

ASCEND MEDIA ADVERTISING AGREEMENT

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



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

ENGAGEMENT PACKAGES

Exhibitor Spotlight Package	_____ \$2,000
Budget Meeting Package	_____ \$4,940
Branding	_____ \$25,910
Lead Generation	_____ \$12,000
Traffic Building	_____ \$31,500

MEETING NEWS AND NAVIGATION PRODUCTS

Annual Meeting Announcement Exclusive Sponsorship	_____ \$35,000
Attendee Welcome Guide Exclusive Sponsorship	_____ \$26,250
Convention Center Map Exclusive Sponsorship	_____ \$20,000
DermWorld Meeting News Standard Rates	
Full Page Spread	_____ \$24,165
Full Page	_____ \$12,320
Full Page PI (B/VV)	_____ \$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
DermWorld Meeting News Preview and Post Editions	
Preview Edition	_____ \$35,000
Post Edition	_____ \$35,000
Both Preview and Post Editions	_____ \$50,000
Meeting Concierge Program Exclusive Sponsorship	_____ \$18,750
Meeting News Central	
ROS All Positions (three available)	_____ \$30,000
ROS Leaderboard (two available)	_____ \$13,905
ROS Rectangle (two available)	_____ \$9,270
ROS Vertical (two available)	_____ \$7,725
High-Performance Ads	_____ \$8,000
Product Sample Channel	_____ \$5,000
Exhibitor Spotlight Package	_____ \$2,000

Mobile App Advertising (three available)	_____ \$40,000
Photo Gallery Sponsorship Exclusive Sponsorship	_____ \$15,000
DermWorld Magazine Stand Sponsorship Exclusive Sponsorship	_____ \$12,075

EMAIL PRODUCTS

Attendee Registration Emails Exclusive Sponsorship	_____ \$50,000
eDaily	
Leaderboard (all issues)	_____ \$22,800
Premium Banner (all issues)	_____ \$17,860 each
Traffic-Driving Content Ads (per issue)	_____ \$5,750 each
Traffic-Driving Content Ads (all issues)	_____ \$17,860
eHighlights #1 with Product Samples	
Leaderboard	_____ \$13,460
Premium Banner (each)	_____ \$10,770
Traffic-Driving Content Ads	_____ \$14,000
Product Sample ad (limit three)	_____ \$7,500
eHighlights #2	
Leaderboard	_____ \$13,460
Premium Banner (each)	_____ \$10,770
Traffic-Driving Content Ads	_____ \$14,000
ePreview #1	
Leaderboard	_____ \$6,300
Premium Banner (each)	_____ \$5,145
Traffic-Driving Content Ads (each)	_____ \$6,500
Skincare Specialty Ads (four available)	_____ \$5,000
ePreview #2	
Leaderboard	_____ \$6,300
Premium Banner (each)	_____ \$5,145
Traffic-Driving Content Ads (each)	_____ \$6,500
Laser Specialty Ads (four available)	_____ \$5,000
ePreview #3	
Leaderboard	_____ \$6,300
Premium Banner (each)	_____ \$5,145
Traffic-Driving Content Ads (each)	_____ \$6,500
ePreview #4: Industry Program	
Leaderboard	_____ \$6,300
Premium Banner (each)	_____ \$5,145
Traffic-Driving Content Ads (each)	_____ \$6,500
Exclusive Exhibitor Emails	_____ \$28,000
Morning Agenda Email Exclusive Sponsorship (four available) per day	_____ \$20,000
Official Meeting Promotional Emails Exclusive Sponsorship	_____ \$40,000

* Advertiser to provide printed Cover Flap.

Rates continued and signature required on page 2.

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PERSONAL DELIVERIES

Doctors Bag

Bag Premium (each) _____ \$26,825
Insert (each) _____ \$12,350

Individual Hotel Room Drop *(Please select date)*

3,000 deliveries outside the room _____ \$27,500
 3/8 3/9 3/10 3/11
 3,000 deliveries inside the room _____ \$48,500
 3/8 3/9 3/10
 1,500 deliveries inside the room _____ \$26,250
 3/8 3/9 3/10
 750 deliveries outside the room _____ \$7,500
 3/6 3/7

Retargeting

25,000 impressions _____ \$7,000

HOTEL ADVERTISING: MANCHESTER GRAND HYATT*

Harbor Foyer Banner _____ \$5,000
 Harbor Tower Escalator Surround _____ \$15,400
 Lobby Bar Overlook _____ \$14,250
 Lobby Escalator _____ \$22,000
 Lobby Video Wall
 15 Seconds _____ \$12,000
 30 Seconds _____ \$18,000
 Second Floor Landing Video Wall _____ \$9,000

HOTEL ADVERTISING: OMNI HOTEL*

Outdoor Banners _____ \$40,000

HOTEL ADVERTISING: MARRIOTT MARQUIS*

Bar Napkins _____ \$5,500
 Column Wraps
 Two South Tower Wraps _____ \$20,000
 Three North Tower Wraps _____ \$20,000
 Columns on Harbor Drive _____ \$75,000
 Digital Floor Display _____ \$12,025

*Additional production fees will apply

Please write your initials next to selected ad sizes.
 Payment is due upon receipt or no later than Tuesday, Jan. 23, 2024.

Elevator Door Clings
 North Tower: Four Elevators _____ \$40,000
 South Tower: Five Elevators _____ \$45,000
 Escalator Clings _____ \$25,000
 Exterior South Wall Strip _____ \$75,000
 Front Desk Monitors _____ \$6,000
 Lobby: North Tower Header _____ \$16,500
 Lobby: South Tower Header _____ \$25,000
 Lower Level Entrance _____ \$40,000
 Lower Level Video Monitor _____ \$10,750
 Main Hotel Entrance _____ \$38,500
 North Tower Video Monitor _____ \$5,750
 South Tower Foyer Gobo _____ \$9,350
 South Valet Wall _____ \$38,500
 Wall Cling at Top of Escalator _____ \$20,000

HOTEL ADVERTISING: HILTON SAN DIEGO BAYFRONT*

Bar Napkins _____ \$5,500
 Center Lobby Column Wrap _____ \$25,000
 Column Wrap on Gull Street
 Six Columns _____ \$33,000
 Four Additional Columns by Starbucks _____ \$22,000
 Elevator Door Clings
 Six Elevators _____ \$45,000
 Five Elevators _____ \$40,000
 Escalator Clings &
 Promenade Column Wraps _____ \$35,200
 Front Desk Overhead Cling _____ \$15,000
 Hotel Entrance Doors _____ \$20,000
 Lobby Column Wraps _____ \$26,400
 Lobby Escalator Railing _____ \$13,200
 Lobby Light Wall Clings _____ \$7,500
 Odysea Lobby Bar Tabletops _____ \$30,000
 Outdoor Column Wraps &
 Welcome Banners at Hotel Entrance
 Two Columns _____ \$16,500
 Welcome Banners _____ \$15,000
 Window/Door Clings: Gull Street
 Doors to Convention Center _____ \$16,500

TOTAL AMOUNT: \$ _____

SIGN AND RETURN TO: Cathleen Gorby | Ascend Media | cgorby@ascendmedia.com

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

 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

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.

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



401 SW Ward Rd, Suite 210,
 Lee's Summit, MO 64081-2400

PO Box 1411
 Lee's Summit, MO 64063



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 sequential liability clause is included in the contract, insertion order, purchase order, etc.

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

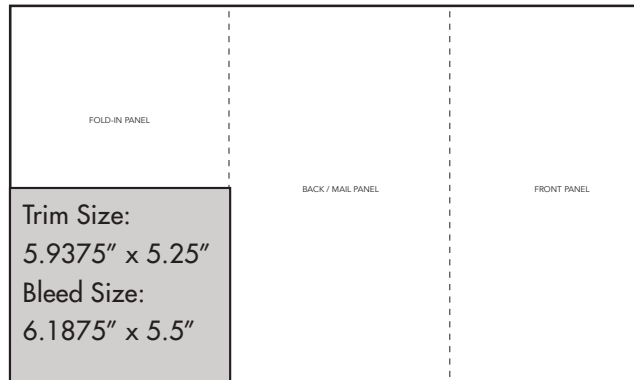
Annual Meeting Announcement

Ad sizes and dimensions (W x H)

Publication size:
 18" x 10.5" (flat)

Advertiser receives half a panel.

*Live content should remain 0.25" from trim.



AAD Official Meeting Promotional Emails and Registration Emails

- Banner ad: 728 x 90 pixels
- URL

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 #"

DermWorld Meeting News Preview and Post Edition

Ad sizes and dimensions (W x H)

Publication size:
 7.875" x 10.625"

*Live content should remain 0.25" from trim.

Back cover







Bleed:
 8.125" x 10.875"
 Trim:
 7.875" x 10.625"
 Safety/Live:
 7.375" x 10.125"

Advertiser also receives logo recognition on front cover.

Logo: High resolution, EPS or AI file with transparent background.

DermWorld Meeting News Dimensions

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

<p>Full Page Spread Bleed 22" x 15.25" Trim 21.75" x 15" Safety/Live Area 21.25" x 14.5" (Allow .5" gutter in center with no text or logos)</p>		<p>Covers and Full Page Bleed 11.125" x 15.25" Trim 10.875" x 15" 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 top panel: Advertiser Recognition
- Side panels: 18.375 in. x 21 in.
- Front bottom panel: 18.375 in. x 27 in.

Note: Please include .125 in. bleed around all artwork.

Attendee Welcome Guide Dimensions (width x height)

<p>Back Panel</p>	<p>Back Panel Bleed: 7.25" x 7.25" Trim: 7" x 7" Safety/Live Area: 6.5" x 6.5"</p>	<p>Front Cover Logo High resolution, transparent background Format: EPS or AI</p>
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Convention Center Map Dimensions (width x height)

<p>Back Panel</p>	<p>Back Panel Bleed: 5.25" x 5.25" Trim: 5" x 5" Safety/Live Area: 4.5" x 4.5"</p>	<p>Front Cover Logo High resolution, transparent background Format: EPS or AI</p>
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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 2024
 401 SW Ward Rd, Suite 210
 Lee's Summit, MO 64081-2400

Important notes

- 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 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.

DOCTORS BAG/INDIVIDUAL ROOM DROP

How to participate in the Doctors Bag and Individual Room Drop

1. Reserve space in the Doctors Bag/Individual Room Drop on or before the space deadline.
2. Supply a prototype of your insert for approval by AAD. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AAD regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit PDF of your prototype via email to Aimee Preator at apreator@ascendmedia.com
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend 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 that is shipped. Please do not ship the full quantity to Ascend Media office, 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.

5. An Industry Highlights channel will be published on AAD Meeting News Central, which will include a schedule of Industry Programs. All AAD Doctors Bag supporters will have their insert within this channel labeled as "paid advertising content." A link to the Industry Highlights page will be included in each days' eDaily. See page 8 for specifications.



Doctors Bags: Important notes

- All advertising is subject to the approval of AAD.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctors Bag Inserts.
- An insert is considered one 8.5" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 4 oz. This includes, but is not limited to, items such as: product samples; pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.
- If more than one item is planned for the Doctors Bag (i.e. a postcard and sample), the item must be sealed and presented for delivery as one item. The 4-oz weight is for the combined packaged item. Doctors Bag items submitted for inclusion that contain more than one item will be reviewed and assessed by both AAD and the Publisher to determine if additional costs will apply.
- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag. Prices are based on an 8.5" x 11" paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. Ad materials subject to AAD approval. See mechanical specifications for more information.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctors Bag to be delivered on a particular day.
- Doctors Bag circulation is based on projected attendance and room blocks at the time the rate card is produced.

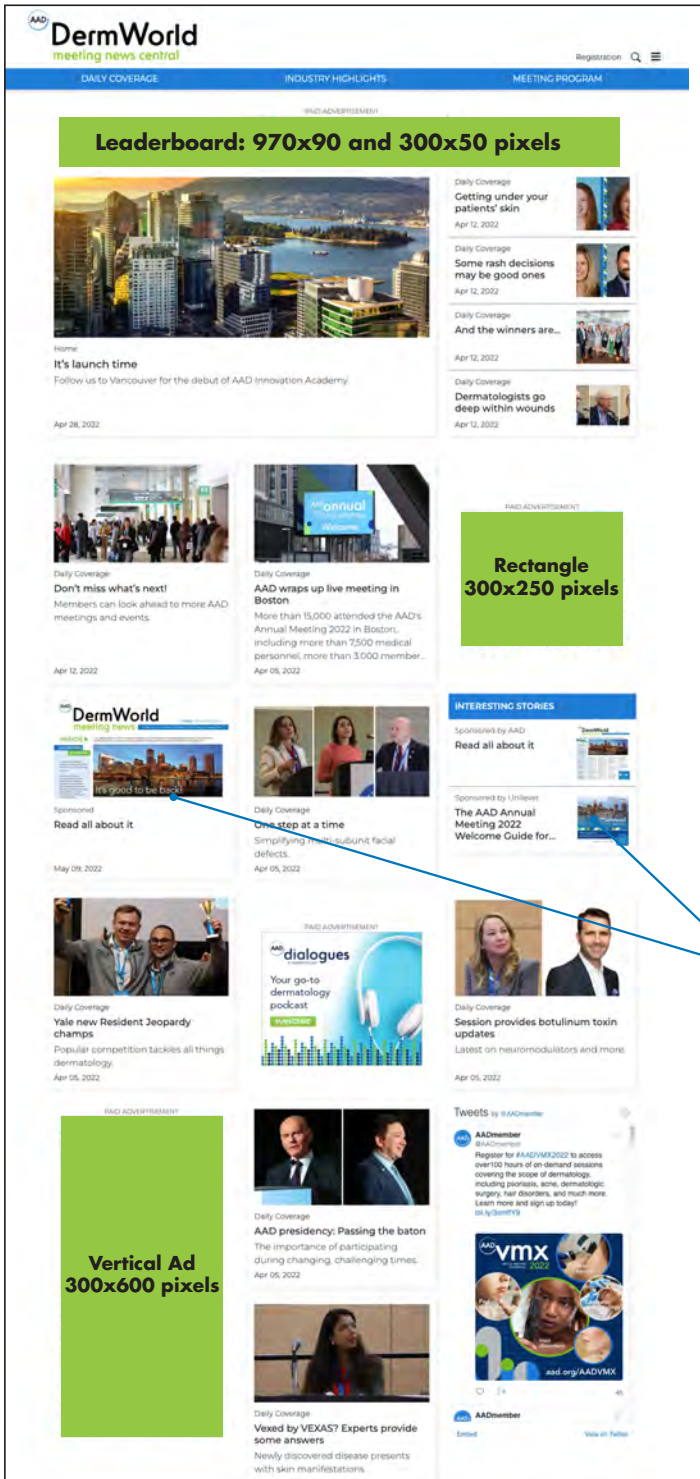


Individual Room Drop: Important notes

- All advertising is subject to the approval of AAD.
- Inserts will be shipped directly to the hotels handling distribution
- Quantities per hotel will be provided once event housing has closed
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided
- Handling fees for shipments received by hotels may apply.
- Maximum weight of any item for delivery is 6 oz.
- If more than one item is planned for the Individual Room Drop (i.e. a postcard and sample), the item must be sealed and presented for delivery as one item. The 6-oz weight is for the combined packaged item.
- All Individual Room Drops that contain more than one item will be reviewed and assessed by both AAD and the Publisher to determine if additional costs will apply.

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

Meeting News Central Specifications



ROS Advertising

Leaderboard: 970x90 and 300x50 pixels

Rectangle: 300x250 pixels

Vertical Ad: 300x600 pixels

Ad Specifications

- Leaderboard, rectangle and vertical ad 300 x 600 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 for ROS Advertising

- For the privacy of AAD's 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.
- We will provide a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.
- Advertisers may request that ad tags change for existing creative for our daily projects. There is a fee of \$150 per change.

High-Performance Ads

Hero Image

Horizontal, minimum 300 dpi

Company name

Headline:

Up to 75 characters

Teaser:

40-250 characters

Body copy:

Up to 1,000 words

Optional elements may include:

- Video: embed link from a video hosted on YouTube
- White papers/other documents: PDF

Advertisers may request to change content during the event cycle. There is a \$150 dollar fee per change out.



Photo Gallery

Leaderboard: 970x90 and 300x50 pixels

Rectangle: 300x250 pixels

Five Images/Photos: 1500 x 1000 pixels, 300 dpi, JPEG/PNG

Industry Highlights Channel

The screenshot displays the DermWorld 'meeting news central' website. The navigation bar includes 'DAILY COVERAGE', 'INDUSTRY HIGHLIGHTS', 'PRODUCT SAMPLES', 'SMALL EXHIBIT SPOTLIGHT', and 'PROGRAM'. A green callout box highlights the 'Industry Highlights Channel' header. The main content area features several article cards, each with a thumbnail image, a title, a presenter, and a date. The articles include topics like 'Exciting industry programs return this year in New Orleans!', 'Prurigo Nodularis and Atopic Dermatitis', 'Reframing the Management Approach for Moderate to Severe Atopic Dermatitis', 'Join Us to Learn More About SOTYKTU™ (deucravacitinib)', 'Advancing Therapeutic Conversations', 'Exploring Neoadjuvant Immunotherapies', 'Optimal Treatment of Hidradenitis Suppurativa', and 'Moderate-to-Severe Atopic Dermatitis: A Deeper Look at Systemic Therapies'. A large grey arrow points from the 'Answers in CME' logo to a zoomed-in view of an article card on the right.

Requirements for Industry Highlights Channel article on Meeting News Central

Company name

Thumbnail image

Thumbnail Image on the channel page will be the first page of the PDF of your insert.

Headline:

Up to 75 characters

Teaser:

40-250 characters

Body copy:

Up to 1,000 words

Included within the article:

Hyperlink to complete PDF of Insert from Dr. Bag/Individual Room Drop

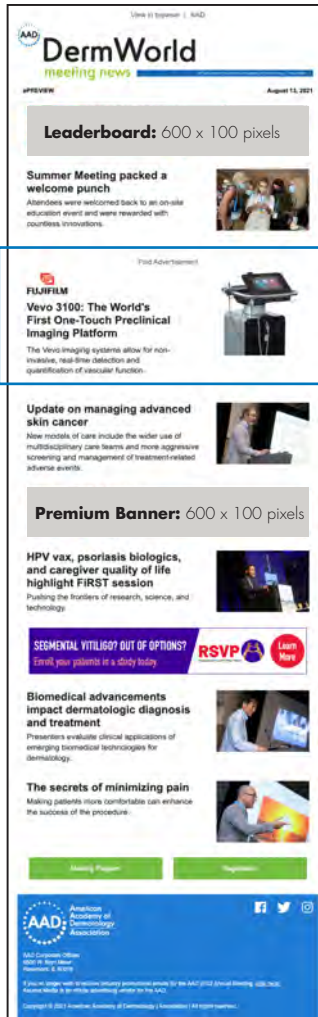
Optional:

Background Image (behind headline on article page)

Horizontal, minimum 300 dpi, will work with white text, and has no words or logos in the image. If not provided, Ascend will provide a generic background.

Industry Highlights Article

The screenshot shows a zoomed-in view of an article card layout. At the top, it says 'Your Headline Here' followed by 'Sponsored by Company Name'. Below that is 'Your Teaser Here'. The main content area is a large grey rectangle labeled 'Your insert here'. At the bottom, there are social media icons for Facebook, LinkedIn, Twitter, and YouTube, and the AAAD logo.



Ad Dimensions for ePreviews, eDaily, and eHighlights

Leaderboard: 600 x 100 pixels

Premium Banner: 600 x 100 pixels

Traffic-Driving Content Ad

- Up to 1000-word article (can include URL links)
- Company name to be included in headline or teaser
- Headline: Up to 75 characters
- Teaser: 40-250 characters
- Thumbnail image: Horizontal and high resolution
- Logo: High resolution JPEG or PNG

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. (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. We can only provide ad metrics for ads that have an associated hyperlink.
- The maximum ad file size is 100kb-125kb.
- 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 can only provide ad metrics for ads that have an associated hyperlink.

Ascend Ad Tagging Policy for ePreviews, eDaily and eHighlights

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



Exclusive Exhibitor Email Requirements

- Ascend is responsible for integrating your layout with the event header and footer code. Advertiser should not include the following elements
 - Designed headers or footers.
 - "Contact us," "Do not reply" statements, unsubscribe links, mail correspondence references and the like in a footer. These elements will be included by Ascend in an association footer since the email is coming from the association.
 - If you must include this type of information, it can be included in the body of your email.
- Subject lines are limited no more than 10 words.
- All images required should be supplied as 72dpi email-optimized JPG or PNG images
- All links within the email must be hosted externally by the advertiser.
- Final html file, including all graphics must be delivered to Ascend as a zip file to avoid possible file corruption
- Advertisers may include their own UTM tracking codes within their html file but Ascend is unable to test these tags. When email tests are sent to the advertiser, it will be their responsibility to test all internal tracking/tagging.
- While every attempt is made to ensure the accurate deployment of provided content, Ascend cannot be responsible for formatting or text inaccuracies that are caused by a specific browser or setting. This applies to both desktop and mobile deployments.
- **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 submission.

Retargeting

The minimum required to launch retargeting campaign.

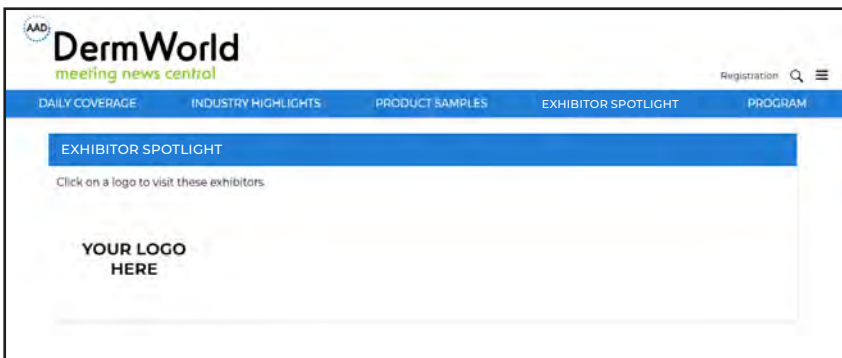
- **Standard Ad Sizes:**

- 300x250
- 728x90
- 160x600
- 180x150

- **Mobile Ad Sizes:**

- 320x100
- 320x50

Exhibitor Spotlight Package



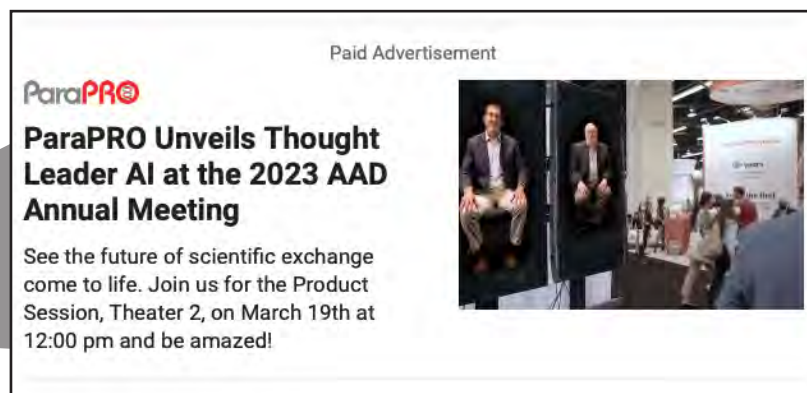
Logo on Exhibitor Spotlight Channel

- High resolution
- transparent background
- Format: EPS or AI



Traffic-Driving Content Ad in Exhibitor Spotlight Email

- Up to 1000-word article (can include URL links)
- Company name to be included in headline or teaser
- Headline: Up to 75 characters
- Teaser: 40-250 characters
- Thumbnail image: Horizontal and high resolution
- Logo: High resolution JPEG or PNG



eHighlights #1 with Product Samples

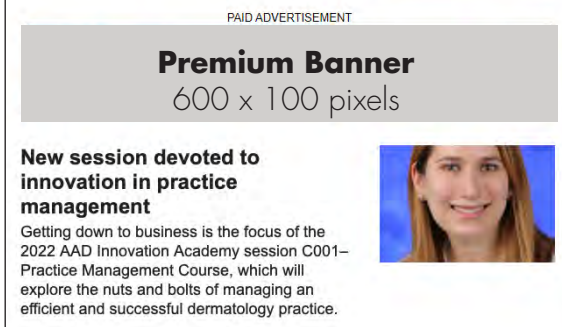


DermWorld
meeting news
A Publication of the American Academy of Dermatology | Association

PAID ADVERTISEMENT

Leaderboard
600 x 100 pixels

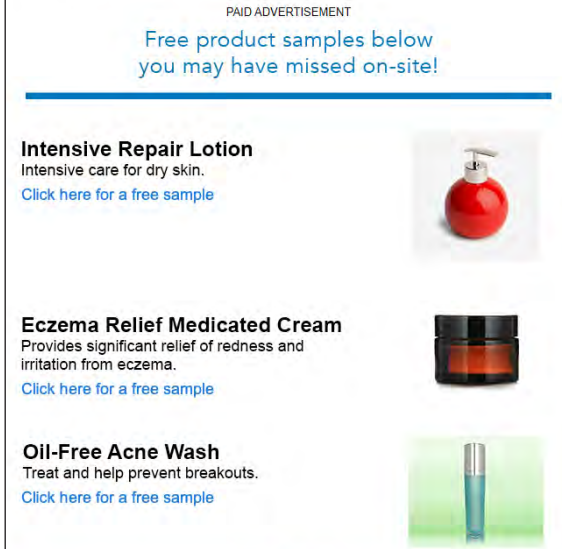
The future is now
The future is knocking, and it's bringing exciting developments to a host of new dermatologic drugs, devices, and novel techniques.



PAID ADVERTISEMENT

Premium Banner
600 x 100 pixels

New session devoted to innovation in practice management
Getting down to business is the focus of the 2022 AAD Innovation Academy session C001-Practice Management Course, which will explore the nuts and bolts of managing an efficient and successful dermatology practice.



PAID ADVERTISEMENT

Free product samples below you may have missed on-site!

Intensive Repair Lotion
Intensive care for dry skin.
[Click here for a free sample](#)

Eczema Relief Medicated Cream
Provides significant relief of redness and irritation from eczema.
[Click here for a free sample](#)

Oil-Free Acne Wash
Treat and help prevent breakouts.
[Click here for a free sample](#)

Meeting Program Claim CME



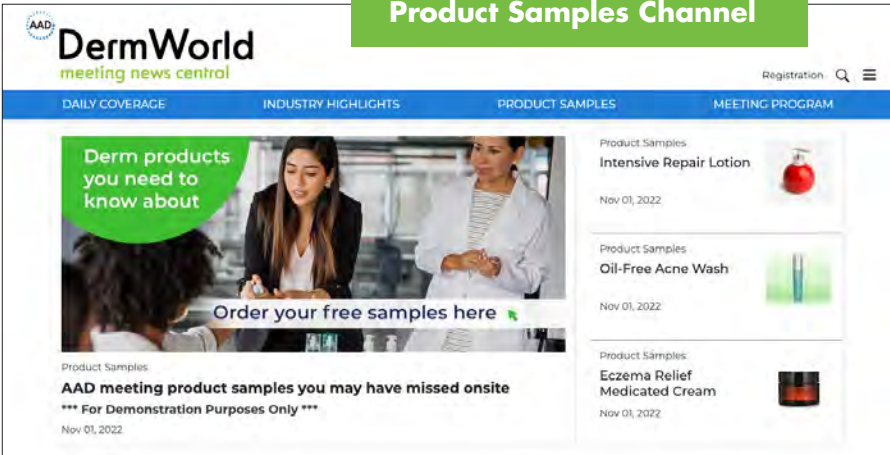
AAD American Academy of Dermatology Association

AAD Corporate Offices
9500 W. Bryn Mawr
Rosemont, IL 60018

If you no longer wish to receive industry promotional emails for the 2022 AAD Innovation Academy, [click here](#). Ascend Media is an official advertising vendor for the AAD.

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Product Samples Channel



DermWorld
meeting news central

DAILY COVERAGE INDUSTRY HIGHLIGHTS PRODUCT SAMPLES MEETING PROGRAM

Registration

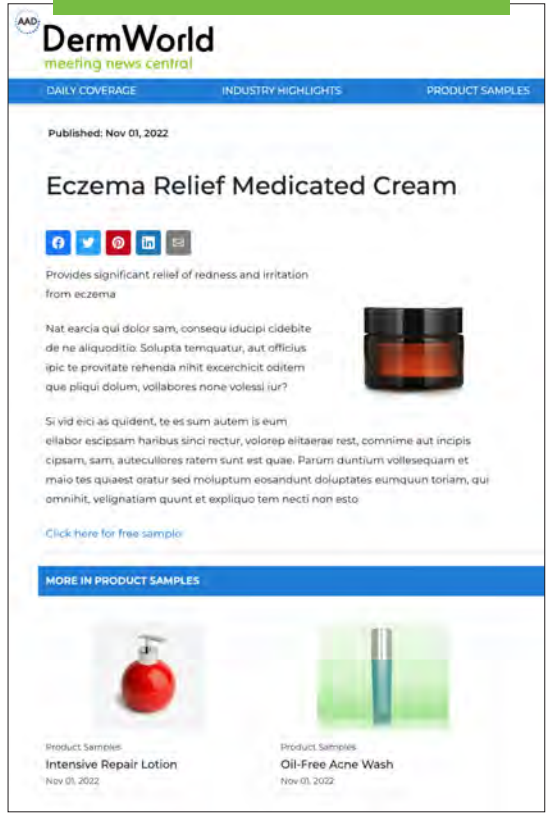
Derm products you need to know about
Order your free samples here

Product Samples
Intensive Repair Lotion
Nov 01, 2022

Product Samples
Oil-Free Acne Wash
Nov 01, 2022

Product Samples
Eczema Relief Medicated Cream
Nov 01, 2022

Product Samples Article



DermWorld
meeting news central

DAILY COVERAGE INDUSTRY HIGHLIGHTS PRODUCT SAMPLES

Published: Nov 01, 2022

Eczema Relief Medicated Cream

Provides significant relief of redness and irritation from eczema

Click here for free sample

MORE IN PRODUCT SAMPLES

Product Samples
Intensive Repair Lotion
Nov 01, 2022

Product Samples
Oil-Free Acne Wash
Nov 01, 2022

Product Samples Article Specifications

- Product Name
- Company Name
- Up to 500 word article
- Headline: Max of 75 characters
- Teaser: 40-250 characters
- Product image: horizontal and high resolution
- Contact Name and email for leads



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.



9500 W Bryn Mawr Avenue, Ste 500
Rosemont, IL 60018-5216
Telephone 847.330-0230
Fax 847.330.8907
Website: www.aad.org

MATERIALS SUBMISSION PROCEDURE

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, Registration Emails, Mobile app advertising and Official Meeting emails, please submit to Carrie Parratt at cparratt@aad.org.

Item	Prototype Due	Ad materials/Promotional or Insert Materials Due	Maximum Dimensions	Materials Contact
Attendee Registration Emails	Sept. 6, 2023	Sept. 20, 2023	n/a	Carrie Parratt: cparratt@aad.org
Annual Meeting Announcement	Sept. 22, 2023	Oct. 6, 2023	n/a	Carrie Parratt: cparratt@aad.org
ePreview #1	Dec. 20, 2023	Jan. 5, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
<i>DermWorld Meeting News</i> Preview Edition	Dec. 28, 2023	Jan. 11, 2024	n/a	Carrie Parratt: cparratt@aad.org
ePreview #2	Jan. 5, 2022	Jan. 15, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
<i>DermWorld Magazine</i> Stand Sponsorship	Jan. 9, 2024	Jan. 23, 2024	n/a	Kate Hegarty khegarty@ascendmedia.com
Newsstand Sponsorship	Jan. 9, 2024	Jan. 23, 2024	n/a	Kate Hegarty khegarty@ascendmedia.com
Mobile App Advertising	Jan. 11, 2024	Jan. 25, 2024	n/a	Carrie Parratt: cparratt@aad.org
Exclusive Exhibitor Emails	Jan. 15, 2024	Jan. 29, 2024	n/a	Kate Hegarty khegarty@ascendmedia.com
ePreview #3	Jan. 15, 2024	Jan. 29, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
<i>DermWorld Meeting News</i>	Jan. 18, 2024	Feb. 1, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
Attendee Welcome Guide	Jan. 18, 2024	Feb. 1, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
Convention Center Map	Jan. 18, 2024	Feb. 1, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
Doctors Bag Premium	Jan. 19, 2024	Feb. 2, 2024	8.5" x 11"	Aimee Preator apreator@ascendmedia.com
Doctors Bag Insert	Jan. 19, 2024	Feb. 2, 2024	8.5" x 11"	Aimee Preator apreator@ascendmedia.com
Hotel Advertising	Jan. 25, 2024	Feb. 1, 2024	n/a	Kate Hegarty khegarty@ascendmedia.com
ePreview #4: Industry Programs	Jan. 30, 2024	Feb. 13, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
Morning Agenda Email	Feb. 1, 2024	Feb. 15, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
eDaily	Feb. 2, 2024	Feb. 16, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #1	Feb. 12, 2024	Feb. 26, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #2	Feb. 19, 2024	March 4, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
Individual Hotel Room Drop	Feb. 21, 2024	March 6, 2024	8.5" x 11"	Kate Hegarty khegarty@ascendmedia.com
<i>DermWorld Meeting News</i> Post Edition	March 28, 2024	April 11, 2024	n/a	Carrie Parratt: cparratt@aad.org
AAD Official Meeting Emails	Ongoing	Ongoing	n/a	Carrie Parratt: cparratt@aad.org
Meeting News Central	Ongoing	Ongoing	n/a	Andrea Johnson ajohnson@ascendmedia.com
Retargeting	Ongoing	Ongoing	n/a	Andrea Johnson ajohnson@ascendmedia.com

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 2024 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 2024 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 2024 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. 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.
8. 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/Product Session, as your INC Program/Product Session is independent of the AAD's Annual Meeting and/or Annual Meeting.
9. INC Program printed 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.
10. Industry Product Session printed materials must include the following disclaimer: "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."
11. For digital ads promoting an INC Program/Industry Product Session, that link to a registration page for their specific program must include the approved specific language on the registration page.
 - a. INDUSTRY PRODUCT SESSIONS: "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."
 - b. INC PROGRAMS: This program does not qualify for Continuing Medical Education (CME) credit and is not part of the official AAD Annual Meeting as planned or endorsed by its Scientific Assembly Committee."
12. For digital advertising that does NOT link to specific program registration page the following must be included on the ad.
 - a. INDUSTRY PRODUCT SESSIONS: "This Industry Product Session is a promotional activity and not approved for CME credit. The content and opinions of this session are those of the Presenting Company and do not represent an endorsement by, nor imply that the products have been evaluated or approved by the American Academy of Dermatology."
 - b. INC PROGRAMS: "This program does not qualify for Continuing Medical Education (CME) credit and is not part of the official AAD Annual Meeting as planned or endorsed by its Scientific Assembly Committee."