

## Email Products

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### Attendee Registration Emails

#### Critical meeting information!

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. These important emails are must-reads for attendees; ensuring your brand gets noticed.

**Reach:** Meeting 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 13,000 registrants.

#### Address Verification Email

- Launches in late January.
- 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 approximately one week prior to arriving on site.
- Sent to meeting registrants who completed advance registration but were not mailed their badge.
- 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 registrants who verified their Advance or Onsite registration while at the meeting.
- Reaches approximately 10,000 registrants.

#### INSERTION ORDER/SPECS

##### Deadlines

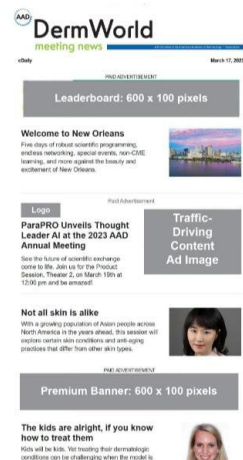
Space reservation: Sept. 20, 2023  
Materials due: Sept. 20, 2023

**Rate**  
\$50,000

*Exclusive sponsorship opportunity.*

*These emails are not used for exhibitor or guest registrations.*

**Attention 100- to 300-square foot exhibitors!**  
Check out the new email, print and online package just for you. Only \$2,000!  
[Learn more.](#)



### eDaily

Encourage 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 8, 9, 10 and 11, 2024.

**Leaderboard and Premium Banners**

**Traffic-Driving Content Ads**

#### INSERTION ORDER/SPECS

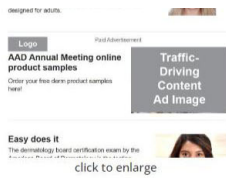
##### Deadlines

Space reservation: Feb. 9, 2024  
Materials due: Feb. 16, 2024

Rates	
Leaderboard (all issues)	\$22,800
Premium Banner (all issues)	\$17,860 each
Traffic-Driving Content Ads (per issue, for promoting programs)	\$5,750 each
Traffic-Driving Content Ads (all issues)	\$17,860 <i>Introductory rate for 2024</i>

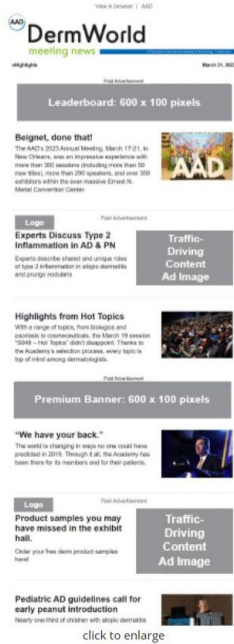
**Average unique open rate in 2023 was 53%, compared to the healthcare industry**

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



average of 21.72%.\*

\*According to MailChimp's email benchmark report, 2022.



## eHighlights

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:** Wrap-ups of the entire meeting, including the most important sessions, speakers and science. eHighlights #1 includes a message from the outgoing AAD President, and eHighlights #2 includes a message from the incoming President.

- Leaderboard and Premium Banners +
- Traffic-Driving Content Ads +
- Product Samples in eHighlights #1 +

Average unique open rate in 2023 was 51%, compared to the healthcare industry average of 21.72%.\*

\*According to MailChimp's email benchmark report, 2022.

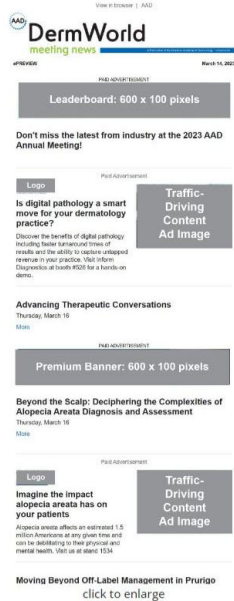
### INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due
eHighlights#1: Late March	Feb. 19, 2024	Feb. 26, 2024
eHighlights #2: Early April	Feb. 26, 2024	March 4, 2024

Rates (per issue)	
Leaderboard	\$13,460
Premium Banner	\$10,770 each
Traffic-Driving Content Ads	\$14,000 each
Product Sample ad in eHighlights #1	\$7,500 (limit three)

2023 Product Sample advertiser received 750+ leads!



## ePreviews

Your message receives broad exposure as members and attendees begin 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.

- Leaderboard and Premium Banners +
- Traffic-Driving Content Ads +
- Skincare and Laser Specialty Ads +

Average unique open rate in 2023 was 46%, compared to the healthcare industry average of 21.72%.\*

\*According to MailChimp's email benchmark report, 2022.

### INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due
ePreview #1: Late January	Dec. 29, 2023	Jan. 5, 2024
ePreview #2: Early February	Jan. 8, 2024	Jan. 15, 2024
ePreview #3: Late February	Jan. 22, 2024	Jan. 29, 2024
Industry Program ePreview #4: Early March	Feb. 6, 2024	Feb. 13, 2024

Rates (per issue)	
Leaderboard	\$6,300
Premium Banner	\$5,145 each
Traffic-Driving Content Ads	\$6,500 each
Skincare and Laser Specialty Ads (limit four)	\$5,000

Hosting a program?



## Exclusive Exhibitor Emails

EXCLUSIVE AND LIMITED

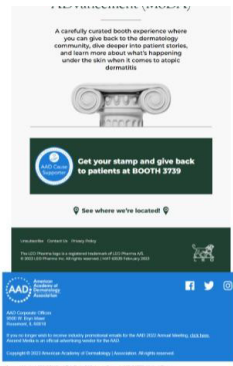
Increase the attendance at your program and traffic at your booth with an exclusive email to meeting attendees!

**Reach:** Your email message is sent to Annual Meeting attendees

### INSERTION ORDER/SPECS

**Deadlines**  
Space reservation: Jan. 22, 2024  
Materials due: Jan. 29, 2024

**Rate**  
\$28,000



click to enlarge

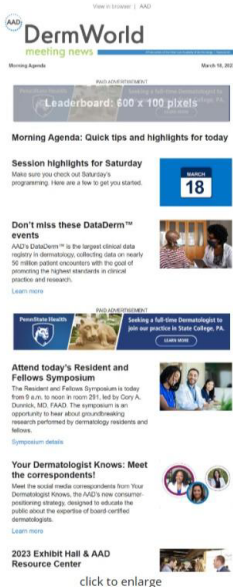
**Content:** Advertiser-supplied materials, subject to AAD approval. Content must be a booth driver or a meeting-related event invitation (such as an industry program). Post-event content can include follow up meeting announcements or tease upcoming news.

- 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.

Average unique open rate in 2023 was 54%, compared to the healthcare industry average of 21.72%.\*

Get your program or event on attendee schedules by including a calendar link!

\*According to MailChimp's email benchmark report, 2022.



click to enlarge

## Morning Agenda Email

USE FOR DAY-OF PROGRAM REMINDERS!

One of the few exclusive email options available! 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 the choice of a Premium Banner or Traffic-Driving Content Ad.

Available dates: March 8, 9, 10 or 11, 2024.

Average unique open rate in 2023 was 54%, compared to the healthcare industry average of 21.72%.\*

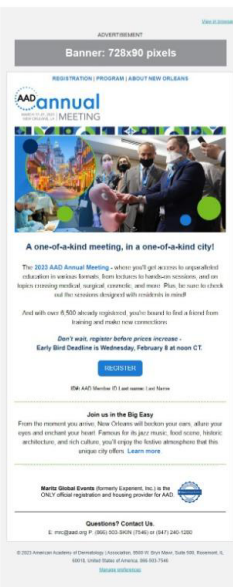
\*According to MailChimp's email benchmark report, 2022.

### INSERTION ORDER/SPECS

**Deadlines**  
Space reservation: Feb. 8, 2024  
Materials due: Feb. 15, 2024

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

Get your program or event on attendee schedules by including a calendar link!



click to enlarge

## Official Meeting Promotional Emails

Your brand is featured exclusively on more than 100,000 emails from the AAD to dermatologists!

**Reach:** 17,000+ AAD members and non-member meeting registration prospects.

**Content:**

- From the first "Save the Date" email to the last "Know-Before-You-Go" email, your brand will be included on official promotional email messages sent by AAD encouraging Annual Meeting registration.
- Approximately 15 emails are sent from October 2023 to March 2024.
- Your 728 x 90 leaderboard is at the top of each email, linked to the URL of your choice!
- Sponsor is allowed to change-out ad materials during the series.

**Distribution:** Approximately 15 emails depending on when sponsorship is secured.

**2023 metrics:**

- 149,700 emails sent
- 28.5% average open rate
- 20% average click-to-open rate

### INSERTION ORDER/SPECS

**Materials due:** For inclusion in first email, please submit materials by Sept. 11, 2023.

**Rate**  
\$40,000  
Exclusive sponsorship opportunity.

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.



**annual meeting**  
MARCH 8-12, 2024 • SAN DIEGO, CA  
**Official Exhibitor Supplier**



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