

Engagement Packages

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Integrate your message across complimentary platforms to maximize your success!



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.



click to enlarge

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.
- **Half Page ad in DermWorld Meeting News**
 - Promote your booth/program with print and email exposure all three days.

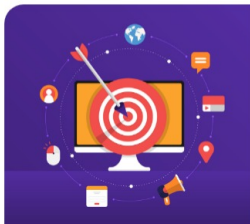
Some substitutions may apply if the above assets are sold out.

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

INSERTION ORDER/SPECS

Rate
 \$22,450
 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 Product Sample Channel on Meeting News Central**
 - Generate leads and allow AAD members to order your free product samples.
 - A Product Sample Channel on Meeting News Central allows AAD members who missed you onsite or didn't attend the meeting to order your product samples from the event.
 - An image of your sample will appear with a photo and description.
 - Readers complete an order that is transmitted to the advertiser.
 - Amplify your message by advertising your product sample in a special [Product Sample eHighlights](#).
 - A promotional campaign will drive AAD members to Meeting News Central and this channel.
 - *Supplying and shipping product samples is the responsibility of the advertiser.*
- **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.

INSERTION ORDER/SPECS

Rate
 \$8,000
 Three packages available

Deadlines vary. See individual product deadlines.

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

- **eDaily Traffic-Driving Content Ad**
 - 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.)*
- **eDaily Premium Banner**
 - 4X frequency; maximum exposure.
- **Doctors Bag Insert**
 - Evening distribution for your invitation.
- **Half-page ad in DermWorld Meeting News**
 - Promote your booth/program with print and email exposure all three days.

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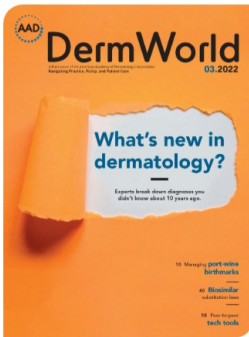
INSERTION ORDER/SPECS

Rate
\$36,100
Three packages available

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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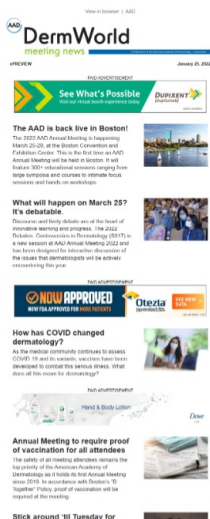
Budget Meeting Package One

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

INSERTION ORDER/SPECS

Rate
\$3,850

Deadlines vary. See individual product deadlines.



Budget Meeting Package Two

- **Half-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
\$7,200

Deadlines vary. See individual product deadlines.

powerhouse symposiums

When you register for the 2022 AAD Annual Meeting in person, make sure to register for the two back-to-back, high-level symposiums on Thursday, March 20.



Annual Meeting has plenty for residents

The AAD has a lot to offer residents at the 2022



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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.*



annual meeting
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