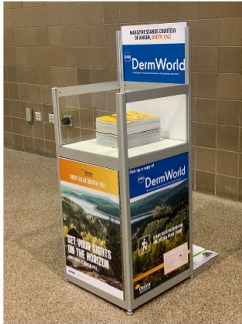


DermWorld Opportunities

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DermWorld Magazine Stand Sponsorship

DermWorld Meeting Issue



[click to enlarge](#)

DermWorld Magazine Stand Sponsorship

Exclusive sponsorship opportunity!

Opportunity:

- Exclusive sponsorship on the front and sides of six magazine stands dedicated to the *DermWorld* Meeting Issue.
- Also allows for a discounted Full Page Ad in the *DermWorld* Meeting Issue.

Reach: Meeting attendees at the convention center.

Distribution: Magazine stands are strategically placed in high-visibility areas throughout the convention center.

Purchase the magazine stands and get 25% off your *DermWorld* Meeting Issue ad!

Deadlines

Space reservation: Jan. 14, 2025
 Materials due: Jan. 21, 2025

Rate

\$12,400
Exclusive sponsorship opportunity



[click to enlarge](#)

DermWorld Meeting Issue

Annual Meeting advertisers get a 20% discount in the *DermWorld* Meeting Issue!

Opportunity:

- Advertising in the Meeting Issue of *DermWorld*, the go-to practice management publication for AAD members.
- Year-round advertising also available. Review the [editorial calendar](#) to extend your reach with AAD members beyond the Annual Meeting!

Reach: 16,000+ U.S. dermatologists

Distribution:

- The *DermWorld* Meeting issue will be distributed on dedicated magazine stands throughout the convention center.
- Also mailed to AAD members in March.

Reader statistics:

- **93%** rate the credibility of content as “good” or “excellent.”*
- **88%** say *DermWorld* provides relevant clinical information.*
- **87%** say *DermWorld* provides new and useful information on improving patient care.*
- **70%** of readers either recommend or make the final purchase decisions for their practice.*

*2023 Reader Feedback Study of *DermWorld*; Hickman Brady Media.

Deadlines

Space reservation: Jan. 23, 2025
 Materials due: Feb. 5, 2025

Rates

Full Page, 4C, 1x	\$4,080
1/2 Page, 4C, 1x	\$4,785

[View full rates](#)

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 7-11, 2025 • ORLANDO, FL
Official Meeting Provider

