

## Meeting News and Navigation Products

PRINT THIS PAGE

Tell attendees where to find you with these essential meeting publications and tools!

### Icon Key



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## Annual Meeting Announcement **SOLD**

NOW AN EXCLUSIVE SINGLE SPONSORSHIP!



All new for 2023!

- The Annual Meeting Announcement is now a tri-fold publication, 18" x 10.5" (flat).
- Advertiser receives a half panel ad.

**Reach:** Mailed to more than 16,000 members in mid-October.

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

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Aug. 31, 2022  
Materials due: Sept. 8, 2022

#### Rate

~~\$35,000~~ **SOLD**

Exclusive sponsorship opportunity

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



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## DermWorld Meeting News Preview Edition

ONLY TWO ADVERTISERS!



Get your meeting news and brand out early in print!

**Reach:** 19,000+ AAD members

**Distribution:** Mailed to all members in late February.

**Content:** Includes news and information about the coming meeting, including interviews with speakers, session highlights, registration details and information on the host city.

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Nov. 14, 2022  
Materials due: Jan. 13, 2023

#### Rates

Back Cover	\$25,000
Center Spread	\$35,000



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## Mobile App Advertising **SOLD**



Feature your brand on the app attendees use to schedule their day!

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. 7, 2022  
Materials due: Dec. 14, 2022

#### Rate

~~\$40,000 (two available)~~ **SOLD**

### 2022 Annual Meeting Metrics

- 3,000+ users
- 15,500+ impressions
- 98,000+ sessions
- Average engagement time per user: 22.5 minutes
- "Explore" page views: 235,000+



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## Meeting Concierge Program



- Sponsor the highly visible "Ask Me" team at the meeting for multiple touchpoints of interaction with AAD attendees!
- Professional, trained representatives dressed in "Ask Me" vests with your logo and booth number greet and guide attendees throughout the convention center.
- Equipped with iPads and the meeting Mobile App, 12 professionals (at peak times) roam high-traffic areas of the convention center, including shuttle drop offs, main lobbies, registration, exhibit hall entrances and busy corridors outside session rooms, answering questions and providing directions for attendees.
- Sponsor receives additional recognition in the meeting Mobile App, the eDaily, Meeting News Central and the attendee Know-Before-You-Go email.

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Dec. 16, 2022  
Materials due: Dec. 23, 2022

#### Rate

\$50,000  
*Production fees included*  
*Exclusive sponsorship opportunity*



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## DermWorld Meeting News



Remind attendees to visit your booth every day of the meeting!

Reach: 19,000+ members and attendees on March 17, 18 and 19.

**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 *DermWorld Meeting News* is delivered each day via distribution ambassadors at the convention center and in newsstands in high-traffic locations around the center. The *DermWorld 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 four newsstands located in high-traffic areas throughout the convention center.
- Exclusive sponsorship opportunity includes option for Full Page ad placement in the *DermWorld Meeting News*.

Get additional exposure with *DermWorld Magazine Stands!*

### INSERTION ORDER/SPECS

#### Newsstand Sponsorship Deadlines

Space reservation deadline: Jan. 24, 2023  
Materials due: Jan. 31, 2023

#### DermWorld Meeting News Deadlines

Space reservation deadline: Jan. 26, 2023  
Materials due: Feb. 2, 2023

#### 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 Flap. See mechanical specifications for details.*



click to enlarge

## Attendee Welcome Guide



Your message greets attendees first 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

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Feb. 2, 2023  
Materials due: Feb. 9, 2023

#### Rate

\$26,250  
*Exclusive sponsorship opportunity*

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 front page branded exposure on Meeting News Central.



## DermWorld Meeting News Post Edition

**ONLY TWO ADVERTISERS!**



**Follow-up with attendees when critical buying decisions are being made, and share your meeting information with all members!**

**Reach:** 19,000+ AAD members and meeting attendees

**Distribution:** Mailed to all members in mid-April

**Content:** Includes reports on the meeting scientific program, including clinical and research news discussed during courses, focus sessions, forums and the plenary session.

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: March 3, 2023  
Materials due: March 10, 2023

#### Rates

Back Cover	\$25,000
Center Spread	\$35,000



## Meeting News Central



**Huge exposure for your booth on the 24/7 central location for conference coverage before, during and after the meeting!**

Meeting News Central is the hub for the Annual Meeting ePreviews, eDailies and eHighlights, as well as sponsored content. As the push publications are read, each click on an article brings the reader to Meeting News Central. An extensive retargeting campaign also drives attendees, members and other professionals to the site.

[View the Meeting News Central site](#)

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

Run-of-site ad packages include the following display ads on the home page and two channel pages:

- Leaderboard (970 x 90) and mobile leaderboard (300 x 50)
- Vertical (300 x 600)
- Rectangle (300 x 250)

Leaderboard and rectangle ads also appear on all article pages.

ROS ads on the Industry Highlights channel populate with content level.

All advertisers receive at least 20% SOV.

**Interesting Stories Only three left!**

- Nine native ad spots are available in a prominent position on the home page, titled "Interesting Stories" (see mock-up).
- Advertiser content can be (or include) white papers, videos or any other content you wish to share with readers.
- The Interesting Stories block will feature each advertiser's company name, image and headline.
- Each Interesting Story will rotate up and down the block, but also into a prominent standalone position on the home page, which will add a larger image and a story "teaser" to the above.
- Your Interesting Story links to your content of up to 1,000 words with a large hero image.
- The Interesting Stories block also appears on nearly all article pages.

#### Product Sample Channel

- 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.*

#### Small Exhibit Spotlight **New for 2023!**

- For 100- to 300-square-foot exhibitors only.
- Feature your company profile on AAD's Meeting News Central!
- All participants will have their logo listed in the Small Exhibit Spotlight channel.
- Users who click on your logo will be taken to your company page with your profile, meeting message and a request-for-information lead form.
- The Small Exhibit Spotlight will be promoted in ePreviews, eDailies and eHighlights and on Meeting News Central.
- Months of exposure for your message!

*A minimum number of participants must be achieved in order for the channel to be created.*

**Reach:** 19,000+ AAD members and 2023 AAD Annual Meeting registrants via ePreviews, eDaily and eHighlights.

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Space is limited and available until sold out.

Materials due: For exposure from first launch, we encourage materials be sent by Jan. 3, 2023

*Meeting News Central is regularly updated which allows for a confirmation of your plans at any time until the limited ad positions are sold out.*

#### Rates

<b>ROS Banners (all available display ads on the home page and channel pages)</b>	\$30,000 (five available)
<b>Interesting Stories</b>	\$8,000
<b>Product Sample Channel</b>	\$5,000
<b>Small Exhibit Spotlight</b>	\$1,750

#### 2022 Annual Meeting metrics:

- Unique page views: 24,375
- Total users: 12,219

*Data collected Jan. 1-April 30, 2022.*

**Promote your industry program or booth with Interesting Stories for huge visibility!**

**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

**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." 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.*

**Months of exposure!**

Meeting News Central will launch in January 2023. 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 2023 AAD Innovation Academy ePreview is produced. Length of advertiser exposure dependent on date of purchase. Ads and content can be removed if requested.)*

**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 and room blocks.*



**annual meeting**  
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**Official Exhibitor Supplier**

