

# ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Media LLC  
All advertising subject to AAD approval.



Advertiser/Sponsor	Agency	Bill To	Materials From
Company Name _____	_____	_____	_____
Contact Name _____	_____	_____	_____
Address _____	_____	_____	_____
_____	_____	_____	_____
City, State Zip _____	_____	_____	_____
Contact Phone _____	_____	_____	_____
Contact Email _____	_____	_____	_____

## ENGAGEMENT PACKAGES

<b>Navigation Package</b>	_____ \$54,000
<b>Budget Meeting Package</b>	_____ \$5,090
<b>Branding Package</b>	_____ \$26,065
<b>Lead Generation Package</b>	_____ \$17,000
<b>Traffic Building Package</b>	_____ \$31,675

## MEETING NEWS AND NAVIGATION PRODUCTS

<b>Annual Meeting Announcement</b>	_____ \$37,500
Exclusive Sponsorship	_____ \$37,500

<b>DermWorld Magazine Stand Sponsorship</b>	_____ \$12,400
Exclusive Sponsorship	_____ \$12,400

<b>DermWorld Meeting News Newsstands</b>	_____ \$22,405
Newsstands with Full Page Ad	_____ \$22,405
Newsstands only	_____ \$16,235

<b>Lead Gen Program</b>	_____ \$5,000
Lead Gen	_____ \$5,000
Lead Gen with eHighlights ad (limit three with Product Samples)	_____ \$7,500

<b>Meeting News Central</b>	_____ \$30,000
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
Samples & Solutions Channel	_____ \$7,500

### Meeting News Daily (DermWorld Meeting News)

<b>Standard Rates</b>	
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

<b>Premium Rates</b>	
Front Page Banner with 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

### Meeting News Preview Edition (DermWorld Meeting News)

Exclusive Sponsorship	_____ \$37,500
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### Meeting News Post Edition (DermWorld Meeting News)

Exclusive Sponsorship	_____ \$37,500
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### Mobile App Advertising

Three available	_____ \$40,000
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### Navigation Package

Exclusive Sponsorship	_____ \$54,000
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### Photo Gallery Sponsorship

Exclusive Sponsorship	_____ \$15,000
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### Product Sampling Program

Product Sample	_____ \$7,500
Product Sample with eHighlights ad (limit 3)	_____ \$10,000

## EMAIL AND SOCIAL MEDIA

### Attendee Registration Emails

Exclusive Sponsorship	_____ \$50,000
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### eDaily

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)	_____ \$5,750 each

### eHighlights #1 with Product Samples

Traffic-Driving Content Ads	_____ \$14,000 each
Leaderboard	_____ \$13,460
Premium Banner	_____ \$10,770 each
Product Sample ad (limit three)	_____ \$10,000

### eHighlights #2

Traffic-Driving Content Ads	_____ \$14,000 each
Leaderboard	_____ \$13,460
Premium Banner	_____ \$10,770 each

\*Additional print and production fees will apply.

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## ePreview #1

Traffic-Driving Content Ads	___ \$6,695 each
Leaderboard	___ \$6,490
Premium Banner	___ \$5,300 each

## ePreview #2

Traffic-Driving Content Ads	___ \$6,695 each
Leaderboard	___ \$6,490
Premium Banner	___ \$5,300 each

## ePreview #3

Traffic-Driving Content Ads	___ \$6,695 each
Leaderboard	___ \$6,490
Premium Banner	___ \$5,300 each

## ePreview #4: Industry Program

Traffic-Driving Content Ads	___ \$6,695 each
Leaderboard	___ \$6,490
Premium Banner	___ \$5,300 each

**Exclusive Exhibitor Emails** \_\_\_ \$30,000

## Meeting Information Emails to Members

Annual Meeting Save The Date Email	___ \$15,000
Registration and Housing Opening Email	___ \$15,000
New Session Highlights Email	___ \$15,000
Early Bird Reminder Email	___ \$15,000
Things To Know Before You Go	___ \$20,000

## Morning Agenda Email

Exclusive Sponsorship (four available)	___ \$20,000 per day
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## Retargeting

25,000 impressions	___ \$7,000
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## HOTEL ROOM MARKETING

**Doctors Bag Insert (per insert)** \_\_\_ \$12,350

**Doctors Bag Premium (per day)** \_\_\_ \$26,825

## Hotel Room Deliveries

General rates (combined buy for Hyatt Regency Orlando, Hilton Orlando, Rosen Centre, Rosen Plaza and the Doubletree by Hilton Orlando at SeaWorld). See below/next page for individual hotel rates.

March 5 only (evening): 900 deliveries outside the room	___ \$9,000
March 6 only (morning): 800 deliveries outside the room	___ \$9,000
March 6, 7, 8 or 9 (March 6 evening only): 3,000 deliveries outside the room	___ \$27,500
March 6, 7, 8 or 9: 3,000 deliveries inside the room	___ \$43,500

**"Post-It" Style Notes on Hotel Doors** \_\_\_ \$31,625

**Product Sample Bag/Box** \_\_\_ \$54,000

## HOTEL ADVERTISING: HYATT REGENCY ORLANDO

<b>Balcony Overlooking Front Lobby</b>	___ \$25,000
<b>Coffee Shop Digital Signage</b>	___ \$15,000 each
<b>Convention Center Entrance/Exit</b>	___ \$40,000
<b>Descend 21 Lounge and Restaurant</b>	___ \$20,000
<b>Digital Signage in Hallway</b>	___ \$15,000 each
<b>Engagement Area</b>	___ \$30,000
<b>Escalator and Skybridge to Convention Center</b>	___ \$30,000
<b>Exclusive Meeting Area Framed Digital Signage</b>	___ \$25,000 each
<b>Front Desk Digital Signage</b>	___ \$30,000
Thursday, Friday or Saturday	___ \$15,000
Sunday	___ \$15,000
<b>Front Entrance Columns</b>	___ \$25,000
<b>Grab 'N Go Branding</b>	___ \$25,000
<b>Guest Elevators</b>	___ \$30,000
Six elevators, floors 4-22	___ \$20,000
Three elevators, floors 22-31	___ \$20,000
<b>Hotel Room Deliveries</b>	
March 6, 7, 8 and 9 (March 6 evening only): 900 deliveries outside the room	___ \$12,500
March 6, 7, 8 and 9: 900 deliveries inside the room	___ \$16,200
<b>INC Program Digital Signage</b>	___ \$25,000
<b>Lobby Lounge Branding</b>	___ \$20,000
<b>Lobby Lounges Glass Cling</b>	___ \$7,500
<b>Lobby Nooks</b>	___ \$15,000 each
<b>Lobby Pillars</b>	___ \$20,000
<b>Meeting Area Column Wraps</b>	___ \$20,000 each
<b>Meeting Area Escalator and Glass Surround</b>	___ \$20,000
<b>Meeting Area Glass Railing</b>	___ \$10,000 each
<b>Meeting Area Ladder Wall</b>	___ \$10,000
<b>Meeting Area Overhead Digital Signage</b>	___ \$20,000 each
<b>Oversight Pedestrian Bridge #2 from Hyatt to West Concourse</b>	___ \$25,000
<b>Oversight Pedestrian Bridge #1 from South Concourse to Hyatt</b>	___ \$25,000
<b>Wall Display and Planter Boxes</b>	___ \$20,000

## HOTEL ADVERTISING: HILTON ORLANDO

<b>Additional Doors to Front Drive</b>	___ \$20,000
<b>Arch Wall Display</b>	___ \$20,000
<b>Concierge Wall Panels</b>	___ \$15,000
<b>Convention Center Entrance/Exit and Pedestrian Bridge</b>	___ \$30,000
<b>Escalator to Shuttle Buses</b>	___ \$25,000
<b>Front Desk Columns</b>	___ \$25,000
<b>Front Entrance Branding</b>	___ \$20,000
<b>Grab 'N Go Wall Display</b>	___ \$20,000
<b>Guest Elevators</b>	___ \$35,000 each

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## Hotel Room Deliveries

March 6, 7, 8 or 9 (March 6 evening only):  
800 deliveries outside the room \_\_\_\_\_ \$8,100  
March 6, 7, 8 or 9:  
800 deliveries inside the room \_\_\_\_\_ \$11,600

## Lobby Glass Clings

### Lobby Lounge Branding

Columns \_\_\_\_\_ \$30,000  
Tabletop Clings \_\_\_\_\_ \$20,000

### Shuttle Bus Area Branding

Windows \_\_\_\_\_ \$15,000  
Doors \_\_\_\_\_ \$20,000  
Columns \_\_\_\_\_ \$38,000

## HOTEL ADVERTISING: ROSEN CENTRE

**Convention Center Skywalk** \_\_\_\_\_ \$45,000

**Escalators/Stairs to Convention**

**Center Skywalk** \_\_\_\_\_ \$25,000

**Front Entrance Branding** \_\_\_\_\_ \$37,000

### Guest Elevators

Four elevators, floors 16-24 \_\_\_\_\_ \$25,000  
Six elevators, floors 2-15 \_\_\_\_\_ \$35,000

### Hallway to Convention

**Center Skywalk** \_\_\_\_\_ \$10,000

### Hotel Room Deliveries

March 6, 7, 8 or 9 (March 6 evening only):  
600 deliveries outside the room \_\_\_\_\_ \$5,400

March 6, 7, 8 or 9:  
600 deliveries inside the room \_\_\_\_\_ \$8,700

**Lobby Gobo** \_\_\_\_\_ \$5,000

**Lobby Lounge Napkins and Cups** \_\_\_\_\_ \$10,000

**Window Clings** \_\_\_\_\_ \$10,000

## HOTEL ADVERTISING: ROSEN PLAZA

### Column Wraps to Convention

**Center Skybridge** \_\_\_\_\_ \$10,000

**Convention Center Skybridge** \_\_\_\_\_ \$30,000

**Front Entrance Branding** \_\_\_\_\_ \$15,000

**Guest Elevators** \_\_\_\_\_ \$20,000 each

### Hotel Room Deliveries

March 6, 7, 8 or 9 (March 6 evening only):  
300 deliveries outside the room \_\_\_\_\_ \$2,700

March 6, 7, 8 or 9:  
300 deliveries inside the room \_\_\_\_\_ \$4,350

**Lobby Column Wraps** \_\_\_\_\_ \$15,000

**Lobby Gobo** \_\_\_\_\_ \$5,000

**Lobby Lounge Branding** \_\_\_\_\_ \$10,000

## HOTEL ADVERTISING: DOUBLETREE BY HILTON ORLANDO AT SEAWORLD

### Hotel Room Deliveries

March 6, 7, 8 or 9 (March 6 evening only):  
400 deliveries outside the room \_\_\_\_\_ \$3,600

March 6, 7, 8 or 9:  
400 deliveries inside the room \_\_\_\_\_ \$5,800

Please write your initials next to selected ad sizes.  
Payment is due upon receipt or no later than Tuesday, Jan. 21, 2025.

TOTAL AMOUNT: \$ \_\_\_\_\_

**SIGN AND RETURN TO:** Bridget Blaney | Ascend Media | bblaney@ascendmedia.com

By signing this agreement, you are agreeing to Ascend Media's Terms and Conditions enclosed and attached to this Advertising Agreement

\_\_\_\_\_  
Ascend Media  
Account Manager Signature

Date

\_\_\_\_\_  
Advertiser/Sponsor/Agency Signature

Date

\_\_\_\_\_  
Ascend Media  
Account Manager Printed Name

\_\_\_\_\_  
Advertiser/Sponsor/Agency Printed Name

\_\_\_\_\_  
Advertiser/Sponsor/Agency Company Name

To pay by credit card, please contact your Account Manager by phone or email. Credit card payment is quick, easy and secure.



401 SW Ward Rd, Suite 210,  
Lee's Summit, MO 64081-2400

PO Box 1411  
Lee's Summit, MO 64063

Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this Agreement, are intended to authenticate this writing and to have the same force and effect as manual signatures.

## ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Integrated Media, LLC (dba Ascend Media) and the Advertiser/Sponsor and its Agency as listed on the attached "Advertising Agreement - Insertion Order".

### TERMS AND CONDITIONS

1. Insertion orders, advertisements and space reservations are subject to materials approval and the provisions of the current rate card.
2. Cancellations are non-refundable.
3. Requested ad positions are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.
4. Advertiser/Sponsor and/or Agency will not be allowed to revise materials which are not received by Ascend Media's published "materials due" date.
5. Advertiser/Sponsor agrees that Ascend Media's liability (if any) on account of omissions or errors in purchased products and/or services shall in no event exceed the amount of charges for the products and/or services which were omitted or in which the error occurred, and such liability shall be discharged by (abatement of the charges) or (an advertising allowance) commensurate with the error for the particular products and/or services in which the omission or error occurred, but in no event exceeding the contract price of the particular products and/or services in which the omission or error occurred. No adjustment is applicable to any free products and/or services.
6. Ascend Media is not liable for any costs or real or consequential damages resulting from the failure to produce purchased products and/or services.
7. Ascend Media is not liable for any delays in delivery or for non-delivery of purchased products and/or services due to factors beyond the control of Ascend Media.
8. No conditions other than those set forth herein will be binding on Ascend Media unless specified in writing by Ascend Media. Ascend Media will not be bound by conditions printed or appearing on insertion orders, purchase orders, or similar documents when such conditions conflict with any provision contained
9. A \$500 late fee may be charged for materials received after the materials due deadline.

### PAYMENT AND COMMISSIONS POLICY

1. Event products are invoiced upon reservation, and payment is due upon receipt or no later than 45 days prior to the event start date. Non-event products are invoiced upon publication, and payment is due thirty (30) days from the invoice date.
2. Orders for space are accepted subject to Ascend Media's credit requirements. Space reservations or insertion orders for an Advertiser/Sponsor whose account is more than sixty (60) days past due may be refused. Advertisers/Sponsors with delinquent accounts lose their place in any waiting list for consideration of preferred positions.
3. Any outstanding invoice balance over thirty (30) days past due will be assessed 3% interest per month to the extent permitted by law.
4. If Ascend Media takes an Advertiser's/Sponsor's account to collection, the Advertiser/Sponsor agrees to pay all costs associated with the collection, including paying Ascend Media's attorney fees and all court costs, if it is determined by a court of competent jurisdiction that the Advertiser/Sponsor is at fault.
5. Ascend Media reserves the right to hold the Advertiser/Sponsor and/or its Agency jointly and severally liable for such monies as are due and payable to Ascend Media for advertising or sponsorships which the Advertiser/Sponsor or its Agency ordered and which advertising/sponsorship was produced, even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

## REPRODUCTION REQUIREMENTS

### File Formats

The preferred file format is PDF and must meet the specifications listed below. EPS and TIFF files are also accepted, specifications are listed below.

The AAD will not accept native file formats from Quark, InDesign, Pagemaker, or files created in any Microsoft Office program (e.g. Word or Publisher). Corel Draw files are also not acceptable.

### Electronic File Specifications

- All 4-color files must be in CMYK, unless a 5th or spot color is specified. Black and white files must be in grayscale, no 4-color black.
- All files must include trim, register and center marks.
- All files must be the correct size as listed on the rate card per each publication.
- Additional 0.125" bleed is required for all bleed ads.
- All images must be at least 300 dpi for photos and 1200 dpi for line art.
- All files submitted must be final artwork. Publisher will not make changes to digital files.

### PDF File Specifications

- Acrobat Distiller options should be set to Press Quality.
- All fonts and images must be embedded.
- All files and images must be at least 300 dpi.

### Illustrator File Specifications

- All fonts must be embedded into the file or converted to outlines.
- All images and/or graphics must be embedded in the file.
- All files and images must be at least 300 dpi.
- All files should be saved as EPS or PDF.

### Photoshop File Specifications

- All files and images must be at least 300 dpi.
- All files must be flattened.
- All files should be saved as EPS, TIFF, or PDF.
- JPEG files will not be accepted.

### PROOFS

The AAD and its printers require one (1) set of color proofs which are suitable for press match (Iris print, AGFA press match, or a Kodak Approval print). All proofs must have trim, register, and center marks clearly indicated. No exceptions will be granted. Color laser prints are not suitable for color matching on press and will not be accepted for that purpose. Laser proofs are acceptable for black and white ads only. The AAD and its printers will not guarantee the final reproductive quality or accuracy of ads submitted electronically without the required color proofs. No makegoods or discounts will be issued when these electronic ad submission guidelines are not followed. Contract proofs are required for all ads. A contract proof printed at

100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specific captions online at [www.swop.org](http://www.swop.org). Without an accurate SWOP-provided proof, the AAD and its printers cannot be held responsible for the outcome of color on press.

Submit electronic ad materials, insert samples, and proofs to:

Carrie Parratt, Advertising Specialist  
American Academy of Dermatology  
9500 W Bryn Mawr Avenue, Ste 500  
Rosemont, IL 60018-5216  
Phone: 847-240-1770  
Fax: 847-240-8618  
E-mail: [cparratt@aad.org](mailto:cparratt@aad.org)

E-mail submitted materials must be less than 5MB. Any file larger than 5MB please contact Carrie Parratt.

**FOR MORE INFORMATION PLEASE REVIEW THE AAD MEDIA KIT ON THE WEB AT [WWW.AAD.ORG/ADVERTISE](http://WWW.AAD.ORG/ADVERTISE)**

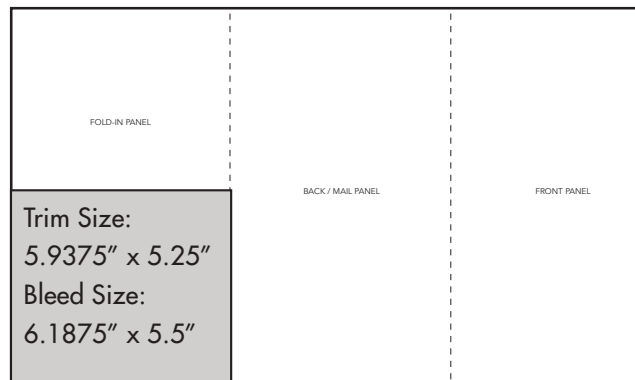
## Annual Meeting Announcement

### Ad sizes and dimensions (W x H)

Publication size:  
18" x 10.5" (flat)

Advertiser receives half a panel.

\*Live content should remain 0.25" from trim.



## Attendee Registration Emails and Meeting Information Emails to Members

- Banner ad: 728 x 90 pixels
- URL

## Mobile App

- Images or logos = 300px wide by 234px high (can be an image or a logo)
- File formats = JPG or PNG
- Fewer words the better as it doesn't scroll.
- Suggested language: "Visit Booth #," "Stop by Booth #," "See You at Booth #"

## Meeting News Preview and Post Edition (DermWorld Meeting News)

### Ad sizes and dimensions (W x H)

Publication size:  
7.875" x 10.625"

\*Live content should remain 0.25" from trim.

### Back cover

Bleed:  
8.125" x 10.875"  
Trim:  
7.875" x 10.625"  
Safety/Live:  
7.375" x 10.125"







### Advertiser also receives logo recognition on front cover.

Logo: High resolution, EPS or AI file with transparent background.

## DermWorld Meeting News Dimensions

(width x height)

Publication size: 10.875" x 15" (finished size)

<p><b>Full Page Spread</b></p> <p><b>Bleed</b> 22" x 15.25"</p> <p><b>Trim</b> 21.75" x 15"</p> <p><b>Safety/Live Area</b> 21.25" x 14.5" (Allow .5" gutter in center with no text or logos)</p>		<p><b>Covers and Full Page</b></p> <p><b>Bleed</b> 11.125" x 15.25"</p> <p><b>Trim</b> 10.875" x 15"</p> <p><b>Safety/Live Area</b> 10.375" x 14.5"</p>
<p><b>Half Page Horizontal</b> 10.25" x 7"</p> 	<p><b>Half Page Vertical</b> 5" x 14"</p> 	<p><b>Junior Page</b> 7.5" x 10"</p> 
<p><b>Products &amp; Services Showcase Ad</b> 2.375" x 3.125"</p> 	<p><b>Front Page Banner &amp; Map Premium Banner</b> 10.25" x 2"</p> 	<p><b>Quarter Page</b> 5" x 7"</p> 

**Map Premium includes:** Full Page ad, Banner ad, and Logo



## Magazine Stand and Newsstand Dimensions

Available ad space (for advertisers)

- Front top panel: Advertiser Recognition
- Side panels: 18.375 in. x 21 in.
- Front bottom panel: 18.375 in. x 27 in.

Note: Please include .125 in. bleed around all artwork.

## Attendee Welcome Guide Dimensions (width x height)

<p><b>Back Panel</b></p>	<p><b>Back Panel</b> Bleed: 7.25" x 7.25" Trim: 7" x 7" Safety/Live Area: 6.5" x 6.5"</p>	<p><b>Front Cover Logo</b> High resolution, transparent background Format: EPS or AI</p>
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## Convention Center Map Dimensions (width x height)

<p><b>Back Panel</b></p>	<p><b>Back Panel</b> Bleed: 5.25" x 5.25" Trim: 5" x 5" Safety/Live Area: 4.5" x 4.5"</p>	<p><b>Front Cover Logo</b> High resolution, transparent background Format: EPS or AI</p>
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## Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at swop.org or adobe.com/designcenter/acrobat/articles/acr6pdfx.html.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit Full Page spreads as single-page files.)

## Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Multiple Master Fonts and Type 1 are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%)
- Reversed text must be a minimum of 10 points.

## Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Media account manager.

## Printed proofs

Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP approved. View specifications online at swop.org. Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

## Submitting recommended printed proofs

Mail proofs to: Ascend Media LLC

Attn: AAD 2025

401 SW Ward Rd, Suite 210

Lee's Summit, MO 64081-2400

## Important notes

- All advertising is subject to AAD approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- All quantities are based on projected attendance.
- All quantities are based on projected attendance and room blocks.
- See the advertising policies

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

## DOCTORS BAG/HOTEL ROOM DELIVERIES

### How to participate in the Doctors Bag and Hotel Room Deliveries

1. Reserve space in the Doctors Bag/Hotel Room Deliveries on or before the space deadline.
2. Supply a prototype of your insert for approval by AAD. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AAD regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via email to Aimee Preator at [apreator@ascendmedia.com](mailto:apreator@ascendmedia.com)
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Media office, or you may incur additional costs.

The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Media will attempt to verify quantities received and notify advertisers of shortages.

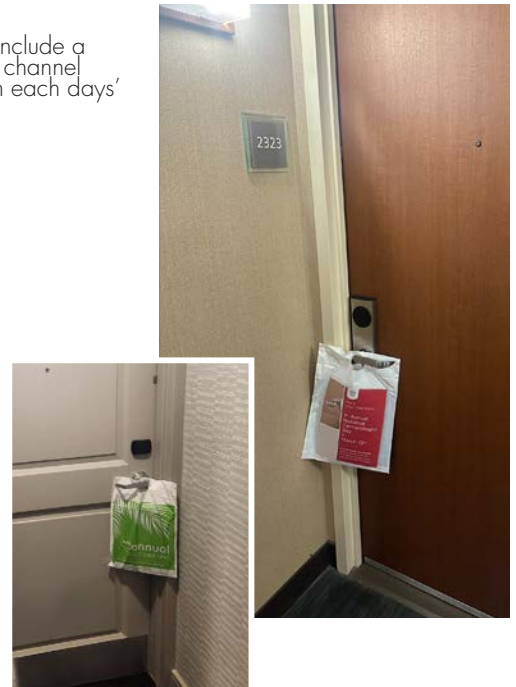
5. An Industry Highlights channel will be published on AAD Meeting News Central, which will include a schedule of Industry Programs. All AAD Doctors Bag supporters will have their insert within this channel labeled as "paid advertising content." A link to the Industry Highlights page will be included in each day's eDaily. See page 8 for specifications.

### Doctors Bags: Important notes

- All advertising is subject to the approval of AAD.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctors Bag Inserts.
- An insert is considered one 8.5" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 4 oz. This includes, but is not limited to, items such as: product samples; pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.
- If more than one item is planned for the Doctors Bag (i.e. a postcard and sample), the item must be sealed and presented for delivery as one item. The 4-oz weight is for the combined packaged item. Doctors Bag items submitted for inclusion that contain more than one item will be reviewed and assessed by both AAD and the Publisher to determine if additional costs will apply.
- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag. Prices are based on an 8.5" x 11" paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. Ad materials subject to AAD approval. See mechanical specifications for more information.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctors Bag to be delivered on a particular day.
- Doctors Bag circulation is based on projected attendance and room blocks at the time the rate card is produced.

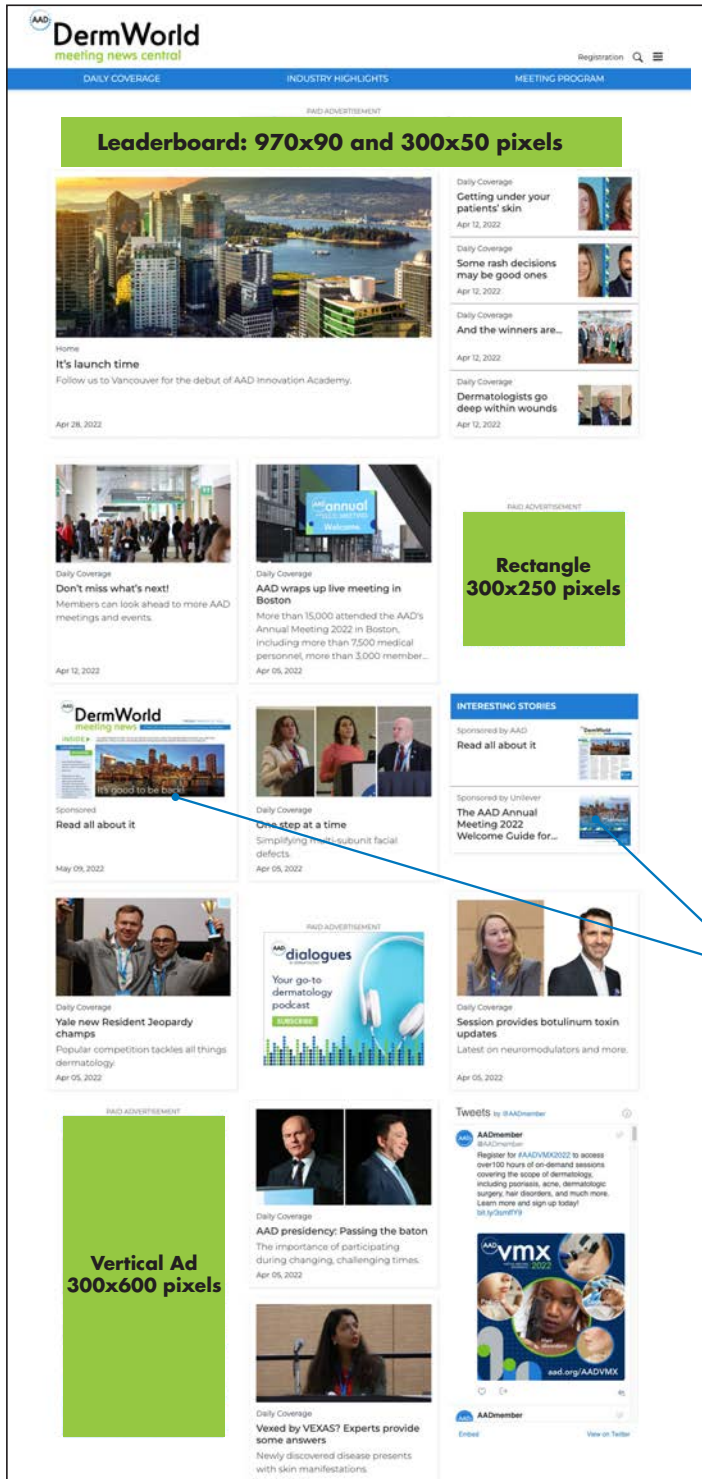
### Hotel Room Deliveries: Important notes

- All advertising is subject to the approval of AAD.
- Inserts will be shipped directly to the hotels handling distribution
- Quantities per hotel will be provided once event housing has closed
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided
- Handling fees for shipments received by hotels may apply.
- An insert is considered one 8.5" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached.
- All Hotel Room Deliveries that contain more than one insert will be reviewed and assessed by both AAD and the Publisher to determine if additional costs will apply.



Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

## Meeting News Central Specifications



### Photo Gallery

**Leaderboard:** 970x90 and 300x50 pixels

**Rectangle:** 300x250 pixels

**Five Images/Photos:** 1500 x 1000 pixels, 300 dpi, JPEG/PNG

### ROS Advertising

**Leaderboard:** 970x90 and 300x50 pixels

**Rectangle:** 300x250 pixels

**Vertical Ad:** 300x600 pixels

#### Ad Specifications

- Leaderboard, rectangle and vertical ad 300 x 600 must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AAD.
- The maximum ad file size is 100kb-125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

#### Ascend Ad Tagging Policy for ROS Advertising

- For the privacy of AAD's members, we DO NOT allow tracking pixels or tracking mechanisms that expose any personal identifying information or that would attempt to extract personal identifying information on landing pages or other websites.
- For advertising on landing pages and other websites, we allow:
  - JavaScript Double-Click (DCM) Ad Tags
  - We also support all ad tags that are supported by Google Ad Manager.
- We will provide a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.
- Advertisers may request that ad tags change for existing creative for our daily projects. There is a fee of \$150 per change.

### High-Performance Ads

**Hero Image/thumbnail image**  
Horizontal, minimum 300 dpi

**Headline:**  
Up to 75 characters

**Teaser:**  
Up to 250 characters

**Body copy:**  
Up to 1,000 words

- Header Background Image (behind the headline)**
- Color photo or image. No text, logos or people in the photo.
  - Must be able to accommodate white type.
  - Horizontal, minimum 300 dpi.
  - If not provided, Ascend will select a basic background.

#### Optional elements may include:

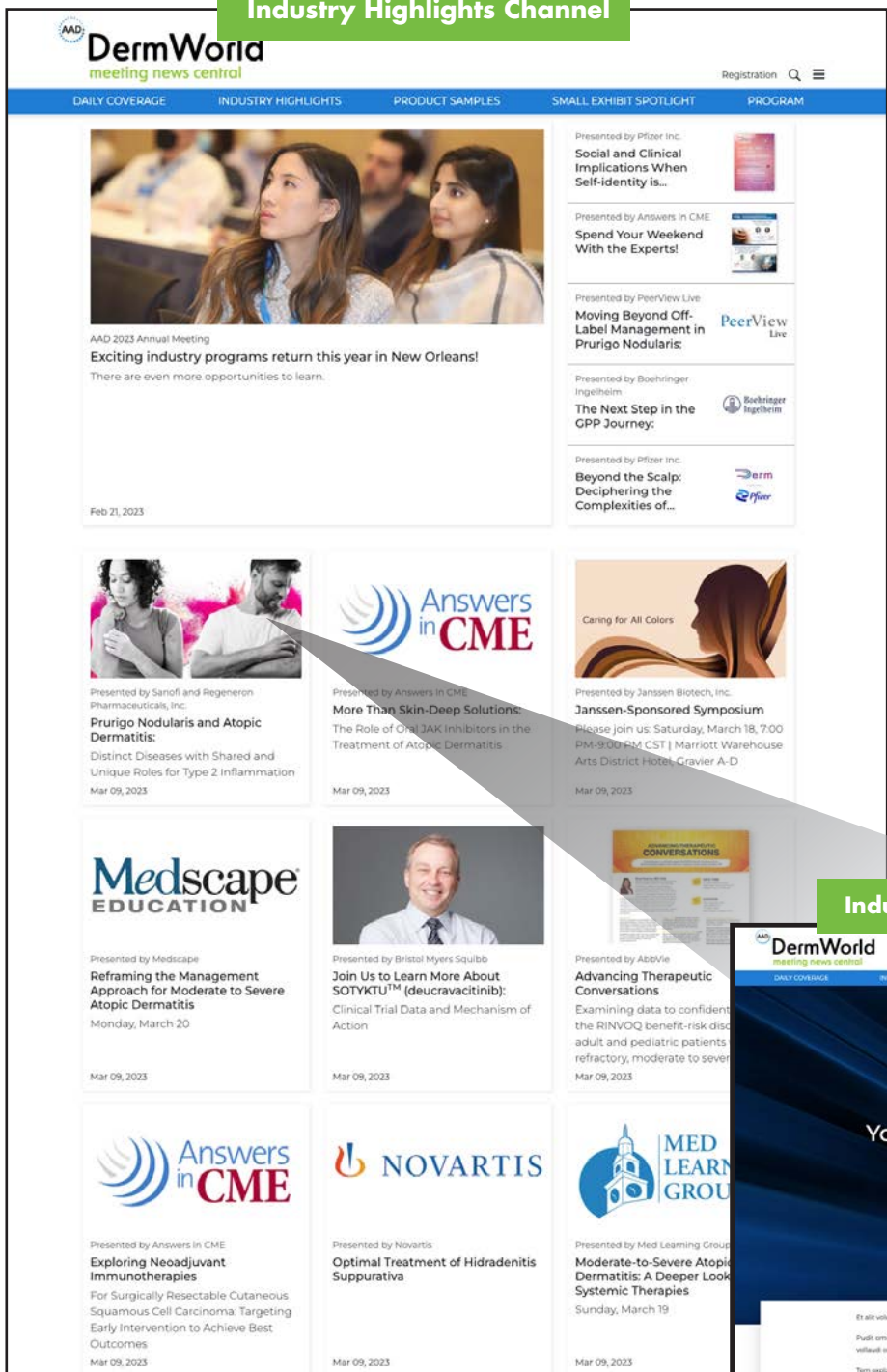
- Video: embed link from a video hosted on YouTube
- Hyperlinks

Advertisers may request to change content during the event cycle. There is a \$150 dollar fee per change out.





## Industry Highlights Channel



The screenshot shows the DermWorld meeting news central website. A green banner at the top reads "Industry Highlights Channel". Below it, there are several article cards. Each card includes a thumbnail image, a headline, a sub-headline, and a date. The cards are presented by various sponsors like Pfizer Inc., Answers in CME, PeerView Live, Boehringer Ingelheim, Janssen Biotech, Inc., Medscape, Bristol Myers Squibb, and Novartis. A large grey arrow points from the "Answers in CME" card to the "Industry Highlights Article" section below.

## Requirements for Industry Highlights Channel article on Meeting News Central

### Thumbnail image

Thumbnail Image on the channel page will be the first page of the PDF of your insert.

### Headline:

Up to 75 characters

### Teaser:

Up to 250 characters

### Body copy:

Up to 1,000 words

### Included within the article:

Hyperlink to complete PDF of Insert from Dr. Bag/Hotel Room Deliveries

### Optional:

#### Header Background Image (behind the headline)

- Color photo or image. No text, logos or people in the photo.
- Must be able to accommodate white type.
- Horizontal, minimum 300 dpi.
- If not provided, Ascend will select a basic background.

## Industry Highlights Article



The screenshot shows a layout for an Industry Highlights Article on the DermWorld website. It features a blue header with the DermWorld logo and navigation tabs. Below the header, there is a large white area with a blue background for the article content. The layout includes a placeholder for "Your Headline Here" with "Sponsored by Company Name" below it, and another placeholder for "Your Teaser Here". Below the article content, there is a white box with a grey background for "Your insert here". At the bottom of the page, there are social media icons and the AAD logo.

## Retargeting

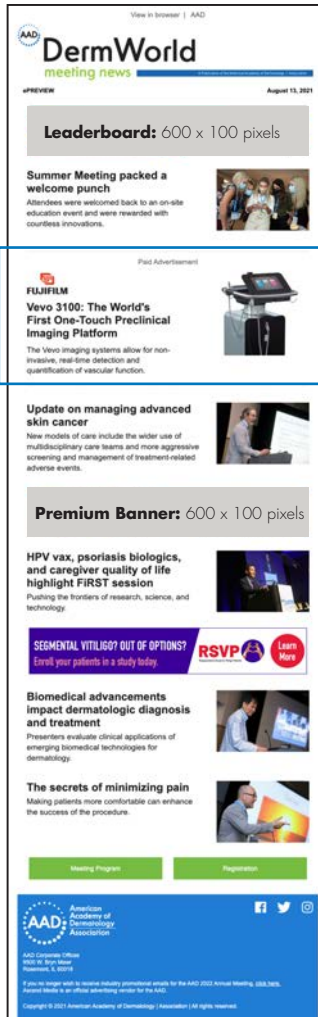
The minimum required to launch retargeting campaign.

### • Standard Ad Sizes:

- 300x250
- 728x90
- 160x600
- 180x150

### • Mobile Ad Sizes:

- 320x100
- 320x50



## Ad Dimensions for ePreviews, eDaily, and eHighlights

**Leaderboard:** 600 x 100 pixels

**Premium Banner:** 600 x 100 pixels

### Traffic-Driving Content Ad

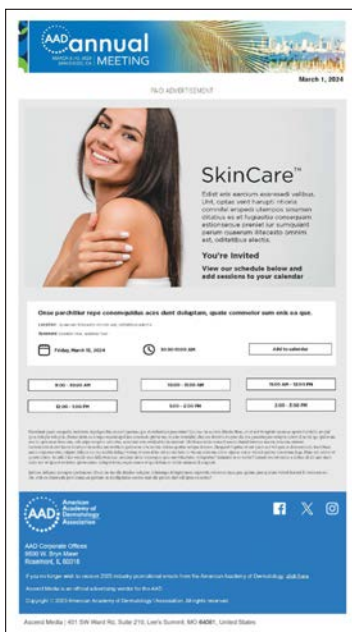
- Up to 1000-word article (can include URL links)
- Company name to be included in headline or teaser
- Headline: Up to 75 characters
- Teaser: 40-250 characters
- Thumbnail image: Horizontal and high resolution
- Logo: High resolution JPEG or PNG

## Specifications for ePreviews, eDaily and eHighlights

- Leaderboard and banner ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AAD. We can only provide ad metrics for ads that have an associated hyperlink.
- The maximum ad file size is 100kb-125kb.
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only one URL is accepted per animated GIF; we do not allow separate URLs embedded in individual frames.
- We can only provide ad metrics for ads that have an associated hyperlink.

## Ascend Ad Tagging Policy for ePreviews, eDaily and eHighlights


- Ad tagging for email deployment is not available. We can only accommodate static JPEG/PNG or animated GIF and a URL.



## Exclusive Exhibitor Email Requirements

- Ascend is responsible for integrating your layout with the event header and footer code. Advertiser should not include the following elements
  - Designed headers or footers.
  - "Contact us," "Do not reply" statements, unsubscribe links, mail correspondence references and the like in a footer. These elements will be included by Ascend in an association footer since the email is coming from the association.
- Subject lines are limited no more than 7 words.
- All images required should be supplied as 72dpi email-optimized JPG or PNG images
- All links within the email must be hosted externally by the advertiser.
- Final html file, including all graphics must be delivered to Ascend as a zip file to avoid possible file corruption
- Advertisers may include their own UTM tracking codes within their html file but Ascend is unable to test these tags. When email tests are sent to the advertiser, it will be their responsibility to test all internal tracking/tagging.
- While every attempt is made to ensure the accurate deployment of provided content, Ascend cannot be responsible for formatting or text inaccuracies that are caused by a specific browser or setting. This applies to both desktop and mobile deployments.
- Guidelines for provided code:
  - 650px width with 25px margins
  - Full width (650px) images for the initial head image, all other content requires 25px padding left/right for a content area of 600px
  - Code should only include:
    - Basic media query in <style> tags for responsive code only
    - Content starting and ending with <table> tags (no header/body tags as that is already part of our template.
    - For responsive, we will allow basic Media Queries for show/hide and basic width handling
    - Code must be run through a validation tool, such as Litmus or EmailOnAcid to confirm responsiveness before submission.

**eHighlights with Product Samples**



April 5, 2022


PAID ADVERTISEMENT

## Leaderboard

600 x 100 pixels

**The future is now**

The future is knocking, and it's bringing exciting developments to a host of new dermatologic drugs, devices, and novel techniques.




PAID ADVERTISEMENT

## Premium Banner

600 x 100 pixels

**New session devoted to innovation in practice management**

Getting down to business is the focus of the 2022 AAD Innovation Academy session C001- Practice Management Course, which will explore the nuts and bolts of managing an efficient and successful dermatology practice.





PAID ADVERTISEMENT

Free product samples below you may have missed on-site!


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**Intensive Repair Lotion**  
Intensive care for dry skin.  
[Click here for a free sample](#)






**Eczema Relief Medicated Cream**  
Provides significant relief of redness and irritation from eczema.  
[Click here for a free sample](#)





Meeting Program

Claim CME




AAD Corporate Offices  
9500 W. Bryn Mawr  
Rosemont, IL 60018

If you no longer wish to receive industry promotional emails for the 2022 AAD Innovation Academy, [click here](#). Ascend Media is an official advertising vendor for the AAD.

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**Samples & Solutions Channel**



Registration

DAILY COVERAGE | INDUSTRY HIGHLIGHTS | PRODUCT SAMPLES | MEETING PROGRAM


**Derm products you need to know about**



Order your free samples here

Product Samples  
**AAD meeting product samples you may have missed onsite**  
\*\*\* For Demonstration Purposes Only \*\*\*  
Nov 01, 2022


Product Samples  
**Intensive Repair Lotion**



Nov 01, 2022

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Product Samples  
**Oil-Free Acne Wash**



Nov 01, 2022


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Product Samples  
**Eczema Relief Medicated Cream**



Nov 01, 2022

**Samples & Solutions Article**




DAILY COVERAGE | INDUSTRY HIGHLIGHTS | PRODUCT SAMPLES

Published: Nov 01, 2022

## Eczema Relief Medicated Cream

Provides significant relief of redness and irritation from eczema


Nat earcia qui dolor sam, consequ iduciipi cidebite de ne aliquoditio. Solupta temquatur, aut officius ipic te provitate rehenda nihit exerchiclit oditem que pliqui dolum, vollabores none vollessi iur?




Si vid eici as quident, te es sum autem is eum ellabor escipsam haribus sinci rector, volorep elitaerae rest, comnime aut incipis cipsam, sam, autecullores ratem sunt est quae. Parum duntium vollesequam et maio tes quiaest oratur sed moluption eosandunt doluptiones eumquun toriam, qui omnihit, velignatiam quunt et expliquo tem necti non esto.

[Click here for free sample](#)

**MORE IN PRODUCT SAMPLES**



Product Samples  
**Intensive Repair Lotion**  
Nov 01, 2022



Product Samples  
**Oil-Free Acne Wash**  
Nov 01, 2022

## Samples & Solutions Article Specifications

- Product Name
- Company Name
- Up to 500 word article
- Headline: Max of 75 characters
- Teaser: 40-250 characters
- Product image: horizontal and high resolution
- Contact Name and email for leads



# AAD ADVERTISING STANDARDS

The American Academy of Dermatology and AAD Association (collectively, “the Academy”) owns or controls a variety of communication outlets, including but not limited to publications, websites, digital newsletters, meeting site signage (banners, buses, billboards et al), etc., and accepts advertising as a means of keeping our audiences informed of products and services, and as a source of non-dues revenue.

## GENERAL ELIGIBILITY

1. Advertising eligibility is governed by the Academy’s Advertising Standards, bylaws, administrative regulations and policies, and all applicable federal, state and local laws.
2. The Academy follows the Standards for Commercial Support of Continuing Medical Education of the Accreditation Council for Continuing Medical Education (ACCME) and the Council on Medical Specialty Societies Code for Interactions with Companies. The Academy also complies with the PhRMA and AdvaMed guidelines on the interaction with health care providers to the extent they are consistent with AAD guidelines.
3. The Academy accepts advertising only if acceptance does not pose or imply a conflict of interest.
4. The Academy regularly reviews advertisements for suitability according to industry advertising standards, and as governed by the Federal Trade Commission (FTC). The Academy reserves the right to reject or not to renew previously approved advertisements.

## ADVERTISING COPY

1. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient shall appear.
2. It is the sole responsibility of the advertiser to ensure that advertisements are in compliance with all applicable industry, state and federal regulatory and governmental agency guidelines (FDA, FCC, FTC, PhRMA, CMSS, OIG, CFSAN, etc.), as well as continuing medical education guidelines (AMA, ACCME, etc.), as appropriate. Appearance of advertising in Academy publications should not be construed as a guarantee that the manufacturer has complied with such laws and regulations.
3. Advertisements containing claims about the safety or effectiveness of health care products or services may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.
4. Guarantees may be used in advertisements provided the statements that are “guaranteed” are considered truthful, supportable, and could be used whether or not they are guaranteed. Companies must disclose conditions and limitations of any product guarantees.
5. Comparison to a competitor’s products or services is permitted if claims of superiority have not been challenged by any governing body, and data from well-controlled clinical studies cited in recognized, peer-reviewed medical journals, are cited in the ad, or can be made available upon request. Comparisons to a competitor’s products or services may not be disparaging, false or misleading. Comparison to the Academy’s products or services is prohibited.
6. Advertisement of memberships, products, meetings or services that compete directly with those offered by the Academy is generally prohibited. Fundraising by organizations other than the Academy is prohibited.
7. Artwork, format, and layout of ads should be such as to avoid confusion with editorial content of the communication outlet. The word “advertisement” may be required.
8. The inclusion of an advertisement in Academy communications outlets is not to be construed or publicized as an endorsement or approval by the Academy of any company or company’s products or services, nor referred to in collateral advertising.

## ELECTRONIC ADVERTISING POLICY

### Acceptance

The American Academy of Dermatology accepts advertisements within select areas of the member and public sections of its website, and in its digital publications, except on pages which have been deemed inappropriate for commercial ads.

### Format

Ads on the Academy website conform with the standard sizes suggested by the Interactive Advertising Bureau (IAB, [www.iab.net](http://www.iab.net)). The Academy accepts banner advertisements including skyscrapers, rectangles, and horizontal banners.

### Requirements

Digital advertisements must:

1. Be in accordance with the guidelines set forth in the AAD Advertising Standards.
2. Be clearly distinguishable from editorial content. All digital ads are labeled with the word “advertisement”.
3. Be in the format of static or rotating banner ads, audio or video that requires “push to play”. The following types of electronic advertising are prohibited: pop-ups, scroll-overs, corner peels, crawls, and floating ads.
4. Be placed at random. Advertisements will not appear adjacent to relevant editorial except by chance. Advertisements may not appear adjacent to content that carries AMA Category 1 Credits.
5. Not collect any personal information from any user, except with the user’s knowledge and permission and only after providing information about the uses to which the information will be put. Cookies, applets and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user’s knowledge and permission.
6. Disclose the full rules for any market research or promotion associated with an advertisement. This information must be displayed in the advertisement or available via a hyperlink.

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### Limitation of Liability

The Academy will endeavor to publish advertisements promptly and accurately. The Academy assumes no responsibility to verify statements contained in an advertisement. Any inadvertent errors by the Academy will be corrected promptly upon discovery, without additional charge, and such obligation to correct shall constitute sole liability of the Academy.

### Interpretation and Application of Standards

All matters and questions not specifically covered by these Standards, or other specific Academy guidelines, are subject to the final decision of the Executive Committee of the Academy.

### Violations

Specific actions may be taken by the Academy for violation of any provision of these standards. The action taken will be determined on the basis of the particular circumstances of the violation, but in cases involving major violations, may include legal action.



9500 W Bryn Mawr Avenue, Ste 500  
Rosemont, IL 60018-5216  
Telephone 847.330-0230  
Fax 847.330.8907  
Website: [www.aad.org](http://www.aad.org)

# MATERIALS SUBMISSION PROCEDURE

All ads, inserts and promotional items require approval by AAD (Academy). Please allow five business days for approval. We highly recommend that advertisers do not print materials, or go live with websites, before Academy approval is received. The Academy is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

Submit a copy of your ad/insert/promotional item via email for approval. Please indicate the name of the exhibiting company and provide the name of the meeting in the subject line of the email.

Item	Prototype Due	Ad materials/Promotional or Insert Materials Due	Maximum Dimensions	Materials Contact
Attendee Registration Emails	Sept. 10, 2024	Sept. 25, 2024	n/a	Carrie Parratt: cparratt@aad.org
Annual Meeting Announcement	Sept. 2, 2024	Sept. 23, 2024	n/a	Carrie Parratt: cparratt@aad.org
Meeting Information Emails to Members: Annual Meeting Save The Date Email	Sept. 10, 2024	Oct. 1, 2024	n/a	Carrie Parratt: cparratt@aad.org
Meeting Information Emails to Members: Registration and Housing Opening Email	Oct. 15, 2024	Nov. 5, 2024	n/a	Carrie Parratt: cparratt@aad.org
Meeting Information Emails to Members: New Session Highlights Email	Nov. 4, 2024	Nov. 25, 2024	n/a	Carrie Parratt: cparratt@aad.org
<i>DermWorld Meeting News</i> Preview Edition	Nov. 8, 2025	Jan. 15, 2025	n/a	Carrie Parratt: cparratt@aad.org
ePreview #1	Dec. 6, 2024	Dec. 20, 2024	n/a	Andrea Johnson ajohnson@ascendmedia.com
Meeting Information Emails to Members: Early Bird Reminder Email	Dec. 6, 2024	Dec. 20, 2024	n/a	Carrie Parratt: cparratt@aad.org
ePreview #2	Dec. 30, 2024	Jan. 13, 2025	n/a	Andrea Johnson ajohnson@ascendmedia.com
<i>DermWorld Magazine</i> Stand Sponsorship	Jan. 7, 2025	Jan. 21, 2025	n/a	Kate Hegarty khegarty@ascendmedia.com
Newsstand Sponsorship	Jan. 7, 2025	Jan. 21, 2025	n/a	Kate Hegarty khegarty@ascendmedia.com
Hotel Advertising	Jan. 24, 2025	Jan. 31, 2025	n/a	Kate Hegarty khegarty@ascendmedia.com
Mobile App Advertising	Jan. 10, 2025	Jan. 24, 2025	n/a	Carrie Parratt: cparratt@aad.org
ePreview #3	Jan. 13, 2025	Jan. 27, 2025	n/a	Andrea Johnson ajohnson@ascendmedia.com
<i>DermWorld Meeting News</i>	Jan. 14, 2025	Jan. 28, 2025	n/a	Andrea Johnson ajohnson@ascendmedia.com
Attendee Welcome Guide	Jan. 16, 2025	Jan. 30, 2025	n/a	Andrea Johnson ajohnson@ascendmedia.com
Convention Center Map	Jan. 16, 2025	Jan. 30, 2025	n/a	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Emails	Jan. 17, 2025	Jan. 31, 2025	n/a	Kate Hegarty khegarty@ascendmedia.com
Doctors Bag Insert	Jan. 24, 2025	Jan. 31, 2025	8.5" x 11"	Aimee Preator apreator@ascendmedia.com
Doctors Bag Premium	Jan. 24, 2025	Jan. 31, 2025	8.5" x 11"	Aimee Preator apreator@ascendmedia.com
ePreview #4: Industry Programs	Jan. 28, 2025	Feb. 11, 2025	n/a	Andrea Johnson ajohnson@ascendmedia.com
Meeting Information Emails to Members: Things To Know Before You Go Email	Jan. 30, 2025	Feb. 13, 2025	n/a	Carrie Parratt: cparratt@aad.org
Morning Agenda Email	Jan. 30, 2025	Feb 13, 2025	n/a	Andrea Johnson ajohnson@ascendmedia.com
eDaily	Jan. 31, 2025	Feb. 14, 2025	n/a	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #1	Feb. 10, 2025	Feb. 24, 2025	n/a	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #2	Feb. 17, 2025	March 3, 2025	n/a	Andrea Johnson ajohnson@ascendmedia.com
Hotel Room Deliveries	Feb. 18, 2025	March 4, 2025	8.5" x 11"	Kate Hegarty khegarty@ascendmedia.com
"Post-It" Style Notes on Hotel Doors	Feb. 18, 2025	March 4, 2025	6" x 9"	Kate Hegarty khegarty@ascendmedia.com
Product Sample Bag/Box	Feb. 18, 2025	March 4, 2025	4 oz.	Kate Hegarty khegarty@ascendmedia.com
<i>DermWorld Meeting News</i> Post Edition	March 27, 2025	April 17, 2025	n/a	Carrie Parratt: cparratt@aad.org
Meeting News Central	Ongoing	Ongoing	n/a	Andrea Johnson ajohnson@ascendmedia.com
Retargeting	Ongoing	Ongoing	n/a	Andrea Johnson ajohnson@ascendmedia.com

**Please make note of these important advertising policies:**

1. Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media that particular products or services have been exhibited at the 2025 AAD Annual Meeting or in a manner that could be construed as an endorsement by the Academy or by its members is prohibited. With the exception of the Academy approved recognition programs, Academy logos, seals, trademarks, service marks, or other similar property rights, including those that are in disuse, may not be used in connection with any product or advertising materials displayed or distributed. Please reference the AAD Advertising Standards for the entire policy.
2. Use of the AAD Corporate Logo or the 2025 AAD Annual Meeting Logo is prohibited.
3. All inserts and promotional items require approval by the Academy. Please allow five business days for approval. The Academy highly recommends that advertisers do not print materials, or go live with Web sites, before Academy approval is received. The Academy is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.
4. Please carefully read the Academy's Advertising Standards for detailed information regarding acceptance standards. The Advertising Standards are included in the 2025 AAD Annual Meeting Advertising Opportunities brochure, available online or from your Ascend Media account manager or on the AAD website, [www.aad.org/advertise](http://www.aad.org/advertise).
5. Booth numbers are not required however if included must adhere to the following guidelines.
  - a. Cannot be referenced as an AAD Booth. Ex: See us at AAD Booth # XXXX
  - b. Acceptable: Visit booth #XXXX
  - c. Acceptable: Visit us at the AAD Annual Meeting in booth #XXXX
  - d. Acceptable: Visit booth #XXX at the AAD Annual Meeting.
6. Advertisers cannot use the AAD name in ad as an implied endorsement of a company, product or service.
  - a. Ex: As discussed at AAD, our product...
  - b. Ex: As seen at AAD...
7. Any reference to AAD must include the full meeting name.
  - a. Cannot use reference: Visit us at AAD.
  - b. Acceptable: Visit us at AAD Annual Meeting.
8. The AAD name/logo may not be used, nor make any reference to the AAD's meetings, on marketing or other materials related to the INC Program/Product Session, as your INC Program/Product Session is independent of the AAD's Annual Meeting and/or Annual Meeting.
9. INC Program printed materials, including promotional materials, must contain the following disclaimer statements:
  - a. This program is independent and is not part of the official AAD Annual Meeting, as planned by its Scientific Assembly Committee.
  - b. This program does not qualify for Continuing Medical Education (CME) Credit.
10. Industry Product Session printed materials must include the following disclaimer: "This Industry Product Session is a promotional activity and is not approved for continuing education credit. The content of this session and opinions expressed by presenters are those of the Presenting Company or presenters and do not represent an endorsement by, nor imply that the products have been evaluated or approved by the American Academy of Dermatology."
11. For digital ads promoting an INC Program/Industry Product Session, that link to a registration page for their specific program must include the approved specific language on the registration page.
  - a. INDUSTRY PRODUCT SESSIONS: "This Industry Product Session is a promotional activity and is not approved for continuing education credit. The content of this session and opinions expressed by presenters are those of the Presenting Company or presenters and do not represent an endorsement by, nor imply that the products have been evaluated or approved by the American Academy of Dermatology."
  - b. INC PROGRAMS: This program does not qualify for Continuing Medical Education (CME) credit and is not part of the official AAD Annual Meeting as planned or endorsed by its Scientific Assembly Committee."
12. For digital advertising that does NOT link to specific program registration page the following must be included on the ad.
  - a. INDUSTRY PRODUCT SESSIONS: "This Industry Product Session is a promotional activity and not approved for CME credit. The content and opinions of this session are those of the Presenting Company and do not represent an endorsement by, nor imply that the products have been evaluated or approved by the American Academy of Dermatology."
  - b. INC PROGRAMS: "This program does not qualify for Continuing Medical Education (CME) credit and is not part of the official AAD Annual Meeting as planned or endorsed by its Scientific Assembly Committee."