6, 2023	Jan. 13, 2023
ePreview #3: Late February	Jan. 24, 2023	Jan. 31, 2023
Industry Program ePreview #4: Mid-March	Feb. 14, 2023	Feb. 21, 2023

Rates (per issue)	
ePreview Leaderboard	$6,300
ePreview Premium Banner	$5,145 each
Traffic-Driving Content Ads	$6,500

Hosting a program?

Exclusive Exhibitor Emails

EXCLUSIVE AND LIMITED!

All eyes are on your brand message with an exclusive email to AAD Annual Meeting attendees!

Increase the attendance at your program and traffic at your booth with a direct invitation!

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).

Average unique open rate in 2022 was 49.12%, compared to the healthcare industry average of 21%.*

According to HubSpot's email benchmark report, 2021.

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. 6, 2023
Materials due: Feb. 13, 2023

Rate
$28,000

INSERTION ORDER/SPECS

Morning Agenda Email

Enjoy exclusive exposure when you sponsor this go-to daily attendee email!

Your brand is front and center in this quick-read email sent each morning of the event.

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.

> **Average unique open rate in 2022 was 52.40%, compared to the healthcare industry average of 21%.***

According to HubSpot's email benchmark report, 2021.

Deadlines
Space reservation deadline: Feb. 6, 2023
Materials due: Feb. 13, 2023

Rate
$20,000 per day
Four exclusive sponsorship opportunities.

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eDaily

Connect your brand with attendees every day of the meeting!

Remind attendees to visit your booth or program as they read about the latest conference news.

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

Content: Live event coverage and session recaps.

eDailies are sent on March 17, 18, 19 and 20, 2023.

Traffic-Driving Content Ads

- Grow your program or booth attendance with Traffic-Driving Content Ads!
- Your invitation reaches attendees the day of your program or booth activity.
- Advertiser supplies an article up to 1,000 words 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.)*

Link your corporate or product video to your banner ad!

> **Promote your program or booth demo the day it happens with Traffic-Driving Content Ads!**

> **Average unique open rate in 2022 was 50.22%, compared to the healthcare industry average of 21%.***

According to HubSpot's email benchmark report, 2021.

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: Feb. 16, 2023
Materials due: Feb. 23, 2023

Rates	
Leaderboard (all issues)	$22,800
Premium Banner (all issues)	$17,860 each
Traffic-Driving Content Ads (per issue)	$5,750

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eHighlights #1

Stay top-of-mind with attendees as they make post-conference decisions!

Remind AAD members and Annual Meeting attendees to engage with you after the conference.

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

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

Traffic-Driving Content Ads

- Drive attendees to your post-meeting content!
- Advertiser supplies an article up to 1,000 words 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.)*

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: March 2, 2023
Materials due: March 9, 2023

Rates	
Leaderboard	$13,460
Premium Banner	$10,770
Traffic-Driving Content Ads	$14,000

Link your corporate or product video to your banner ad!

Average unique open rate in 2022 was 51.84%, compared to the healthcare industry average of 21%.*

click to enlarge

eHighlights #2
with Product Samples

Generate leads and allow AAD members to order your product samples

Use this opportunity to reach those you missed onsite, or those who could not attend.

Reach: 19,000+ AAD Members and Annual Meeting attendees in late April.

Content: In addition to important meeting wrap-up content, three advertisers can offer free product samples using this special eHighlights.

- An image of the sample advertisers intend to provide is included in the eHighlights with a photo and description (see sample).
- Readers click the "order sample" button and are taken to the Product Sample channel on Meeting News Central, where they complete an order for samples that is then transmitted to the advertiser.
- Limited to three Product Sample ads. See AAD Meeting News Central for additional online Product Sample advertising.
- A promotional campaign will drive AAD members to this order form.

Traditional eHighlights advertising is also available in this special eHighlights (which can be linked to the Product Sample Channel on Meeting News Central).

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: March 9, 2023
Materials due: March 16, 2023

Rates	
Product Sample ad in eHighlights	$7,500 (limit three)
Leaderboard	$13,460
Premium Banner	$10,770

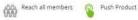*Supplying and shipping product samples is the responsibility of the advertiser.*

Icon Key

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

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