

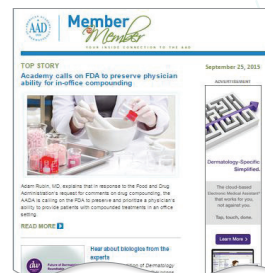


# E-Newsletter Advertising



## Dermatology World (DW) Weekly

This popular, weekly e-newsletter, delivered each Wednesday, contains timely and relevant news briefs related to *DW's* core areas of practice, policy, and patient care, as well as FDA updates and breaking news items of interest to dermatologists.



## Member to Member

The AAD's flagship, bi-weekly e-newsletter provides members with an insider's perspective on the issues impacting them in the changing healthcare environment. The newsletter provides content written from the member perspective. Banner ads appear both in the e-newsletter and in the online archive.

OPEN RATE

29%<sup>4</sup>

CIRCULATION:

17,500 AAD Members<sup>1</sup>



OPEN RATE

31%<sup>4</sup>

Ad Unit	Size	1x	6x	12x
1. Wide Skyscraper	160x600	\$4,160	\$4,000	\$3,785
2. Rectangles	180x150	\$2,500	\$2,400	\$2,270
3. Horizontal Banner	728x90	\$2,500	\$2,400	\$2,270
4. Leaderboard	728x90	\$5,200	\$4,990	\$4,730

- **Rates are net and subject to change.** 15-day advance notice is required on cancellations.
- Cannot accommodate 3rd party tagging.
- Insertion orders and materials are due 15 business days prior to the start date of the ad campaign. Ad rate is for 1, 6, or 12-month run, regardless of number of weeks in the month.

Ad Unit	Size	1x	6x	12x
1. Wide Skyscraper	160 x 600	\$2,600	\$2,500	\$2,365
2. Rectangles	180 x 150	\$1,560	\$1,500	\$1,420
3. Horizontal Banner	728 x 90	\$1,560	\$1,500	\$1,420

- **Rates are net and subject to change.** 15-day advance notice is required on cancellations.
- Cannot accommodate 3rd party tagging.
- Insertion orders and materials are due 15 business days prior to the start date of the ad campaign. Ad rate is for 1, 6, or 12-month run, regardless of number of weeks in the month.

**Footnotes:**

1. Source: 2015 AAD membership database. 4. Source: Based on 2015 unique open rates from Mailchimp.