

## Email and Social Media

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### Attendee Registration Emails

Exclusive sponsorship opportunity!

**Opportunity:**

- Exclusive sponsor receives a 728 x 90 banner at the top of every registration email sent from AAD.
- Banner links to a URL of your choice.

**Reach:** Meeting registrants.

**Content** +

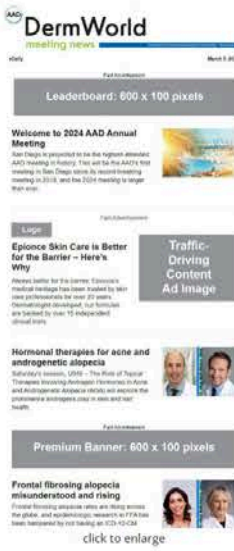
**Deadlines**

Space reservation: Sept. 18, 2024  
 Materials due: Sept. 25, 2024

**Rate**  
 \$50,000

Exclusive sponsorship opportunity

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



### eDaily

**Opportunity:** Advertising in daily meeting emails with live event coverage and session recaps.

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

**Distribution dates:** March 7, 8, 9 and 10, 2025.

**Metrics:** 44.6% open rate compared to the live conference industry standard of 21.2%.\*

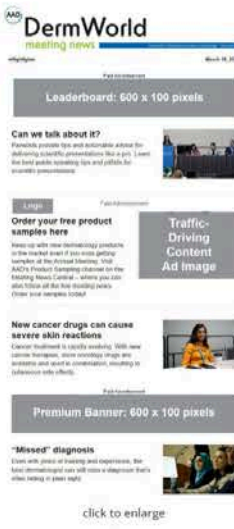
**Traffic-Driving Content Ads** +

*\*According to the Omnia Email Engagement Report, Q1 2024.*

**Deadlines**

Space reservation: Feb. 7, 2025  
 Materials due: Feb. 14, 2025

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



### eHighlights

**Opportunity:** Advertising in important post-meeting science coverage emails.

**Reach:** 19,000+ AAD members and Annual Meeting attendees

**Distribution dates:** Mid-March and early April, 2025.

**Metrics:** 48.2% open rate, compared to the live conference industry standard of 21.2%.\*

**Content** +

**Traffic-Driving Content Ads** +

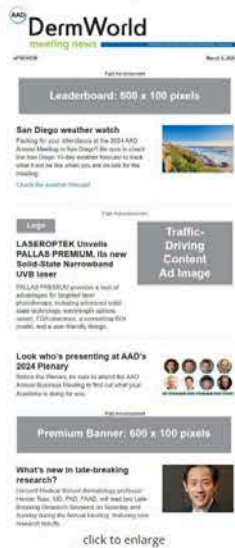
**Product Samples in eHighlights #1** +

*\*According to the Omnia Email Engagement Report, Q1 2024.*

Deadlines	Space Reservation	Materials Due
eHighlights#1: Mid-March	Feb. 17, 2025	Feb. 24, 2025
eHighlights #2: Late March	Feb. 24, 2025	March 3, 2025

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



## ePreviews

**Opportunity:** Advertising in pre-meeting emails with sessions to be presented at the meeting, industry events and exhibit hall activities.

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

**Distribution dates:** Late January through early March 2025.

**Metrics:** 40.8% open rate, compared to the live conference industry standard of 21.2%.\*

Content

Traffic-Driving Content Ads

Include a calendar link to get your program or event on attendee schedules

*\*According to the Omada Email Engagement Report, Q1 2024.*

Deadlines	Space Reservation	Materials Due
ePreview #1: Late January	Dec. 13, 2024	Dec. 20, 2024
ePreview #2: Early February	Jan. 6, 2025	Jan. 13, 2025
ePreview #3: Late February	Jan. 20, 2025	Jan. 27, 2025
Industry Program ePreview #4: Early March	Feb. 4, 2025	Feb. 11, 2025

Rates (per issue)	
Traffic-Driving Content Ads	\$6,695 each
Leaderboard	\$6,490
Premium Banner	\$5,300 each



## Exclusive Exhibitor Emails

**Opportunity:**

- Your exclusive email sent directly to meeting attendees.
- 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.

**Reach:** Annual Meeting attendees.

**Distribution:**

- 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.

**Metrics:** 50.3% open rate, compared to the live conference industry standard of 21.2%.\*

Include a calendar link to get your program or event on attendee schedules

[Learn about Year-Round exclusive emails.](#)

*\*According to the Omada Email Engagement Report, Q1 2024.*

**Deadlines**

Space reservation: Jan. 24, 2025

Materials due: Jan. 31, 2025

**Rate**

\$30,000



## Meeting Information Emails to Members

Exclusive sponsorship opportunity!

TBD

Rolling deadlines. Please consult with your account manager.

**Rate**

TBD

Exclusive sponsorship opportunity



## Morning Agenda Email

Four exclusive sponsorship opportunities!

**Opportunity:** A Leaderboard and the choice of a Premium Banner or Traffic-Driving Content Ad in this quick-read email cent

**Deadlines**

Space reservation: Feb. 6, 2025

Materials due: Feb. 13, 2025

**Rate**

\$20,000 per day

Four exclusive sponsorship opportunities

Here are must-see and must-do events for your Saturday at the AAD Annual Meeting.

**Today's highlighted sessions**  
The week's sessions you may want to add to your schedule.



**New, targeted skin check event in San Diego**

The American Academy of Dermatology is sponsoring a new, targeted skin check program in 2024. Meet doctors on hand, get your skin checked, and get your skin care plan to their satisfaction.



**Litfujo**



**What's new in late-breaking research?**

Member Nicholas DiStasio (dermatology) presented "Newer Topical Retinoid (tretinoin) in the treatment of actinic keratosis: a randomized controlled trial." He will lead his Late-Breaking Research Session on Saturday, March 9, 2024, during the Annual Meeting. See his research results.



**Post your pics, pick up prizes!**

Download AAD-branded graphics to share on social.



click to enlarge

each morning of the event with key sessions and activities happening each day.

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

**Distribution:** March 7, 8, 9 or 10, 2025.

**Metrics:** 44.2% open rate, compared to the live conference industry standard of 21.2%.\*

**Include a calendar link to get your program or event on attendee schedules**

*\*According to the Omada Email Engagement Report, Q1 2024.*



click to enlarge

## Retargeting

**Opportunity:**

- Your ads on LinkedIn are served to AAD members and meeting prospects anytime they are on the platform.
- Use for branding, driving registrations to programs or any kind of lead-generating activity.

**Reach:** 25,000

**Deadlines are customizable. Please contact your Account Manager.**

**Rate**  
\$7,000 per 25,000 impressions  
(other quantities available at same CPM)

*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



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