

Engagement Packages

Print this page

Navigation Package

Budget Meeting Package

Branding Package

Lead Generation Package

Traffic Building Package



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Navigation Package

Exclusive sponsorship opportunity!

Opportunity:

- Own the meeting welcome and navigation experience for AAD members and attendees!
- You will be the first to great attendees at their hotels with a printed **Welcome Guide** that provides key meeting details.
- You will be the sole advertiser on the printed **Convention Center Map**—the single most in-demand publication at the 2024 meeting!
- And you will have up to 12 branded **Meeting Ambassadors** roaming the convention center providing navigation and meeting assistance each day of the meeting.

Reach: Meeting attendees.

Deadlines vary. Ask your account manager for details.

Rate
\$54,000
Production fees included
Exclusive sponsorship opportunity

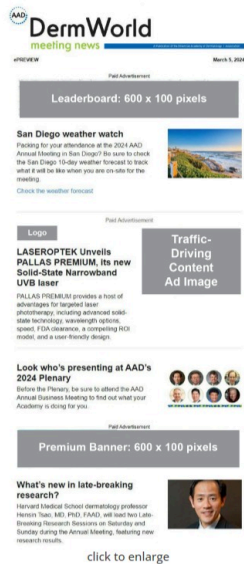
Welcome Guide details



Convention Center Map details



Meeting Ambassador details



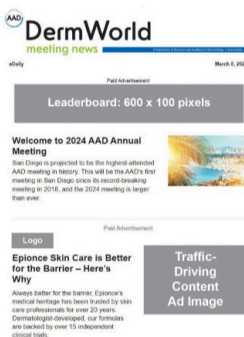
click to enlarge

Budget Meeting Package

- **Premium banner ad in ePreview #2**
 - 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.

Deadlines vary. See individual product deadlines.

Rate
\$5,090



Branding Package

- **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.

Deadlines vary. See individual product deadlines.

Rate
\$26,065
Three packages available

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



*Your materials can go live in January and stay up through May 2025.

Hormonal therapies for acne and androgenetic alopecia
 Stalder & Suttner, US045 - The Role of Topical Therapies Involving Androgen Hormones in Acne and Androgenetic Alopecia (AGA), will explore the prominence androgens play in skin and hair health.

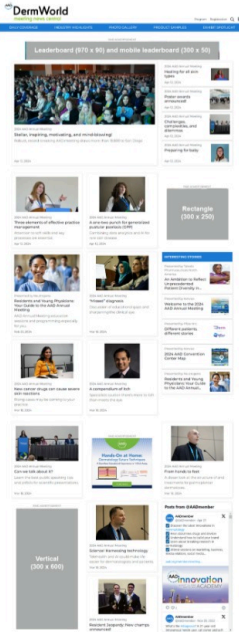
Full Advertiser

Premium Banner: 600 x 100 pixels

Frontal fibrosing alopecia misunderstood and rising
 Frontal fibrosing alopecia rates are rising across the globe, and epidemiologic research in FFA has been hampered by not having an ICD-10-CM

click to enlarge



click to enlarge

Lead Generation Package

- **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**
 - 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 2025.

Deadlines vary. See individual product deadlines.

Rate
 \$12,000
 Three packages available



Traffic Building Package

- **eDaily Traffic-Driving Content Ad (all issues)**
 - Your invitation reaches attendees the day of your program or booth activity—and beyond!
- **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.

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

Deadlines vary. See individual product deadlines.

Rate
 \$31,675
 Three packages available

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.



AAD | **annual meeting**
 MARCH 7-11, 2025 • ORLANDO, FL
Official Meeting Provider