

## Meeting News and Navigation Products

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### Annual Meeting Announcement

Be the first exhibitor or program that AAD Annual Meeting 2024 attendees read about!

An exclusive advertiser receives a half panel ad in this 18" x 10.5" (flat) tri-fold publication.

**Reach:** Mailed to more than 16,500 AAD members in the U.S. in mid-November.

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

#### INSERTION ORDER/SPECS

**Deadlines**

Space reservation: Sept. 15, 2023  
 Materials due: Oct. 6, 2023

**Rate**  
 \$35,000

*Exclusive sponsorship opportunity*

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



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### Attendee Welcome Guide

Reach attendees from the beginning of their AAD Annual Meeting journey at their hotels!

**Reach:** Meeting attendees.

**Distribution:**

- Onsite at headquarter hotels front desks
- Emailed as a link to attendees in AAD's Know-Before-You-Go email
- Also available on the front page of [Meeting News Central](#).

**Content:** Key details attendees need about the meeting, including important sessions and science, key exhibit hall details and city information.

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.

#### INSERTION ORDER/SPECS

**Deadlines**

Space reservation: Jan. 25, 2024  
 Materials due: Feb. 1, 2024

**Rate**  
 \$26,250

*Exclusive sponsorship opportunity*



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### Convention Center Map

**NEW!**

Exclusive sponsorship of the only printed navigation map for attendees!

**Reach:** Meeting attendees

**Distribution:**

- Via distribution ambassadors in the morning at the convention center
- In the AAD Resource Center
- In the registration area

**Content:** Facility map with key meeting locations, shuttle pickup and drop-off information and exhibit hall thumbnail.

Exclusive advertiser receives a front cover logo and the back cover ad.

#### INSERTION ORDER/SPECS

**Deadlines**

Space reservation: Jan. 25, 2024  
 Materials due: Feb. 1, 2024

**Rate**  
 \$20,000

*Exclusive sponsorship opportunity*

*Map size, specs and layout subject to change based on facility configuration.*



### DermWorld Meeting News

Stay top of mind with attendees every day of the meeting!

**Reach:** 19,000+ members and attendees on March 8, 9 and 10.

**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.

#### INSERTION ORDER/SPECS

**Newsstand Sponsorship Deadlines**

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

**DermWorld Meeting News Deadlines**

Space reservation: Jan. 25, 2024  
 Materials due: Feb. 1, 2024

**Distribution:** 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 members and attendees each day as a link in the Morning Agenda Email.

click to enlarge

**Premium placement details in print (click for details)**

**Newsstand Sponsorship (click for details)**

Get additional exposure with *DermWorld Magazine Stands!*

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

## DermWorld Meeting News Preview and Post Editions

**SINGLE SPONSORED OPPORTUNITIES!**

These publications are polybagged with AAD's "must-read" monthly magazine!

**Reach:** 16,000+ AAD members who receive *DermWorld*

**Distribution:** Ride-along publications are polybagged with the February and May editions of AAD's "must-read" monthly magazine, *DermWorld*, with one single sponsor each.

**Content:**

- **Preview Edition:** Includes news and information about the coming meeting, including interviews with speakers, session highlights, registration details and information on the host city.
- **Post Edition:** Includes reports on the meeting scientific program, including clinical and research news discussed during courses, focus sessions, forums and the plenary session.

Exclusive sponsor receives recognition on the front cover of the Preview or Post publication, as well as either a Full Page or the back cover of the Preview or Post Editions (see sample).

### INSERTION ORDER/SPECS

Deadlines	Space	Materials Due
Preview Edition	Jan. 4, 2024	Jan. 11, 2024
Post Edition	April 4, 2024	April 11, 2024

Rates	
Preview Edition	\$35,000
Post Edition	\$35,000
Both Preview and Post Editions	\$50,000



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## Meeting Concierge Program

**Sponsor the highly visible "Ask Me" team!**

As the exclusive sponsor of the Meeting Concierge Program, your brand interacts with AAD attendees at multiple touchpoints!

Exclusive sponsorship includes:

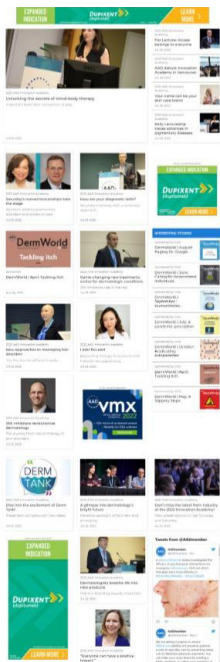
- Professional, trained representatives dressed in "Ask Me" vests with your logo and booth number on the front and back greet and guide attendees throughout the convention center.
- Equipped with iPads and the meeting Mobile App, 12 professionals (at peak times) roam high-traffic areas of the convention 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: Dec. 15, 2023  
Materials due: Dec. 22, 2023

**Rate**  
\$18,750  
*Production fees included*  
*Exclusive sponsorship opportunity*

**New Exhibitor Spotlight Package**  
Email, print and online package for 100- to 300-square foot exhibitors. Only \$2,000!  
[Learn more.](#)



click to enlarge

**High-Performance Ads averaged 18,500 impressions and 150 clicks each during the 2023 Annual Meeting!**

## View the Meeting News Central site

**ROS ads and premium placements put your brand message in front of your target audience!**

Meeting News Central is the official meeting news site 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.

- Run-Of-Site Ads
- High-Performance Ads
- Product Sampling Program
- Exhibitor Spotlight Package

### Site metrics (2023):\*

- 74,614 unique pageviews
- 28,068 total users

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

### 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

### Bonus exposure on the official AAD meeting news site!

An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of Industry Programs. All AAD Doctors Bag and Individual Hotel Room Drop supporters will have 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.

\*Data collected Jan. 1-May 18, 2023.

**Months of exposure!**

Meeting News Central will launch in January 2024. 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 2024 AAD Innovation Academy ePreview is produced. Length of advertiser exposure dependent on date of purchase. Ads and content can be removed if requested.)*

### Deadlines

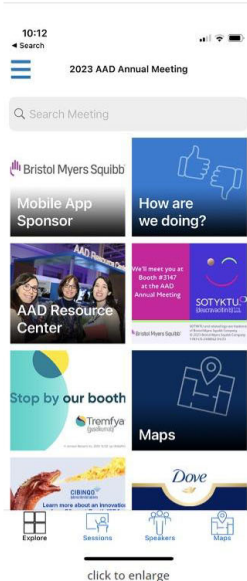
Space reservation: Space is limited and available until sold out.

Materials due: For exposure from first launch, we encourage materials be sent by Jan. 5, 2024.

*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	
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

**Our last Product Sample advertiser received nearly 1,000 unduplicated leads!**



click to enlarge

## Mobile App Advertising

**Your brand in the hands of attendees!**

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.

**2023 Mobile App Metrics**

- 3,400 users
- 444,000 sessions
- Average engagement time per user: 28:15

### INSERTION ORDER/SPECS

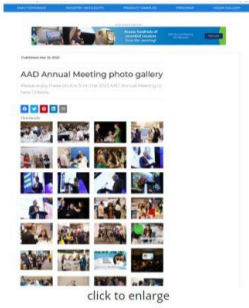
### Deadlines

Space reservation: Jan. 18, 2024

Materials due: Jan. 25, 2024

### Rate

\$40,000 (three available)



## Photo Gallery Sponsorship

**NEW EXCLUSIVE OPPORTUNITY!**

Sponsor the popular [photo gallery](#) on the official AAD meeting news site.

This was the fifth most visited spot on the official AAD meeting news site in 2023!

The photo gallery is housed in an exclusive channel of its own. The photo gallery will also be promoted by AAD with official social media posts during the meeting on Facebook, Instagram and Twitter.

### Sponsorship includes:

- A "brought to you by" inclusion in the channel.
- An exclusive leaderboard in the photo gallery channel, and a leaderboard and rectangle ad on the gallery page.
- Five company images, logos or photos that will be interspersed between the official photos.
- Promotion of the photo gallery in *DermWorld Meeting News* with a QR code, and in the *eDaily* and the *eHighlights* with a "Check out the photo gallery, brought to you by XXX." type of message.

### Deadlines

Space reservation/materials due: For exposure from first launch, we encourage materials be sent by Jan. 5, 2024.

### Rate

\$15,000 *Introductory rate for 2024*  
Exclusive sponsorship opportunity



## Product Sampling Program

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.
- 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.

[View a Product Sample example](#)

[Get more details](#)

*Supplying and shipping product samples is the responsibility of the advertiser. Product Samples will be live for one month post-meeting.*

### INSERTION ORDER/SPECS

Deadlines vary. See individual product deadlines.

#### Rates

Product Sample Channel	\$5,000
Product Sample in eHighlights #1	\$7,500 (limit three)

**Our last Product Sample advertiser received nearly 1,000 unduplicated leads!**

*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.*

