

Year-Round Opportunities

PRINT THIS PAGE

- [DermWorld Year In Review Email](#)
- [DermWorld](#)
- [Exclusive Advertiser Email](#)



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DermWorld Year In Review Email

Be a part of the fun with this light-hearted look at 2024!

AAD members will love this year-end review! Your Impact ad will be placed among engaging topics like:

- What three Annual Meeting topics were the most popular?
- What were the most viewed Insights & Inquiries by Dr. Warren R. Heymann, MD, FAAD?
- What Ask-the-Expert question was read more than any other?

Reach: Sent to 19,000 AAD members and Annual Meeting attendees.

Content: Limited copy, fun infographics and links make your message stand out!

Sent in December.

Limited to just four Impact ads only. Impact ads are native/content ads, and have a far higher impression and click-through rate than standard display banner ads.

INSERTION ORDER/SPECS

Deadlines
 Space reservation: Nov. 16, 2024
 Materials due: Nov. 27, 2024

Rate
 \$6,500
Four positions available



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DermWorld

Expand your brand reach to AAD members!

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 maximize your exposure with AAD members!

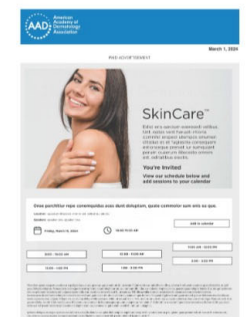
Learn more about advertising in the *DermWorld* Annual Meeting Issue!

*2021 Reader Feedback Study of *DermWorld*, Stratton Publishing & Marketing, Inc.

VIEW FULL RATES

Deadlines vary. Ask your account manager for details.

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



Exclusive Advertiser Email

Custom emails with your messaging, delivered to AAD members!

Get your story to 19,000+ dermatologists with an email that's exclusively yours!

Reach: 19,000 AAD members and Annual Meeting attendees.

Content: Advertiser-supplied materials, subject to AAD approval.

Just one exclusive email is available per month!

NOTE: Exclusive Advertiser Emails are not available for the following months: February, March, July or August 2024.

Annual Meeting exclusive emails are also available and get

INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due
January	Nov. 21, 2023	Nov. 30, 2023
April	March 8, 2024	March 15, 2024
May	April 5, 2024	April 12, 2024
June	May 9, 2024	May 16, 2024
September	Aug. 8,	Aug. 15,




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your message to meeting attendees before, during and after the event!


September	2024	2024
October	Sept. 6, 2024	Sept. 13, 2024
November	Oct. 4, 2024	Oct. 11, 2024
December	Nov. 6, 2024	Nov. 13, 2024

Rate
\$35,000

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 Meeting Provider



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