

DermWorld Opportunities

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DermWorld Magazine Stand Sponsorship

DermWorld Meeting Issue



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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: Jan. 16, 2024
 Materials due: Jan. 23, 2024

Rate

\$12,075

Exclusive sponsorship opportunity

Purchase the magazine stands and get 25% off your *DermWorld* meeting issue ad!



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DermWorld Meeting Issue

Expand your brand reach beyond the AAD Annual Meeting!

Promote your message in *DermWorld's* meeting 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 [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: Jan. 25, 2024
 Materials due: Feb. 1, 2024

Rates

Full Page, 4C, 1x	\$4,695
1/2 Page, 4C, 1x	\$4,010

Annual Meeting advertisers get a 20% discount off *DermWorld* meeting issue advertising!

*All rates are net. No agency discounts apply. Cancellations are nonrefundable.
 All quantities herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.*

