Connect with key dermatologists in New Orleans

The American Academy of Dermatology (AAD) is the largest, most influential and most representative dermatologic organization in the world, serving more than 95% of U.S. dermatologists encompassing all subspecialties.

Use these official print and online advertising opportunities to increase your visibility among key decision-makers as they gather for the AAD Annual Meeting 2011.
Dear exhibitor:

The 69th Annual Meeting of the American Academy of Dermatology will be held Feb. 4-8, 2011, in New Orleans. The AAD Annual Meeting attracts more than 10,000 dermatologists and allied health specialists from the U.S. and abroad.

To help exhibiting companies maximize their exposure to this influential group during the meeting, the Academy offers valuable print and digital advertising opportunities.

These products offer high-profile recognition for your company by promoting your products or services, building booth traffic and helping prepare buyers for your personal message in face-to-face discussions. The Individual Door Drop and Doctor’s Bag are delivered to meeting attendees’ hotel rooms, so it is the first thing they see as they prepare to visit the Exhibit Hall; the Annual Meeting News is distributed at the convention center and at several hotels in the AAD housing block in New Orleans; and multiple eBlasts that will direct attendees to the AAD Event Media landing page are delivered to all AAD members before, during and after the meeting.

We also offer several exclusive premium opportunities within these programs that are designed to provide high visibility and exclusive exposure.

Dermatologists are unique among specialties. Roughly 39 percent of the Academy’s dermatologist members are solo practitioners, and 36 percent are small-group practitioners*, meaning messages in these advertising opportunities directly reach key decision-makers in the dermatology practice.

Detailed information about all of these opportunities is available in this rate card. Contact Cathleen Gorby today at 913-780-6923 or cgorby@ascendmedia.com to discuss the best opportunities for your product.

We look forward to seeing you in New Orleans!

Best regards,

Lara H. Lowery
Director of Creative and Publishing
American Academy of Dermatology

*AAD 2006 Member Needs Assessment

Meet your target audience for the 69th Annual Meeting in New Orleans

- Nearly 11,000 medical personnel attend
- 4,377 are international attendees
- More than 2,800 of the attendees are residents/fellows
Official AAD

Annual Meeting News
ePreview eBlast

The specialized AAD eBlasts build your brand connections, drive traffic to the AAD Event Media landing page and extend your reach before, during and after the meeting.

Audience and distribution
Three ePreviews launched before the meeting to more than 14,000 AAD members and pre-registrants

Content
Generates registration, showcases meeting value and provides access to event planning resources

<table>
<thead>
<tr>
<th>eBlast dates</th>
<th>Space reservation due</th>
<th>Materials due</th>
</tr>
</thead>
<tbody>
<tr>
<td>ePreview #1</td>
<td>mid-October 2010</td>
<td>Sept. 8, 2010</td>
</tr>
<tr>
<td>ePreview #2</td>
<td>mid-December 2010</td>
<td>Nov. 3, 2010</td>
</tr>
<tr>
<td>ePreview #3</td>
<td>mid-January 2011</td>
<td>Dec. 1, 2010</td>
</tr>
</tbody>
</table>

Exclusive Tower Ad
Limited to one advertiser
$7,500 3:1 Rectangle Ad, 2nd or 3rd Positions
Limited to one advertiser each
2,500 each

Event Media Landing Page

Turn to page 9 for more information on the AAD Event Landing Page.

Leaderboard Ad
• Appears on landing page and key content pages*
Limited to three* advertisers per content phase
$4,875 per content phase

Full and Half Banner Ads
• Appear on landing page
Limited to three* advertisers per content phase
$1,375 full banner per content phase
$750 half banner per content phase

Content Page Tower Ad
• Appears on content pages
Limited to three* advertisers per content phase
$3,150 per content phase
*Ads rotate upon refresh.
Reach attendees during the meeting

Official AAD
Annual Meeting News

Audience and distribution
Delivered to more than 8,000 attendees via racks and handout personnel throughout the convention center, with additional delivery to select hotel rooms

Content
Live coverage of the meeting, including up-to-date event and schedule information

Deadlines
Space reservation/payment due: Nov. 24, 2010
Materials due: Dec. 10, 2010

Advertising rates
Rates include insertion in three issues.

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions (width x height)</th>
<th>Four-color</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium options</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>10-1/4” x 14”</td>
<td>$14,190</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>10-1/4” x 14”</td>
<td>$13,150</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>10-1/4” x 14”</td>
<td>$13,150</td>
</tr>
<tr>
<td>Distribution Rack (full-page, four-color ad)</td>
<td>10-1/4” x 14”</td>
<td>$24,000</td>
</tr>
<tr>
<td>Map Premium</td>
<td></td>
<td>$18,000</td>
</tr>
<tr>
<td>Distribution Rack (racks only)</td>
<td></td>
<td>$15,000</td>
</tr>
<tr>
<td>Belly Flap/Belly Band* (full-page, four-color ad)</td>
<td>10-1/4” x 14”</td>
<td>$14,000</td>
</tr>
</tbody>
</table>

| **Standard options**          |                             |            |
| Full Page                     | 10-1/4” x 14”               | $11,500    |
| Full Page (P.I.)              | 10-1/4” x 14”               | $9,800     |
| Junior Page                   | 7-1/2” x 10”                | $10,400    |
| 1/2 Page                      | 10-1/4” x 7” or 5” x 14”    | $8,500     |
| 1/4 Page                      | 5” x 7”                     | $6,100     |
| Products & Services Showcase Ad | 2-3/8” x 3-1/8”         | $980       |

*Does not include production fees or cost of materials.

Publication dates
Feb. 4, 5/6 and 7/8, 2011

Contact information

Cathleen Gorby,
account manager,
medical media
913-780-6923
Fax: 913-780-4344
cgorby@ascendmedia.com

Amy Galey,
account manager,
medical media
913-344-1492
agaley@ascendmedia.com

Maureen Mauer,
account manager,
medical media
913-780-6633
Fax: 913-780-0088
mmauer@ascendmedia.com

All rates are net.
No cancellations accepted.
Official AAD Annual Meeting News
Audience and distribution
Delivered to more than 8,000 attendees via racks and handout personnel throughout the convention center, with additional delivery to select hotel rooms.

Content
Live coverage of the meeting, including up-to-date event and schedule information.

Deadlines
Space reservation/payment due: Nov. 24, 2010
Materials due: Dec. 10, 2010

Reach attendees during the meeting

Cover Positions
Back Cover: $14,190
Inside Front Cover: $13,150
Inside Back Cover: $13,150

Map Premium
Includes:
• Banner ad on the map page
• Full-page color ad adjacent to the floor map spread
• Box around exhibitor listing
$18,000

Official Belly Flap/Belly Band
Belly flap adheres to the front page of the official daily
• Opportunity includes a full-page, four-color ad within publication
• Advertiser to provide belly band or belly flap. Prototype approval required.
$14,000

Get maximum visibility on any budget

Products & Services Showcase Ad*
Offer buyers a quick visual reference to the hottest products at market. Your ad is placed alphabetically.
You supply:
• Color photo
• 50-word description
• Contact information
$980 for four-color ad

*Includes typesetting and one proof. Publisher reserves the right to edit descriptions for space and content.

Distribution Rack Premium
Your company logo goes on official daily distribution racks.
• Racks placed throughout the convention center
$15,000 for rack advertising only
$24,000 with full-page, four-color ad in the publication

Deadlines
Space reservation/payment due: Dec. 7, 2010
Materials due: Dec. 28, 2010
Official AAD
Doctor’s Bag

Audience and distribution
Distributed to select hotel rooms

Distribution dates
Feb. 5 and 6, 2011

Deadlines
Space reservation/payment due: Dec. 10, 2010
Materials due: Dec. 28, 2010

Insert information

<table>
<thead>
<tr>
<th>DISTRIBUTION DATES</th>
<th>FULL DISTRIBUTION</th>
<th>LIMITED DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB. 5 and 6, 2011</td>
<td>$8,900</td>
<td>$4,900</td>
</tr>
</tbody>
</table>

Insert sizes:  Maximum size is 8-1/2" x 11"
Maximum weight is 2 oz.

Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your sales representative for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctor’s Bag to be delivered on a particular day. Ad materials subject to AAD approval. See mechanical specifications for more information.

*Doctor’s Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

Contact information

Cathleen Gorby,
account manager, medical media
913-780-6923
Fax: 913-780-4344
cgorby@ascendmedia.com

Amy Galey,
account manager, medical media
913-344-1359
Fax: 913-344-1492
agaley@ascendmedia.com

Maureen Mauer,
account manager, medical media
913-780-6633
Fax: 913-780-0088
mmauer@ascendmedia.com

All rates are net.
No cancellations accepted.

Advertisements

Advertise on the outside of the bag
Your logo and message is inserted into a clear pocket on one side of the bag. If you’d prefer, you can print your logo directly onto the bag. $20,000

Bag Premium deadlines
Space reservation/prototype/payment due: Nov. 24, 2010
Materials due: Dec. 3, 2010

Official AAD
Individual Door Drop

Audience and distribution
Delivered to 3,000 select hotel rooms from Feb. 4, 5, 6, 7 and 8, 2011

Content
Marketing materials such as brochures, product samples, door hangers and newspapers

Deadlines
Space reservation/prototype/payment due: Jan. 5, 2011
Materials due: Jan. 19, 2011

$25,000 per day

Official AAD
Annual Meeting News eDaily

Audience and distribution
Emailed to 14,000 members and attendees Feb. 4, 5, 6 and 7, 2011

Content
Live coverage of the meeting, including up-to-date event and schedule information

Publication dates
Feb. 4, 5, 6, and 7, 2011

Deadlines
Space reservation/payment due: Jan. 4, 2011
Materials due: Jan. 11, 2011

Exclusive Tower Ad
Limited to one advertiser
$9,500 all four issues

3:1 Rectangle Ad, 2nd or 3rd Positions
Limited to one advertiser each
$4,500 all four issues

AAD Mobile
Mobile advertising opportunities are available. Contact your medical media representative for information.

Event Media Landing Page
Turn to page 9 for more information on the AAD Event Landing Page.

Leaderboard Ad
• Appears on landing page and key content pages* Limited to three* advertisers per content phase
$4,875

Full and Half Banner Ads
• Appear on landing page Limited to three* advertisers per content phase
$1,375 Full banner ad
$750 Half banner ad

Content Page Tower Ad
• Appears on content pages Limited to three* advertisers per content phase
$3,150
*Ads rotate upon refresh.
Reach attendees after the meeting and throughout the year

**Official AAD Annual Meeting News ePost**

**Audience and distribution**
Emailed to 14,000 members and attendees in mid-February

**Content**
Highlights from the Annual Meeting

**Deadlines**
Space reservation/prototype/payment due: **Jan. 11, 2011**
Materials due: **Jan 18, 2011**

**Exclusive Tower Ad**
Limited to one advertiser
$5,500

**3:1 Rectangle Ad, 2nd or 3rd Positions**
Limited to one advertiser each
$1,950 each

Contact information

**Cathleen Gorby,**
account manager, medical media
913-780-6923
Fax: 913-780-4344
cgorby@ascendmedia.com

**Amy Galey,**
account manager, medical media
913-344-1359
Fax: 913-344-1492
agaley@ascendmedia.com

**Maureen Mauer,**
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913-780-6633
Fax: 913-780-0088
mmauer@ascendmedia.com

All rates are net.
No cancellations accepted.
AAD Event Media landing page:
Unprecedented access to dermatologists

How it works
The Event Media landing page connects AAD members, exhibitors and other related professionals year-round with the important information and resources our members are seeking.

Throughout the year, the ePreview, eDaily and ePost eBlasts will be sent to the full AAD membership of 16,000. This integrated communication strategy will drive traffic to the event site before, during and after the meeting.

The Event Media landing page is built on a powerful platform, fully Web 2.0-enabled and rich with resources. The landing page (www.aadmeetingnews.org) features videos, webcasts, podcasts, blogs and interactive resources.

As the messages of the eBlasts change to reflect the time of year, so does the Event Media landing page. These ever-changing content-focused landing page and eBlast programs will continually draw members and attendees back to the landing page through the full annual and summer meeting cycles.

Content phases
ePreview, pre-event content
Mid-October, 2010 – Feb. 4, 2011
eDaily, during-the-event content
Feb. 5 – Feb. 14, 2011
ePost, post-event content
Feb. 14 – March 31, 2011

Banner advertising
Position a powerful brand or product message while your target audience is seeking company and product information. These ad options are all interactive, linkable and dynamic.

Leaderboard Ad
• Appears on landing page and key content pages*
  Limited to three* advertisers per content phase
  $4,875 per content phase

Full and Half Banner Ads
• Appear on landing page
  Limited to three* advertisers per content phase
  $1,375 full banner per content phase
  $750 half banner per content phase

Content Page Tower Ad
• Appears on content pages
  Limited to three* advertisers per content phase
  $3,150 per content phase

*Ads rotate upon refresh.
The American Academy of Dermatology and AAD Association (collectively, the Academy) advance the science and art of dermatology and to promote community health, patient welfare, and public education in the field of dermatology. In meeting these objectives, the Academy communicates through a variety of media, with dermatology professionals, allied health professionals, and the public regarding products and services available from the Academy. The Academy operates, or participates in, a variety of communications vehicles, including, but not limited to: direct mail, educational materials, meetings, periodicals, and Web sites.

The Academy welcomes advertising in its publications as an important means of realizing the Academy’s objectives. The Academy views advertising as a new and better dermatology-related products and services. It is in all of our interests that such advertising be factual, tasteful, professional, and intended to promote public interest and service. The Academy reserves the right to reject requests for advertisements, or not to renew previously approved advertisements, at any time for any reason or no reason at all, including without limitation any advertisement that the Academy determines could adversely affect the reputation or integrity of the Academy. Advertisements that conflict—or have the appearance of conflicting—with Academy policy are prohibited. As a matter of policy, the Academy opposes all forms of health care advertising that include claims that are not supported by sound medical evidence. The inclusion of advertising material does not interfere with the purpose of those publications. The Academy permits and encourages other organizations to promote products and services in its communications vehicles, provided that the products or services are deemed appropriate and relevant to the practice of dermatology and do not compete directly with those offered by the Academy. Promotional efforts by other organizations is governed by the Guidelines for Promotion of Non-Academy Products and Services, and by the Academy’s Advertising Standards.

GENERAL ELIGIBILITY AND ADVERTISING COPY

The following general eligibility and advertising copy standards apply to all publications of the Academy in which advertising space is sold, or for which sponsorship is provided. The Advertising Review Team, as designated by the Administrative Regulations, reviews all advertisements in Academy publications to see that these standards are followed. In particular, these standards are designed to ensure that all advertisements are factual, tasteful, professional, and do not compete directly with those offered by the Academy. Promotional efforts by other organizations is governed by the Guidelines for Promotion of Non-Academy Products and Services, and by the Academy’s Advertising Standards.

1. Products or services eligible for advertising in Academy member publications are those that are appropriate and relevant to the practice of dermatology, and, if available, the number and type of continuing education credits granted on completion of the course. The eligibility of an advertisement for a course conducted by or under the auspices of an organization or firm. Advertisements will be reviewed by the Advertising Review Team to determine eligibility. Acceptance of advertisements for courses and educational materials directed to increasing the income of a dermatologist or to the commercial aspects of a dermatology practice will be reviewed by the Advertising Review Team to determine eligibility.

2. All claims of fact must be fully supportable and should be generally accepted or recommended by dermatologists as safe, effective and of good value to the patient.

3. Advertisements for currently eligible products. From the time copy and, if necessary, supportive data are received, 10 working days should be allowed for Academy consideration. In light of the great effort a manufacturer may undertake in developing an advertising campaign, advertisers are encouraged to forward proposed advertisements in rough form, thereby minimizing any inconvenience caused by the review of advertising messages.

LIMITATION OF LIABILITY

Speciﬁc actions may be taken by the Academy for violation of any provision of these guidelines. 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.

CONCLUSION

The Academy acknowledges and appreciates the extra effort put forth by advertisers in complying with these advertising standards. The primary benefits of Academy advertising review are the assurance to the dermatology industry as a whole also benefits. The availability of an open, ethical dermatological marketplace for advertising creates an authority and prestige which would not otherwise be possible. As a matter of policy, the Academy periodically reviews its advertising standards with the objective of keeping pace with changes in the field of dermatology and ensuring the right to decline advertising for any course that involves the treatment of a patient’s products, including in any advertising that conflicts with Academy policy. The advertisement must state which of the aforementioned organizations are associated with the course and, if applicable, the number and type of continuing education credits granted on completion of the course. The eligibility of an advertisement for a course conducted by or under the auspices of an organization or firm. Advertisements will be reviewed by the Advertising Review Team to determine eligibility. Acceptance of advertisements for courses and educational materials directed to increasing the income of a dermatologist or to the commercial aspects of a dermatology practice will be reviewed by the Advertising Review Team to determine eligibility.

VIOLATIONS

Any inadvertent errors by the Academy will be corrected promptly upon discovery, without additional charge. Any action taken to correct shall constitute the 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.

ADVERTISING CHALLENGE PROCEDURES

Although the Academy cannot guarantee adherence in all cases to its policies and procedures, it will endeavor to publish advertisements promptly and ensure the relevancy, timeliness, and appropriateness of all advertising. In the interest of an ethical dermatology marketplace, any advertisement appearing in the publications of the Academy may be challenged. The challenge must be made in writing to the Advertising Review Team in a form that allows, in any supporting data, to be transmitted to the challenged advertiser for response. All decisions of the Advertising Review Team are final. For additional information on Academy advertiser challenge procedures, contact the Academy.

LIMITATION OF LIABILITY

Advertisements must:

1. be approved by the Academy’s Advertising Review Team, in accordance with the procedures set forth in these AAD Advertising Standards, before they can appear within the electronic publications.

2. be clearly distinguishable from editorial content. Electronic publications are designed to label all advertisements with the word “advertisement.”

3. be in the format of banner ads. The following types of electronic advertising are prohibited: pop-ups, scrollovers, corner peels, crawlers, floating ads. In addition, animation, video, and audio in electronic publications advertisements is prohibited.

4. be placed at random. Advertisements will not appear adjacent to relevant editorial except by chance. Advertisements may not appear adjacent to articles that award AMA Category 1 Credits.

5. not collect any personal information from any user, except with the user’s knowledge and permission and only after giving the user substantive information about the uses to which the information will be put. Cookies, applets and other such files are prohibited if these files transmit any personally identifiable information. The user shall be informed of 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. Approved 5/11
Please send insertion orders to:
Cathleen Gorby
Ascend Integrated Media
Attn: AAD Annual Meeting ‘11
7015 College Blvd., Suite 600
Overland Park, KS 66211
Fax: 913-780-4344
cgorby@ascendmedia.com

Please remit payment to:
Ascend Integrated Media
P.O. Box 870939
Kansas City, MO 64187-0939

Please complete the following information:

<table>
<thead>
<tr>
<th>Advertiser:</th>
<th>Agency (if applicable):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billing Information:</td>
<td>Agency</td>
</tr>
<tr>
<td>Billing Address:</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>Fax:</td>
</tr>
</tbody>
</table>

Print advertising opportunities

<table>
<thead>
<tr>
<th>AAD Annual Meeting News</th>
<th>Job #110015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rates include insertion in three issues.</td>
<td></td>
</tr>
<tr>
<td>Size</td>
<td>Four-color</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$14,190</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$13,150</td>
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<tr>
<td>Inside Back Cover</td>
<td>$13,150</td>
</tr>
<tr>
<td>Distribution Rack (with full-page, full-color ad)</td>
<td>$24,000</td>
</tr>
<tr>
<td>Distribution Rack(s) (racks only)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Map Premium</td>
<td>$18,000</td>
</tr>
<tr>
<td>Belly Band/Belly Flap</td>
<td>$14,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$11,500</td>
</tr>
<tr>
<td>Full Page (PL)</td>
<td>$9,800</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$10,400</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$8,500</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$6,100</td>
</tr>
<tr>
<td>Product Showcase Ad</td>
<td>$980</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AAD ePreview*</th>
<th>Job #112231</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rates include insertion in all three issues.</td>
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</tr>
<tr>
<td>Exclusive Tower Ad</td>
<td>$7,500</td>
</tr>
<tr>
<td>Rectangle Ad 1</td>
<td>$2,500</td>
</tr>
<tr>
<td>Rectangle Ad 2</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AAD eDaily</th>
<th>Job #112026</th>
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</thead>
<tbody>
<tr>
<td>Rates include insertion in all four issues.</td>
<td></td>
</tr>
<tr>
<td>Exclusive Tower Ad</td>
<td>$9,500</td>
</tr>
<tr>
<td>Rectangle Ad 1</td>
<td>$4,500</td>
</tr>
<tr>
<td>Rectangle Ad 2</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AAD ePost**</th>
<th>Job #112230</th>
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</thead>
<tbody>
<tr>
<td>Rates include insertion in all issues.</td>
<td></td>
</tr>
<tr>
<td>Exclusive Tower Ad</td>
<td>$5,500</td>
</tr>
<tr>
<td>Rectangle Ad 1</td>
<td>$1,950</td>
</tr>
<tr>
<td>Rectangle Ad 2</td>
<td>$1,950</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event Media Landing Page**</th>
<th>Job #112228</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad ROS</td>
<td>$4,875</td>
</tr>
<tr>
<td>Full Banner Ad</td>
<td>$1,375</td>
</tr>
<tr>
<td>Half Banner Ad</td>
<td>$750</td>
</tr>
<tr>
<td>Content Page Tower Ad ROS</td>
<td>$3,150</td>
</tr>
</tbody>
</table>

Please provide your initial on the selected promotional opportunities. Total: 

Option to pay by credit card

- VISA
- MasterCard
- American Express
- Discover

Card Number: 
Expiration: 
Authorized Signature: 

Agreement

I have read and agree to the terms as set forth on this document. No cancellations are accepted.

Authorized Advertiser/Agency Signature and Title: 
PO# (if necessary): 

Terms:
- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.
- Advertising agency and/or client are liable should one or the other default. No cancellations accepted.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum $500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher’s liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertising.

Please send insertion orders to: Cathleen Gorby
Ascend Integrated Media
Attn: AAD Annual Meeting ‘11
7015 College Blvd., Suite 600
Overland Park, KS 66211
Fax: 913-780-4344
cgorby@ascendmedia.com

Please remit payment to: Ascend Integrated Media
PO. Box 870939
Kansas City, MO 64187-0939

11
Contact Cathleen Gorby today at 913-780-6923 or cgorby@ascendmedia.com to reserve your preferred placement.

Make the right connection at the AAD Annual Meeting

Increase your visibility within the dermatology field with these official print and online advertising opportunities.
PRINT MECHANICAL SPECIFICATIONS

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or http://www.adobe.com/designcenter/acrobat/articles/acrpdfx.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 (1/2 point offset).
- Crop marks should be shown on PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JEPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts 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 sales representative.

Submitting digital files

Contact your Ascend Media representative for your upload instructions and unique login and password.

Proofs

- 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 specifications online at www.swop.org. Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

How to participate in the Doctor’s Bag

1. Reserve space in the Doctor’s Bag 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 encouraged. Submit a PDF of your prototype via email to your Ascend Media representative or submit two copies by overnight service to Ascend Media, 7015 College Blvd., Suite 600, Overland Park, KS 66211.
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’s offices, or you may incur additional costs.
5. 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. Ascend Media will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

Important notes

- All advertising is subject to AAD approval.
- 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. No cancellations are accepted.
- 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 to shipping instructions or to fully complete shipping label provided for Doctor’s Bag inserts.
- The Doctor’s Bag price is based on an average-sized paper insert. Contact an Ascend Media sales representative for other options and pricing.
- An insert is considered one 8-1/2” 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: all types of product samples (bottles, bars or packets); pens; note pads; non-perishable food items; branded materials such as lanyards, water bottles, clips, pins or other give-away 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.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctor’s Bag to be delivered on a particular day.
- Doctor’s Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

Use of the AAD logo or AAD 2011 Annual Meeting name or logo in advertising materials is prohibited.

For more information, please contact your sales representative.

Cathleen Gorby,
account manager, medical media
913-780-6923
Fax: 913-780-4344
cgorby@ascendmedia.com

Amy Galey,
account manager, medical media
913-344-1359
Fax: 913-344-1492
agaley@ascendmedia.com

Maureen Mauer,
account manager, medical media
913-780-6633
Fax: 913-780-0088
mmauer@ascendmedia.com

Dailies ad sizes and dimensions

(width x height)
Publication size:
11-3/8” x 15” (finished size)
Newspaper ads do not bleed. Newspapers do not take a final bindery trim.

Premium rack specifications

(width x height)
Available ad space
(for advertisers):
Front header panel:
Corporate logo space 15-3/4” x 7”
Side panels:
15” x 47-1/2”

Final rack dimensions:
Front header panel:
15-3/4” x 19”
Side panels:
15” x 47-1/2”

NOTE: Please include 1” bleed around all artwork

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Specifications for Event 365 landing and content pages

- Leader board, premium rotator, banner and tower ads must be submitted in GIF, JPG or SWF format at 72 dpi, RGB and submitted at actual size. Please note that premium rotator ads must be static ads and have a safety area that is smaller than the actual ad size.
- For linked ads, 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 association.
- The maximum ad file size is 100–125kb.
- 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.

Specifications for eNewsletters

- Leader board, tower and rectangle 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 association.
- The maximum ad file size is 100-125kb.
- 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.

Submitting digital files

Contact your Ascend Media representative for your upload instructions and unique login and password.

Important notes

- Only exhibitors may advertise.
- All advertising is subject to AAD approval.
- 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. No cancellations are accepted.
- No agency commission or cash discounts accepted.

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.

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