ASCEND MEDIA ADVERTISING AGREEMENT

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

AAD annual MEETING
MARCH 19–23, 2027
SAN FRANCISCO, CA

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

EXPERIENTIAL HOTEL OPPORTUNITIES

"Cheers!" Celebratory Booth Driver

Hilton Cityscape Sky Bar	____ $37,500
Westin Bourbon Lounge	____ $37,500
Parc 55 Cable 55	____ $35,000

Cup of Joe on the Go!

Hilton San Francisco Union Square	
Friday, March 19	____ $52,500
Saturday, March 20	____ $52,500
Sunday, March 21	____ $52,500
Monday, March 22	____ $36,600
Westin St. Francis	
Friday, March 19	____ $31,500
Saturday, March 20	____ $31,500
Sunday, March 21	____ $31,500
Monday, March 22	____ $25,250
Parc 55 San Francisco	
Friday, March 19	____ $27,000
Saturday, March 20	____ $27,000
Sunday, March 21	____ $27,000
Monday, March 22	____ $19,750

"*DermWorld* NightCap" Official AAD Audio Report

Top eight hotels	____ $84,750
Top five hotels	____ $66,000
Top three hotels	____ $51,000

Live Interactive Sidewalk Art Experience

Hilton San Francisco Union Square	____ $36,000
Parc 55	____ $30,000

"Sweet" Dreams

San Francisco Marriott Marquis	
Friday, March 19	____ $28,000
Saturday, March 20	____ $28,000
Sunday, March 21	____ $15,750
Hilton San Francisco Union Square	
Friday, March 19	____ $48,000
Saturday, March 20	____ $48,000
Sunday, March 21	____ $32,000
Westin St. Francis	
Friday, March 19	____ $42,000
Saturday, March 20	____ $42,000
Sunday, March 21	____ $25,750
Parc 55 San Francisco	
Friday, March 19	____ $24,000
Saturday, March 20	____ $24,000
Sunday, March 21	____ $16,000

ENGAGEMENT PACKAGES

Branding Package	____ $28,510
Lead Generation Package	____ $21,250
Navigation Package	____ $62,440
Traffic Building Package	____ $53,345
Program Promotion Package	____ $26,890

MEETING NEWS AND NAVIGATION PRODUCTS

Annual Meeting Announcement

Exclusive Opportunity ____ $38,500

Distribution Center: *DermWorld*

Exclusive Opportunity ____ $26,800

Distribution Center: Meeting News Daily

Distribution Centers with Full Page Ad	____ $43,815
Distribution Centers only	____ $30,750

Lead Gen Program

Lead Gen ____ $10,000

Meeting News Central

ROS All Positions (four available)	____ $30,000
Photo Gallery (Exclusive)	____ $10,000
ROS Leaderboard (one available)	____ $13,905
Product Samples	____ $10,000
Lead Gen	____ $10,000
ROS Rectangle (one available)	____ $9,270
High-Performance Ads/Interesting Stories	____ $8,000
ROS Vertical (one available)	____ $7,725
U.S.-only fee	____ $500

Meeting News Daily (*DermWorld Meeting News*)

Standard Rates (Includes all three issues)

Full Page Spread	____ $26,135
Full Page	____ $13,325
Full Page PI (B/W)	____ $11,355
Half Page	____ $9,855
Quarter Page	____ $7,060

Rates continued and signature required on page 5.

Premium Rates

Front Page Banner with Full Page Ad	____	$21,090
Front Page Banner only	____	$13,060
Map Premium	____	$20,865
Cover Flap* with Full Page Ad	____	$19,465
Cover Flap only*	____	$9,735
Back Cover	____	$16,450
Inside Front Cover	____	$15,240
Inside Back Cover	____	$15,240

**First issue only. Additional print and production fees will apply.*

Meeting News Preview Edition (*DermWorld Meeting News*)

Exclusive Opportunity	____	$38,500

Meeting News Post Edition (*DermWorld Meeting News*)

Exclusive Opportunity	____	$38,500

Navigation Package

Exclusive Opportunity	____	$62,440

Photo Gallery Exclusive

Exclusive Opportunity	____	$10,000

Product Sampling Program

Product Sample	____	$10,000

Session Tracks: Hair Disorders and Treatments

Exclusive Opportunity	____	$40,000

Session Tracks: Inflammatory Conditions

Exclusive Opportunity	____	$40,000

Session Tracks: Pigmentary Conditions

Exclusive Opportunity	____	$40,000

Session Tracks: Skin Care

Exclusive Opportunity	____	$40,000

EMAIL AND SOCIAL MEDIA

All ePreviews + all eDailies

Premium Banner: Position 1	____	$38,775
Traffic Driving Content Ad: Position 1,2,3	____	$42,770
U.S.-only distribution fee	____	$500 each

eDaily

Leaderboard (all issues)	____	$23,485
Premium Banner: Position 2 or lower (all issues)	____	$20,235
Traffic-Driving Content Ad: Position 4 or lower (all issues)	____	$19,645
Traffic-Driving Content Ad (per issue)	____	$6,325 each
U.S.-only distribution fee	____	$500

eHighlights #1 and #2

Premium Banner: Position 1	____	$21,380
Traffic-Driving Content Ad: Position 1 or 2	____	$21,380
U.S.-only distribution fee	____	$500

eHighlights #1: Late March

Leaderboard	____	$14,135
Premium Banner: Position 2 or lower	____	$10,180
Traffic-Driving Content Ad: Position 3 or lower	____	$10,180
U.S.-only distribution fee	____	$500

eHighlights #2: Early April

Leaderboard	____	$14,135
Premium Banner: Position 2 or lower	____	$10,180
Traffic-Driving Content Ad: Position 3 or lower	____	$10,180
U.S.-only distribution fee	____	$500

ePreview #1: Mid-Februrary

Leaderboard	____	$6,815
Premium Banner: Position 2 or lower	____	$5,565
Traffic-Driving Content Ad: Position 4 or lower	____	$7,030
U.S.-only distribution fee	____	$500

ePreview #2: Early February

Leaderboard	____	$6,815
Premium Banner: Position 2 or lower	____	$5,565
Traffic-Driving Content Ad: Position 4 or lower	____	$7,030
U.S.-only distribution fee	____	$500

ePreview #3: Mid-March

Leaderboard	____	$6,815
Premium Banner: Position 2 or lower	____	$5,565
Traffic-Driving Content Ad: Position 4 or lower	____	$7,030
U.S.-only distribution fee	____	$500

Exclusive Exhibitor Email Package

Pre-Meeting	____	$38,500
During Meeting	____	$36,050
Post-Meeting	____	$36,050
U.S.-only distribution fee	____	$500

Morning Agenda Email

Leaderboard (all issues)	____	$25,000
Premium Banner 1 (all issues)	____	$22,500
Premium Banner 2 (all issues)	____	$20,000
U.S.-only distribution fee	____	$500

Retargeting

25,000 impressions	____	$7,000

HOTEL MARKETING: INSIDE ROOM

Do Not Disturb Sign (Marriott Marquis San Francisco)

Exclusive Opportunity	____	$19,550

Mini Fridge Takeover

**Top Eight Hotels includes: San Francisco Marriott Marquis, Hilton San Francisco Union Square, Westin St. Francis, Parc 55, San Francisco, A Hilton Hotel, Grand Hyatt San Francisco, Intercontinental San Francisco, Hyatt Regency Downtown SOMA and Hotel Nikko San Francisco.*

**Top Three Hotels includes: San Francisco Marriott Marquis, Hilton San Francisco Union Square and Westin St. Francis.*

Rates continued and signature required on page 5.

Hilton San Francisco Union Square
March 18 (1,400 deliveries) ____ $23,800
March 19 (1,400 deliveries) ____ $23,800

Westin St. Francis
March 18 (850 deliveries) ____ $21,250
March 19 (850 deliveries) ____ $21,250

Parc 55 San Francisco
March 18 (550 deliveries) ____ $9,350
March 19 (550 deliveries) ____ $9,350

Premium Hotel Room Delivery
Hilton San Francisco Union Square
March 18 (1,400 deliveries) ____ $23,800
March 19 (1,400 deliveries) ____ $23,800

San Francisco Marriott Marquis
March 18 (1,150 deliveries) ____ $23,000
March 19 (1,150 deliveries) ____ $23,000

Westin St. Francis
March 18 (850 deliveries) ____ $21,250
March 19 (850 deliveries) ____ $21,250

Parc 55 San Francisco
March 18 (550 deliveries) ____ $9,350
March 19 (550 deliveries) ____ $9,350

Standard Hotel Room Delivery: Inside Room
Combined buy opportunities. See Hotel Advertising section for individual hotel rates.
Top Eight Hotels*
March 19 (5,500 deliveries) ____ $79,750
March 20 (5,500 deliveries) ____ $79,750

Top Three Hotels*
March 19 (3,300 deliveries) ____ $47,850
March 20 (3,300 deliveries) ____ $47,850

Product Sample Bag/Box
Top Eight Hotels*
March 18 (5,500 deliveries) ____ $77,000
March 19 (5,500 deliveries) ____ $77,000
March 20 (5,500 deliveries) ____ $77,000

Top Three Hotels*
March 18 (3,300 deliveries) ____ $54,450
March 19 (3,300 deliveries) ____ $54,450
March 20 (3,300 deliveries) ____ $54,450

**Top Eight Hotels includes: San Francisco Marriott Marquis, Hilton San Francisco Union Square, Westin St. Francis, Parc 55, San Francisco, A Hilton Hotel, Grand Hyatt San Francisco, Intercontinental San Francisco, Hyatt Regency Downtown SOMA and Hotel Nikko San Francisco.*

**Top Three Hotels includes: San Francisco Marriott Marquis, Hilton San Francisco Union Square and Westin St. Francis.*

HOTEL MARKETING: OUTSIDE ROOM

Doctors Bag Insert
Per insert ____ $13,585

Doctors Bag Premium ____ $29,510

Standard Hotel Room Delivery: Outside Room
Combined buy opportunities. See Hotel Advertising section for individual hotel rates.
Top Eight Hotels*
March 18 (evening) (5,500 deliveries) ____ $55,000
March 19 (5,500 deliveries) ____ $55,000
March 20 (5,500 deliveries) ____ $55,000
Top Three Hotels*
March 18 (evening) (3,300 deliveries) ____ $33,000
March 19 (3,300 deliveries) ____ $33,000
March 20 (3,300 deliveries) ____ $33,000

"Post-It" Style Notes on Hotel Doors
Top Eight Hotels*
March 18 (5,500 deliveries) ____ $53,625
March 19 (5,500 deliveries) ____ $53,625
March 20 (5,500 deliveries) ____ $53,625

Top Three Hotels*
March 18 (3,300 deliveries) ____ $34,650
March 19 (3,300 deliveries) ____ $34,650
March 20 (3,300 deliveries) ____ $34,650

HOTEL ADVERTISING: MARRIOTT MARQUIS SAN FRANCISCO

Exclusive opportunities unless noted otherwise. Additional production fees may apply.

Atrium Stairs ____ $25,000
Do Not Disturb Sign ____ $19,550
Front Entrance Glass Clings ____ $30,000
Front Entrance Glass Railings ____ $30,000
Golden Gate Column Wraps ____ $15,000
Golden Gate Digital Sign ____ $39,000
Lobby Column Wraps ____ $30,000
Lobby Elevators
"Pink" high-rise set ____ $56,000
"Yellow" mid-rise set ____ $56,000
"Blue" low-rise set ____ $28,000
Lobby Escalators/Stairs ____ $40,000
Lobby Gobo ____ $27,000
Lobby LED Banner ____ $20,000
Lobby Restaurant/Lounge Branding ____ $60,000
Lobby Seating Areas ____ $42,000
Lobby Video Wall ____ $60,000
Lobby Wall Graphic ____ $25,000
Meeting Room Escalators ____ $14,000
Mission Street Pantry Tabletops ____ $20,000
Mission Tunnel Seating Area ____ $25,000
Outdoor Window Clings
4th Street window ____ $70,000
Mission Street window ____ $70,000
Corner of 4th and Mission ____ $85,000

Rates continued and signature required on page 5.

Premium Hotel Room Delivery
March 18 (1,150 deliveries) ____ $23,000
March 19 (1,150 deliveries) ____ $23,000
Restaurant Row ____ $230,000
Standard Hotel Room Delivery: Inside Room
March 19 (1,100 deliveries) ____ $18,700
March 20 (1,100 deliveries) ____ $18,700
Standard Hotel Room Delivery: Outside Room
March 18 evening (1,100 deliveries) ____ $14,300
March 19 (1,100 deliveries) ____ $14,300
March 20 (1,100 deliveries) ____ $14,300
Valet Video Wall ____ $54,000
Wall Graphics and Tabletops in Mission Tunnel
Each (three available) ____ $10,000
Wall Graphics in Mission Tunnel
Each (four available) ____ $5,000
Yerba Buena Escalator Digital Sign ____ $38,500

HOTEL ADVERTISING: HILTON SAN FRANCISCO UNION SQUARE

Exclusive opportunities unless noted otherwise. Additional production fees may apply.

Ballroom Escalator Clings ____ $8,000
Corridor Column Display ____ $18,000
Corridor Impact Walls ____ $15,000
Front Desk Graphic ____ $30,000
Front Desk Wall ____ $20,000
Front Entrance Branding ____ $40,000
Front Entrance Railing ____ $30,000
Guest Elevators
Tower 1: Six Elevators ____ $20,000
Tower 2: Four Elevators ____ $9,000
Tower 3: Six Elevators ____ $20,000
Lobby Digital Sign
Each (two available) ____ $20,000
Lobby Escalators ____ $15,000
Lobby Gobo ____ $16,000
Lobby Lounge Branding ____ $85,000
Lobby Restroom Mirror Clings ____ $20,000
Lobby Wall Clings ____ $25,000
Major Walkway Branding ____ $20,000
Mini Fridge Takeover ____ $23,800
Premium Hotel Room Delivery
March 18 (1,400 deliveries) ____ $23,800
March 19 (1,400 deliveries) ____ $23,800
Shuttle Bus Doors ____ $18,000
Standard Hotel Room Delivery: Inside Room
March 19 (1,400 deliveries) ____ $23,800
March 20 (1,400 deliveries) ____ $23,800
Standard Hotel Room Delivery: Outside Room
March 18 evening (1,400 deliveries) ____ $18,200
March 19 (1,400 deliveries) ____ $18,200
March 20 (1,400 deliveries) ____ $18,200
Tower 3 Lobby Branding
Wall Clings/Charging Tables (three available) ____ $25,000 each
Restaurant Wall Cling ____ $10,000
Column Wrap ____ $8,500
Urban Tavern Windows ____ $25,000

HOTEL ADVERTISING: WESTIN ST. FRANCIS

Exclusive opportunities unless noted otherwise. Additional production fees may apply.

Front Desk Digital Signage ____ $58,000
Guest Elevator Clings
Landmark elevators (G-K) ____ $15,000
Tower elevators (A-E) ____ $15,000
Lobby Columns ____ $58,000
Main Entrance Branding ____ $25,000
Mini Fridge Takeover ____ $21,250
Premium Hotel Room Delivery
March 18 (850 deliveries) ____ $21,250
March 19 (850 deliveries) ____ $21,250
Shuttle Bus Doors ____ $23,000
Standard Hotel Room Delivery: Inside Room
March 19 (800 deliveries) ____ $13,600
March 20 (800 deliveries) ____ $13,600
Standard Hotel Room Delivery: Outside Room
March 18 evening (800 deliveries) ____ $10,400
March 19 (800 deliveries) ____ $10,400
March 20 (800 deliveries) ____ $10,400
Valet Doors ____ $30,000

HOTEL ADVERTISING: HYATT REGENCY DOWNTOWN SOMA

Exclusive opportunities unless noted otherwise. Additional production fees may apply.

Front Entrance ____ $10,000
Lobby Elevator Branding ____ $12,000
Lobby Escalator Windows ____ $20,000
Lobby Escalators ____ $10,000
Lobby Gobo ____ $10,000
Lobby Lighted Sign ____ $7,500
Lobby Lounge Napkins ____ $5,000
Lobby Window Clings ____ $10,000
Third Floor Meeting Area Branding
Registration Desk/Mirror ____ $8,000
Elevator Clings ____ $5,000
Wall Cling ____ $5,000

HOTEL ADVERTISING: THE W HOTEL

Exclusive opportunities unless noted otherwise. Additional production fees may apply.

Main Entrance Columns ____ $200,000

Rates continued and signature required on page 5.

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AAD annual MEETING
MARCH 19–23, 2027
SAN FRANCISCO, CA

Main Entrance Revolving Door ____ $150,000
Outdoor Branding ____ $120,000

HOTEL ADVERTISING: INTERCONTINENTAL SAN FRANCISCO

Exclusive opportunities unless noted otherwise. Additional production fees may apply.

Front Entrance Branding
Column ____ $10,000
Windows ____ $13,000
Lobby Elevator Clings ____ $37,500
Lobby Gobo ____ $24,000
Lobby Lounge Napkins ____ $5,000
Lobby Screens
"Podium screen" near the front door ____ $10,000
"Podium screen" near guest elevators and the hotel lounge/restaurant ____ $10,000
"Vertical screen" on the wall along the main lobby walkway ____ $10,000
Lobby Windowscape ____ $20,000
Meeting Room Elevators
Third Floor ____ $37,500
Fifth Floor ____ $37,500
Stair Clings
Just the section visible from the lobby ____ $10,000
All stairs to meeting rooms ____ $12,000
Wall Clings ____ $10,000

HOTEL ADVERTISING: PARC 55 SAN FRANCISCO

Exclusive opportunities unless noted otherwise. Additional production fees may apply.

Balcony Hanging Banners ____ $15,000
Hotel Northwest Entrance ____ $18,000
Hotel Shuttle Bus Entrance ____ $20,000
Lobby Column Wraps ____ $26,000
Lobby Digital Screen ____ $20,000
Lobby Elevators ____ $10,000
Lobby Gobo ____ $18,000
Lobby LED Banner ____ $22,000
Mini Fridge Takeover ____ $9,350
Premium Hotel Room Delivery
March 18 (550 deliveries) ____ $9,350
March 19 (550 deliveries) ____ $9,350

HOTEL ADVERTISING: HOTEL NIKKO SAN FRANCISCO

Exclusive opportunities unless noted otherwise. Additional production fees may apply.

Corner Door Branding ____ $10,000
Front Columns ____ $25,000
Lobby Lighted Sign ____ $7,500
Shuttle Bus Column ____ $5,000

HOTEL ADVERTISING: GRAND HYATT SAN FRANCISCO

Exclusive opportunities unless noted otherwise. Additional production fees may apply.

Elevator Bank Digital Signage ____ $19,000
Lobby Column Wrap ____ $10,000
Lobby Lighted Sign ____ $9,500
Lobby Lounge Napkins ____ $5,000

HOTEL ADVERTISING: WALLSCAPES AND EXTERIORS

Exclusive opportunities unless noted otherwise. Additional production fees may apply.

Hotel Stratford Wallscape ____ $40,000
St. Moritz Hotel Wallscape ____ $48,000

Please write your initials next to selected ad sizes.
Payment is due upon receipt or no later than Tuesday, Feb. 2, 2027.

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

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.

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

ascend media

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

PO Box 1411
Lee's Summit, MO 64063

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 herein.
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.

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). 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.

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

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 2027 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 2027 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 2027 AAD Annual Meeting Advertising Opportunities brochure, available online or from your Ascend Media Account Manager or on the AAD website, 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."

All ads, inserts and promotional items require approval by the 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 to the contact listed below. Please indicate the name of the exhibiting company and provide the name of the meeting in the subject line of the email. Email final materials to the contact listed below.

Product	Prototype Due	Final Materials Due	Materials Contact
Annual Meeting Announcement	Sept. 10, 2026	Sept. 24, 2026	Carrie Parratt: cparratt@aad.org
Meeting Ambassadors	Nov. 2, 2026	Nov. 16, 2026	Carrie Parratt: cparratt@aad.org
Meeting News Preview Edition (*DermWorld Meeting News*)	Jan. 4, 2027	Jan.14, 2027	Carrie Parratt: cparratt@aad.org
ePreview #1	Jan. 5, 2027	Jan. 19, 2027	Andrea Johnson ajohnson@ascendmedia.com
Distribution Center: *DermWorld*	Jan. 8, 2027	Jan.15, 2027	Kate Hegarty khegarty@ascendmedia.com
Distribution Center: Meeting News Daily	Jan. 8, 2027	Jan.15, 2027	Kate Hegarty khegarty@ascendmedia.com
Exclusive Exhibitor Email	Jan. 18, 2027	Feb. 1, 2027	Kate Hegarty khegarty@ascendmedia.com
Meeting News Daily (*DermWorld Meeting News*)	Jan. 21, 2027	Feb. 4, 2027	Andrea Johnson ajohnson@ascendmedia.com
ePreview #2	Jan. 25, 2027	Feb. 8, 2027	Andrea Johnson ajohnson@ascendmedia.com
Session Tracks (all topics)	Jan. 25, 2027	Feb. 8, 2027	Andrea Johnson ajohnson@ascendmedia.com
Do Not Disturb Sign (San Francisco Marriott Marquis)	Jan. 26, 2027	Feb. 8, 2027	Kate Hegarty khegarty@ascendmedia.com
Experiential Hotel Opportunities	Jan. 26, 2027	Feb. 8, 2027	Kate Hegarty khegarty@ascendmedia.com
Mini Fridge Takeover	Jan. 26, 2027	Feb. 8, 2027	Kate Hegarty khegarty@ascendmedia.com
Essential Guide to Annual Meeting	Jan. 28, 2027	Feb. 8, 2027	Andrea Johnson ajohnson@ascendmedia.com
Convention Center Map	Jan. 28, 2027	Feb. 11, 2027	Andrea Johnson ajohnson@ascendmedia.com
Doctors Bag Insert/Doctors Bag Premium	Jan. 29, 2027	Feb. 12, 2027	Aimee Preator apreator@ascendmedia.com
Hotel Advertising	Feb. 1, 2027	Feb. 8, 2027	Kate Hegarty khegarty@ascendmedia.com
ePreview #3: Industry Programs	Feb. 9, 2027	Feb. 23, 2027	Andrea Johnson ajohnson@ascendmedia.com
Morning Agenda Email	Feb. 11, 2027	Feb. 25, 2027	Andrea Johnson ajohnson@ascendmedia.com
eDaily	Feb. 12, 2027	Feb. 26, 2027	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #1	Feb. 23, 2027	March 9, 2027	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #2	March 1, 2027	March 15, 2027	Andrea Johnson ajohnson@ascendmedia.com
Standard Hotel Room Delivery: Inside Room	March 3, 2027	March 17, 2027	Kate Hegarty khegarty@ascendmedia.com
Standard Hotel Room Delivery: Outside Room	March 3, 2027	March 17, 2027	Kate Hegarty khegarty@ascendmedia.com
Premium Hotel Room Delivery	March 3, 2027	March 17, 2027	Kate Hegarty khegarty@ascendmedia.com
"Post-It" Style Notes on Hotel Doors	March 3, 2027	March 17, 2027	Kate Hegarty khegarty@ascendmedia.com
Product Sample Bag/Box	March 3, 2027	March 17, 2027	Kate Hegarty khegarty@ascendmedia.com
Meeting News Post Edition (*DermWorld Meeting News*)	March 30, 2027	April 13, 2027	Carrie Parratt: cparratt@aad.org
Retargeting	Ongoing	Ongoing	Andrea Johnson ajohnson@ascendmedia.com
Meeting News Central	Ongoing	Ongoing	Andrea Johnson ajohnson@ascendmedia.com

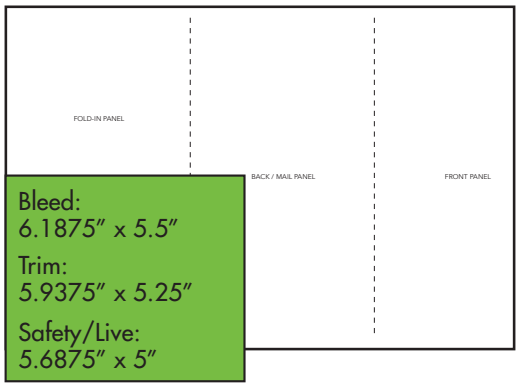
Print Product Specifications

Annual Meeting Announcement

Publication size:
18" x 10.5" (finished size)
(width x height)

Advertiser receives half a panel.

Live content should remain 0.25" from trim.



Meeting News Preview and Post Editions (DermWorld Meeting News)

Publication size:
8.125" x 10.875"
(width x height)

Live content should remain 0.25" from trim.

Advertiser also receives logo recognition on front cover.

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

Back cover
Bleed:
8.375" x 11.125"
Trim:
8.125" x 10.875"

File Formats

- The preferred file format is PDF, set to Print Quality.
- The Academy will not accept native file formats.
- 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 be the correct size as listed on the rate card per each publication.
- 0.125" bleed is required for all bleed ads.
- All files submitted must be final artwork. Publisher will not make changes to digital files.
- Fonts and images must be embedded and/or converted to outlines.
- All files and images must be at least 300 dpi.
- Photoshop and Illustrator files may be saved as EPS, PDF or TIF.

Proofs

The Academy 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 Academy and its printers will not guarantee the final reproductive quality or accuracy of ads submitted electronically without the required color proofs. No make-goods 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. Without an accurate SWOP-provided proof, the Academy and its printers cannot be held responsible for the outcome of color on press.

For products on this page, 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
Email: cparratt@aad.org

Email submitted materials must be less than 5MB. For files larger than 5MB please contact Carrie Parratt.
For more information please review the media kit on the web at https://www.aad.org/advertise.

Print Product Specifications

Materials required for print products
- PDF/X-1a files are required for all ads.
- Fonts must be outlined or embedded.
- 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.
- 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.

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 the final printed asset.

Submitting recommended printed proofs
Mail proofs to:
Ascend Media LLC
401 SW Ward Rd, Suite 210
Lee's Summit, MO 64081-2400

Important notes
- All advertising is subject to the Academy's approval.
- A minimum $500 late fee will be charged for materials received after the materials deadline published in the rate card.
- All quantities are based on projected attendance and room blocks at the time the rate card is published.
- See advertising policies here.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. Ascend Media 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.

Meeting News Daily (DermWorld Meeting News)

Publication size: 8.5" x 11" (finished size)
(width x height)

Full Page Spread
Bleed
17.25" x 11.25"
Trim
17" x 11"
Safety/Live Area
16.5" x 10.5"
(Allow .5" gutter in center with no text or logos)

Covers and Full Page
Bleed
8.75 x 11.25"
Trim
8.5" x 11
Safety/Live Area
8" x 10.5"

Half Page Horizontal
7.75" x 5"



Half Page Vertical
3.75" x 10.25"



Quarter Page
3.75" x 5"



Front Page Banner & Map Premium Banner
7.75" x 1.5"



Map Premium includes: Full Page ad, Banner ad, and Logo
Logo: High resolution, transparent background, Format: EPS or AI

Distribution Center

Specifications TBD



Essential Guide to the Annual Meeting

Publication size: 7"x 7" (finished size)
(width x height)

Back Panel

Back Panel
Bleed: 7.25" x 7.25"
Trim: 7" x 7"
Safety/Live Area: 6.5" x 6.5"

Front Cover Logo
High resolution,transparent background
Format: EPS or AI

Convention Center Map

Publication size: 5"x 5" (finished size)
(width x height)

Back Panel

Back Panel
Bleed: 5.25" x 5.25"
Trim: 5" x 5"
Safety/Live Area: 4.5" x 4.5"

Front Cover Logo
High resolution, transparent background
Format: EPS or AI

Session Tracks

Covers and Full Page

Publication size: 6"x 9" (finished size)
(width x height)

Covers and Full page
Bleed:6.25" x 9.25"
Trim: 6" x 9"
Safety/Live Area: 5.5" x 8.5"

Front Cover Logo
High resolution, transparent background
Format: EPS or AI

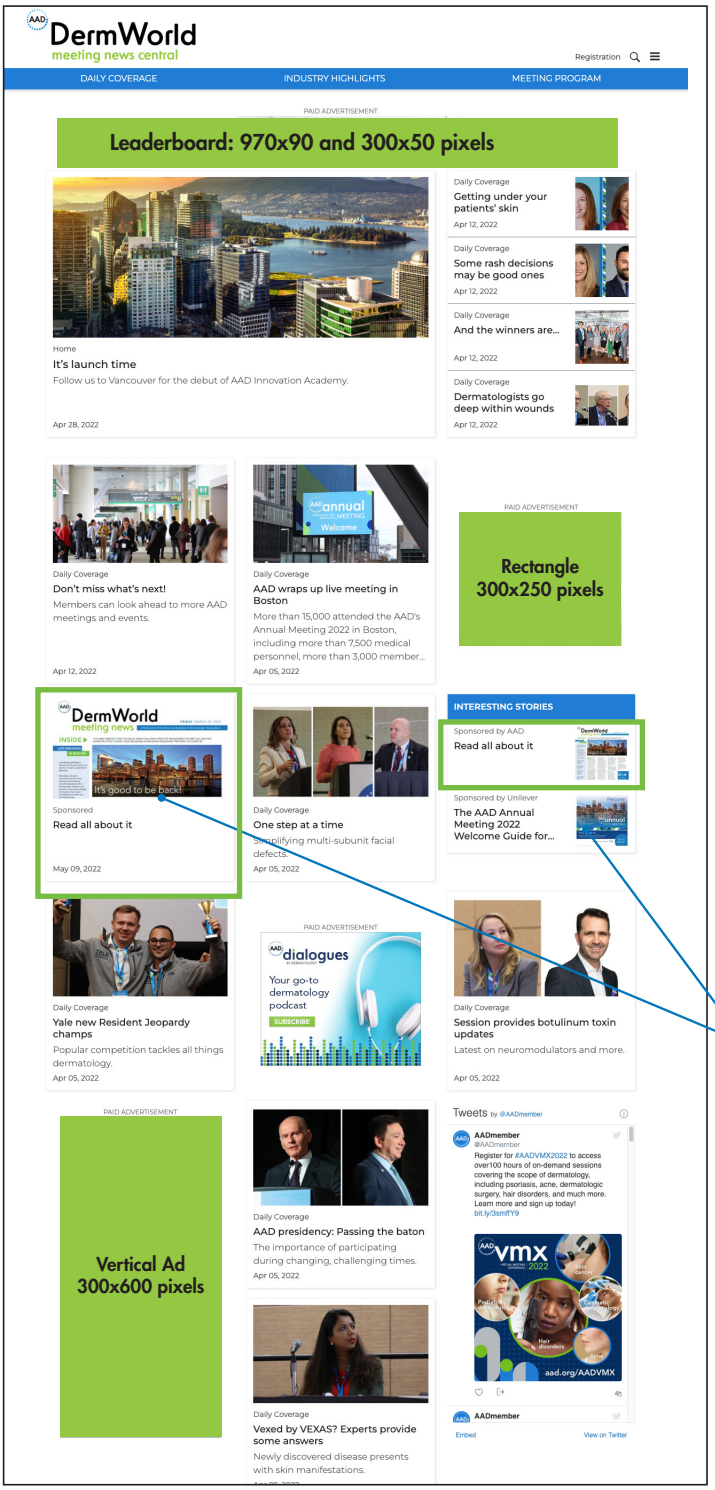


Photo Gallery

Leaderboard: 970x90 and 300x50 pixels
Rectangle: 300x250 pixels
Five Images/Photos: 1500 x 1000 pixels, 300 dpi, JPEG/PNG

Meeting News Central Specifications

ROS Advertising

Leaderboard: 970x90 and 300x50 pixels
Rectangle: 300x250 pixels
Vertical Ad: 300x600 pixels

- Leaderboard, rectangle and vertical ad 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 the Academy.
- 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.
- US-only distribution is available for a $500 fee per ad for compliance reasons only. Please alert your Account Manager if you require US-only distribution.

Ascend Ad Tagging Policy for ROS Advertising
For the privacy of the Academy'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 standard metric reporting 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 Ad/Interesting Story

Hero Image/thumbnail image:
Horizontal, minimum 300 dpi, 16:9 ratio

Headline:
Up to 75 characters

Teaser:
Up to 125 characters

Body copy (optional*)
Up to 1,000 words
**If not providing body copy, a URL is required.*

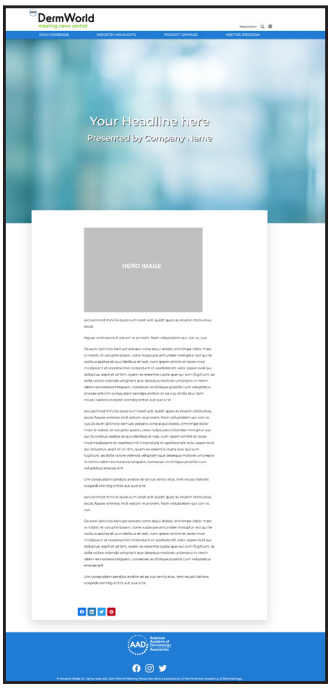
Header Background Image (behind the headline)

- 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.





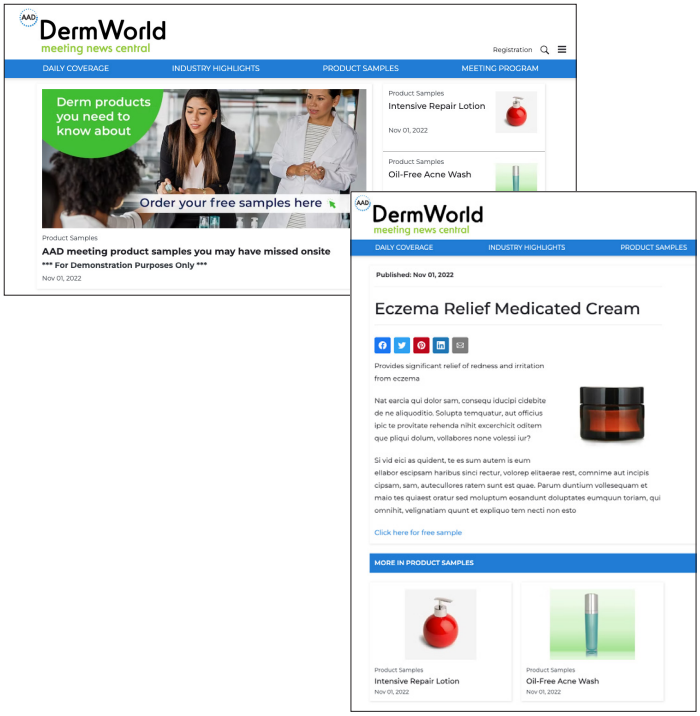
Industry Highlights Channel
(for Doctors Bag and Hotel Room Deliveries advertisers only)

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 125 characters

Body copy (optional):
Send up to 1,000 words, and we'll elevate your digital component to a full content article linked to your PDF insert from the Doctors Bag/Hotel Room Delivery.



Product Sampling Program and Lead Gen article

Product Name

Headline:
Up to 75 characters

Teaser:
Up to 125 characters

Body copy:
Up to 1,000 words

Product image:
Horizontal, minimum 300 dpi, 16:9 ratio

Contact name and email of person who should receive the leads.



Retargeting

Headline: 70 characters
Introductory text: 150 characters

The minimum required to launch a retargeting campaign.

Standard Ad Sizes:
- 300x250
- 728x90
- 160x600
- 180x150

Mobile Ad Sizes:
- 320x100
- 320x50

Email Advertising Specifications



ePreviews, eDaily, eHighlights and Morning Agenda

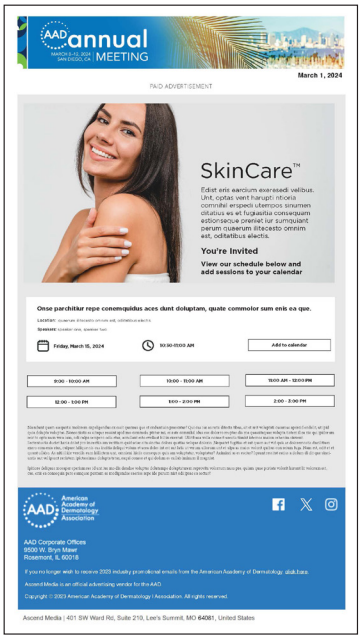
Leaderboard: 600 x 100 pixels

Premium Banner: 600 x 100 pixels

Traffic-Driving Content Ad
- Headline: Up to 75 characters
- Body copy (optional): Up to1,000 words. If not providing body copy, a URL is required.
- Teaser: Up to125 characters
- Thumbnail image: Horizontal, minimum 300 dpi, 16:9 ratio
- Logo: High resolution JPEG or PNG

- 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 the Academy. 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.
- We will provide a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.
- US-only distribution is available for a $500 fee per ad for compliance reasons only. Please alert your Account Manager if you require US-only distribution.

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 Package

- 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 the Academy's footer since the email is coming from the Academy.
- 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. If the advertiser submits revised HTML during the production or testing phase, there will be an additional $500 fee for each occurrence for reprogramming and retesting.
- 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.
- Once a deployment date for an email has been approved, any date change requested and approved by the Academy will incur a $750 fee per occurrence.
- A minimum $500 late fee will be assessed for materials received after the deadline.

- 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 content, 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.

See specs for High Performance Ad that is a part of this package here.

Doctors Bag/Hotel Room Deliveries

- Advertisers are responsible for printing and shipping the correct number of Doctors Bag and Hotel Room Delivery items to the address(s) provided by Ascend Media. (If advertiser needs help printing inserts, Ascend may be able to assist. Please contact your Account Manager.)
- Doctors Bag and Hotel Room Delivery inserts must be approved by the Academy, regardless of whether the same copy and design have already been approved for other promotional opportunities at the meeting. Advertisers are strongly advised not to begin printing inserts until Academy approval has been received. Ascend Media will notify advertiser of final approval.
- Submit a PDF of your insert for approval to your materials contact.
- If changes to your insert are necessary after it has been submitted to the Ascend, a corrected prototype must be re-submitted for approval.
- Advertisers must ship inserts to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum $500 late fee will be assessed for materials received after the deadline. Ascend Media will supply a shipping label with complete shipping instructions. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
- Doctors Bag and Hotel Room Delivery quantities are based on projected attendance and room blocks at the time the rate card is published.
- An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of Industry Programs. All Doctors Bag and Hotel Room Delivery supporters can include their insert content within this channel labeled "paid advertising content." In addition, a link to the Industry Highlights channel will be included in each day's eDaily. Click here for specs.

Hotel Room Delivery: Outside Room Important Notes

Doctors Bags

- The single, 2 oz, 8.5" x 11" insert for a Doctors Bag must be flat with no protruding items unless advance permission has been given. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee.
- Bulk items (such as multiple page inserts, product samples, giveaways, oversize or odd shaped inserts) will be reviewed and assessed by both the Academy and Ascend Media to determine if they will be allowed and if additional costs will apply. If approved, bulk item exceed 4 oz.
- If a bulk item is approved for the Doctors Bag, the item must be sealed and presented for delivery as one item.
- Magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag.
- A minimum of five inserts from any combination of advertisers must be reserved for a Doctors Bag to be delivered.

Standard Hotel Room Deliveries: Important notes

- The single, 2 oz, 8.5" x 11" insert for a Hotel Room Delivery must be flat with no protruding items unless advance permission has been given. Any insert that does not fit these specifications will be considered a "bulk item," and will incur additional fees.
- Bulk items (such as multiple page inserts, product samples, giveaways for literature/paper/brochure), oversize or odd shaped inserts) will be reviewed and assessed by both the association and Ascend Media to determine if they will be allowed and if additional costs will apply. Items cannot exceed 8oz.
- Advertisers must ship inserts directly to the meeting hotels to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum $500 late fee will be assessed for materials received after the deadline. Ascend Media will supply a shipping label with complete shipping instructions. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
- Quantities per hotel will be provided once event housing has closed.
- Handling fees for shipments received by hotels may apply.
- Any remaining product will be recycled or destroyed unless arrangements for the return of product are made with Ascend in advance of the distribution.

"Post-it" Style Notes on Hotel Doors

- Advertiser to supply removable "Post-It" style notes.
- Post-It notes should be provided in pads of 50 sheets (peel and stick single sheets will not be accepted).
- Notes are no larger than 6" x 9" and should be printed one-side only.
- Production assistance is available. Please discuss with your Account Manager.

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

Hotel Room Delivery: Inside Room Important Notes

Do Not Disturb Sign

- Opportunity only available at the San Francisco Marriott Marquis
- Signs must include hotel safety information and the San Francisco Marriott Marquis logo.
- Must use hotel's specified vendor for print production/delivery of these signs

Mini Fridge Takeover

- Opportunity only available at the Hilton San Francisco Union Square, Westin St. Francis and Parc 55 San Francisco
- Advertiser to supply items to hotel restrictions.
- Item may not exceed 14 oz. in total weight and must fit into a mini-fridge.

Product Sample Gift Bag/Box

- Delivered at approximately 2-5 p.m.
- Bag/Box total contents exceeding 4 oz. may incur additional fees
- Maximum dimensions of the box are 6"w x 4"d x2"h.
- Maximum dimensions of the bag are 6"w x 4"d x 8"h.
- Advertisers must ship inserts directly to the meeting hotels to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum $500 late fee will be assessed for materials received after the deadline. Ascend Media will supply a shipping label with complete shipping instructions. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
- Quantities per hotel will be provided once event housing has closed.
- Handling fees for shipments received by hotels may apply.
- Any remaining product will be recycled or destroyed unless arrangements for the return of product are made with Ascend in advance of the distribution.

Premium Hotel Room Delivery

- Weight of product could affect rate, please consult with your sales manager.
- Advertisers must ship items directly to the meeting hotels to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum $500 late fee will be assessed for materials received after the deadline. Ascend Media will supply a shipping label with complete shipping instructions. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
- Quantities per hotel will be provided once event housing has closed.
- Handling fees for shipments received by hotels may apply.
- Any remaining product will be recycled or destroyed unless arrangements for the return of product are made with Ascend in advance of the distribution.

Standard Hotel Room Delivery: Inside Room

- The single, 2 oz, 8.5" x 11" insert for a Hotel Room Delivery must be flat with no protruding items unless advance permission has been given. Any insert that does not fit these specifications will be considered a "Premium Room Drop," and will incur additional fees.
- Advertisers must ship inserts directly to the meeting hotels to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum $500 late fee will be assessed for materials received after the deadline. Ascend Media will supply a shipping label with complete shipping instructions. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
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Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.