

Meeting News and Navigation Products

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click to enlarge

Annual Meeting Announcement

Exclusive sponsorship opportunity!

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

Reach: 16,500 U.S. AAD members.

Distribution: Mailed in mid-November.

Deadlines

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

Rate

\$37,500

Exclusive sponsorship opportunity

[Insertion Order/Specifications](#)

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

Content



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DermWorld Meeting News Newsstands

Exclusive sponsorship opportunity!

Opportunity:

- Exclusive sponsorship of six newsstands located in high-traffic areas throughout the convention center.
- Exclusive sponsorship opportunity includes option for Full Page ad placement in the *DermWorld Meeting News*.

Reach: Annual Meeting attendees.

Get additional exposure with [DermWorld Magazine Stands!](#)

Deadlines

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

Rates	
Newsstands with Full Page Ad	\$22,405
Newsstands only	\$16,235

[Insertion Order/Specifications](#)



click to enlarge

Lead Gen Program—New for 2025!

You don't need product samples to get leads!

Opportunity:

Promote your conference specials and thought leadership and drive traffic to your booth, interest in your solutions, and leads to your sales team. We'll host your downloadable asset and drive AAD members and Annual Meeting attendees to it—you ensure it's something they'll want enough to provide their contact information to receive! Consider:

- A coupon to be redeemed at your booth—for a consult with a KOL, for a significant giveaway, for lunch with you onsite, to be entered into a contest, etc.
- White papers, clinical data and other educational documents about your solution that don't necessarily require a visit to your booth.

Amplify your message further with your offer in a special eHighlights.

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

Distribution: Lead Gen assets and Product Samples are housed in an exclusive channel on the [Meeting News Central](#) conference website, and promoted in four ePreviews, four eDailies and two eHighlights.

[View the Sample & Solutions channel.](#)

Deadlines

Space reservation: Space available until up to and during the conference. However, for advertiser exposure from first launch, we encourage materials be sent by Jan. 6, 2025.

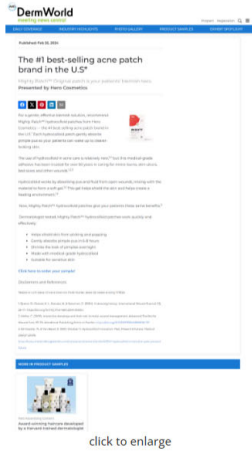
Meeting News Central is regularly updated which allows for a confirmation of your plans at any time until the limited ad positions are sold out.

Rates	
Lead Gen	\$5,000
Lead Gen with eHighlights ad (limit three with Product Samples)	\$7,500

[Insertion Order/Specifications](#)

Product Sample advertisers in 2024 received between 900 and 2,000 unduplicated leads. Now it's your turn!

Supplying deliverables is the responsibility of the advertiser. The Lead Gen Program will be live for one month post meeting.



Meeting News Central

[View the site](#)

Opportunity:

- ROS ads and premium placements on Meeting News Central, the official meeting news site for the Annual Meeting ePreviews, eDailies and eHighlights, as well as sponsored content.
- As 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.

Reach:

- 19,000+ AAD members and AAD Annual Meeting registrants via ePreviews, eDaily and eHighlights.
- Months of exposure: Meeting News Central will launch in January 2025, extending the reach of your linked advertorials, programs and resources before, during and after the meeting.*

Site metrics (2024):

- 97,890 unique pageviews
- 51,489 total users

Data collected Jan. 26-April 16, 2024.

Content	+
Run-Of-Site Ads details	+
High-Performance Ads details	+
Bonus exposure: Industry Highlights	+

More sponsorship details:

- Photo Gallery Sponsorship
- Product Sampling Program

*Ads and content will remain on the site until the first 2025 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. 6, 2025.

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 (four available)	\$30,000
Photo Gallery Sponsorship (Exclusive)	\$15,000
ROS Leaderboard (one available)	\$13,905
ROS Rectangle (one available)	\$9,270
High-Performance Ads	\$8,000
ROS Vertical (one available)	\$7,725
Product Sample Channel	\$7,500

[Insertion Order/Specifications](#)



Meeting News Daily (DermWorld Meeting News)

Opportunity: Advertising in the daily meeting news publication.

Reach: 19,000+ members and attendees on March 7, 8 and 9, 2025.

Distribution:

- Delivered each day via distribution ambassadors at the convention center and in newsstands in high-traffic locations around the center.
- Also sent to members and attendees each day as a link in the [Morning Agenda Email](#).

Content	+
Premium placement details (print)	+

Deadlines

Space reservation: Jan. 21, 2025

Materials due: Jan. 28, 2025

Standard Rates	
Full Page Spread	\$24,890
Full Page	\$12,690
Full Page PI (B/W)	\$10,815
Junior Page	\$11,485
Half Page	\$9,385
Quarter Page	\$6,725
Product & Services Showcase Ad	\$1,060

Premium Rates	
Front Page Banner will Full Page Ad	\$20,085
Front Page Banner only	\$12,440
Map Premium	\$19,870
Cover Flap* with Full Page Ad	\$18,540
Cover Flap only*	\$9,270
Back Cover	\$15,665
Inside Front Cover	\$14,515
Inside Back Cover	\$14,515

[Insertion Order/Specifications](#)

*Additional print and production fees will apply.



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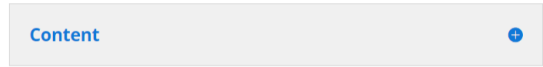
MEETING NEWS PREVIEW EDITION (DermWorld Meeting News)

Exclusive sponsorship opportunity!

Opportunity: Exclusive sponsor receives recognition on the front cover of the Preview publication, as well as the back cover ad.

Reach: 16,000+ U.S. AAD members.

Distribution: Ride-along publication is polybagged with the February edition of AAD's "must-read" monthly magazine, *DermWorld*.



Space reservation: Jan. 3, 2025
Materials due: Jan. 15, 2025

Rate
\$37,500
Exclusive sponsorship opportunity

[Insertion Order/Specifications](#)



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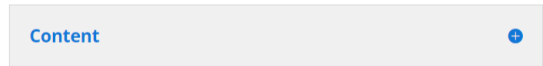
Meeting News Post Edition (DermWorld Meeting News)

Exclusive sponsorship opportunity!

Opportunity: Exclusive sponsor receives recognition on the front cover of the Post publication, as well as the back cover ad.

Reach: 16,000+ U.S. AAD members.

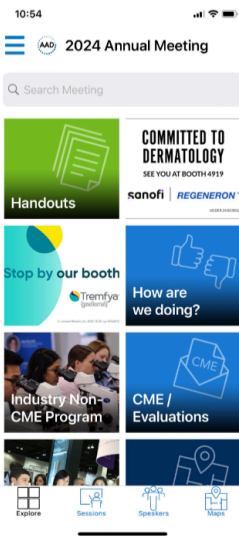
Distribution: Ride-along publication is polybagged with the May edition of AAD's "must-read" monthly magazine, *DermWorld*.



Deadlines
Space reservation: April 3, 2025
Materials due: April 17, 2025

Rate
\$37,500
Exclusive sponsorship opportunity

[Insertion Order/Specifications](#)



click to enlarge

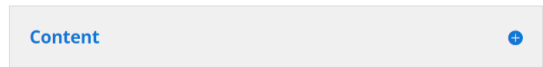
Mobile App Advertising

Opportunity: Advertising on AAD's mobile app—the meeting program and primary navigation resource for attendees.

Reach: Annual Meeting attendees.

App metrics (2024):

- 10,603 authenticated users
- 34,534 unique user sessions
- Attendees spent a combined time of more than 10,000 hours in the app
- 2024 advertiser tiles received an average of 845 clicks



Deadlines
Space reservation: Jan. 17, 2025
Materials due: Jan. 24, 2025

Rate
\$40,000 (three available)

[Insertion Order/Specifications](#)



click to enlarge

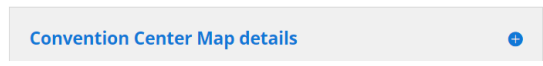
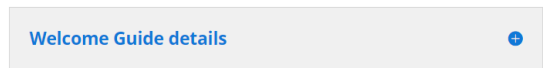
Navigation Package **SOLD**

Exclusive sponsorship opportunity!

Opportunity:

- Own the meeting welcome and navigation experience for AAD members and attendees!
- You will be the first to greet 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 **SOLD**
Production fees included
Exclusive sponsorship opportunity

[Insertion Order/Specifications](#)

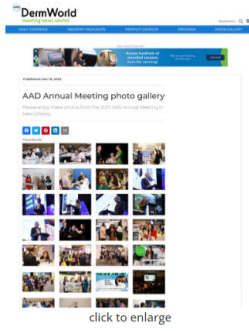


Photo Gallery Sponsorship

Exclusive sponsorship opportunity!

Opportunity:

- Sponsor the AAD photo gallery, one of the most visited pages on the official AAD meeting news site in 2024!
- An exclusive leaderboard in the [photo gallery channel](#) of [Meeting News Central](#), and a leaderboard and rectangle ad on the [gallery page](#).
- Five company images, logos or photos that will be interspersed between the official photos.

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

Distribution:

- The photo gallery is housed in an exclusive channel of its own.
- The photo gallery is promoted by AAD with official social media posts during the meeting on Facebook, Instagram and Twitter.
- A "brought to you by XXX" inclusion in:
 - [DermWorld Meeting News](#)
 - [Four eDailies](#)
 - [One eHighlights](#)

Deadlines

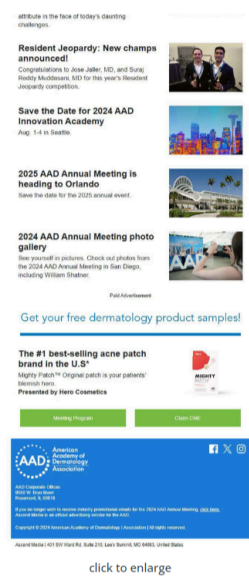
Space reservation/materials due: For exposure from first launch, we encourage materials be sent by Jan. 6, 2025

Rate

\$15,000

Exclusive sponsorship opportunity

[Insertion Order/Specifications](#)



Product Sampling Program

Product Sample advertisers in 2024 received between 900 and 2,000 unduplicated leads. Now it's your turn!

Opportunity:

- Generate leads and allow AAD members who missed you onsite or didn't attend the meeting to order [product samples](#) from the official AAD meeting news site.
- Amplify your message further with your Product Sample in a special [eHighlights](#).

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

Distribution: Product Samples are housed in an exclusive channel on the [Meeting News Central](#), and promoted in four [ePreviews](#), four [eDailies](#) and one [eHighlights](#).

Metrics (2024): 20,776 pageviews

Leads: Each 2024 advertiser received between 900 and 2,000 unduplicated leads.

[View the Samples & Solutions channel.](#)

**No products to sample?
Check out AAD's new Lead Gen Program!**

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

Deadlines

Space reservation: Space available until up to and during the conference. However, for advertiser exposure from first launch, we encourage materials be sent by Jan. 6, 2025.

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

Product Sample	\$7,500
Product Sample with eHighlights ad	\$10,000 (limit three)

[Insertion Order/Specifications](#)

Includes up to two product samples per order. Ask about discounts for additional products.

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.

