

## Engagement Packages

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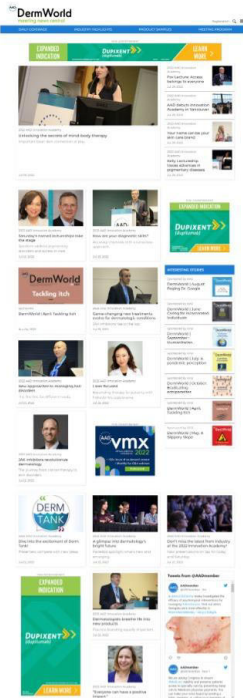
Exhibitor  
Spotlight  
Package

Budget Meeting  
Package

Goal: Branding

Goal: Lead  
Generation

Goal: Traffic  
Building



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### Exhibitor Spotlight Package

Great exposure online and via email for exhibitors with 100- to 300-square-foot booths!

- Your logo on the Exhibitor Spotlight Channel of AAD's [Meeting News Central](#), linked to a URL of your choice. This channel will be promoted in AAD ePreviews, eDailies and eHighlights.
- Inclusion in one Exhibitor Spotlight email sent to all pre-registered meeting attendees in mid-February, encouraging them to visit your booth.
- **Available only to exhibitors with 100- to 300-square-foot booths.\***

*\*Some restrictions may apply.*

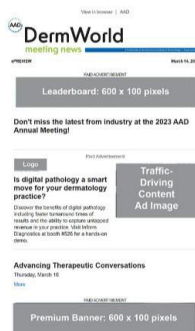
INSERTION ORDER/SPECS

**Rate**  
\$2,000

**Deadlines:**  
Space reservation: Jan. 15, 2024  
Materials due: Jan. 22, 2024

### 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

- **Premium banner ad in one meeting ePreview**
  - Emailed to 19,000+ AAD members and Annual Meeting attendees.
- **Products and Services Ad in [DermWorld Meeting News](#)**
  - Your ad in three issues of the daily newspaper.
  - Dailies are handed to attendees by distribution ambassadors at the convention center.
  - Additional dailies are placed in newsstands in high-traffic locations of the convention center.

INSERTION ORDER/SPECS

**Rate**  
\$4,940

**Deadlines vary. See individual product deadlines.**



### 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-

INSERTION ORDER/SPECS

**Rate**  
\$25,910  
*Three packages available*



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read publications will be delivered at varying times each day.

- **AAD eDaily Premium Banner**
  - 4X frequency; maximum exposure.
- **Quarter Page Ad in *DermWorld Meeting News***
  - Promote your booth/program with print and email exposure all three days.
- **High-Performance Ad on *Meeting News Central***
  - Feature your content in a native ad spot located in a prominent position on the home page.

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

*\*Your materials can go live in January and stay up through May 2024.*

**Deadlines vary. See individual product deadlines.**



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## 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.

- **High-Performance Ad on *Meeting News Central***
  - Feature your content in a native ad spot located in a prominent position on the home page.
- **Retargeting**
  - Continue to generate leads long after the meeting with 25,000 retargeting impressions to AAD members and Annual Meeting attendees.

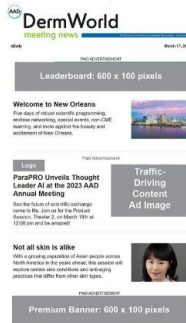
*Some substitutions may apply if the above assets are sold out.*

*\*Your materials can go live in January and stay up through May 2024.*

### INSERTION ORDER/SPECS

**Rate**  
\$12,000  
*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 (all issues)**
  - Your invitation reaches attendees the day of your program or booth activity.
- **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.

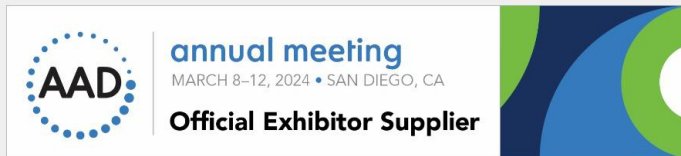
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### INSERTION ORDER/SPECS

**Rate**  
\$31,500  
*Three packages available*

**Deadlines vary. See individual product deadlines.**

*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.*



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