Reach...Connect...Engage

2017 AAD MEDIA KIT
Reach

Your customers are AAD members.
Reach nearly 19,000* dermatologists worldwide.

International Membership
Africa: 105
Asia, Middle East, Russia: 1,082
Australia, Oceania: 279
Central America: 244
Europe: 733
South America: 977

The AAD Advantage –
Advertise with the AAD to connect
with the dermatologic community
and gain the competitive edge
for your product or service.

Connect and Engage

The American Academy of Dermatology (AAD) is the largest and most influential dermatology organization in the world.

Our publications:

- help you **reach** dermatologists; and we take pride in the opportunities we offer to **connect** you to them. Your customers are our members.

- offer broad exposure to **engage** your customers through print and digital media platforms with high efficiency ratings, open rates, and page views that maximize your campaign’s effectiveness.

AAD is the top destination for dermatologists to get timely, relevant, actionable information. No other publications are rated as highly by dermatologists, or offer the cost effective reach.

That’s the AAD Advantage.

The AAD Network

Dermatology World

Derm World Weekly

Member to Member

AAD.org
Exclusive Opportunity!

**Dermatology World Magazine Stand Sponsorship**

Your corporate or product brand will be highlighted on an official *DERMATOLOGY WORLD* Magazine Stand in high-traffic areas throughout the convention center at the AAD Annual Meeting and the 2017 AAD Summer Meeting.

Limit ONE Advertiser per meeting.

---

**Dermatology World (DW)**

Dermatologists rate *DW* at the top of its category for overall quality and must-reading.²

Follow the reader by advertising in the Academy’s flagship practice publication featuring clinical and practical news that members rely on to run their offices and to stay current on the latest news in the world of dermatology. *Dermatology World* advertising is available through print, online, digital edition, and weekly e-newsletter.

---

**CIRCULATION:**

18,500 AAD Members¹

**READERSHIP:**

92% find content of value in every issue.²

**EFFICIENCY:**

#1 most efficient ad exposures.³

---

Footnotes:

3. Source: ©Kantar Media, MARS Medical Online System, All Products Rx Class, “A” page 4C, 1x rate card frequency, Standard Efficiency with Rxs, June 2016 Medical/Surgical Readership Study, Dermatology.
All issues include coverage of billing and coding, legal and regulatory issues, practice management, and new research. In addition, the following features are scheduled for each month, subject to change.

<table>
<thead>
<tr>
<th>Calendar</th>
<th>Issue</th>
<th>Content</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>• Staff recruitment</td>
<td>• Payment systems in dermatology</td>
<td>• Personalized medicine</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>• Staff retention and responsibilities</td>
<td>• Payment models in dermatology</td>
<td>• Microbiome research</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• AAD Annual Meeting, March 3, 2017</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• DNA Annual Meeting, March 1, 2017</td>
</tr>
<tr>
<td>MARCH</td>
<td>• Evaluating staff performance</td>
<td>• The administration in Washington, DC</td>
<td>• Photodermatoses</td>
</tr>
<tr>
<td>APRIL</td>
<td>• Patient compliance</td>
<td>• Women in dermatology</td>
<td>• Rx drugs going OTC</td>
</tr>
<tr>
<td>MAY</td>
<td>• Addressing tanning</td>
<td>• Non-dermatologists providing care</td>
<td>• Melanoma monitoring</td>
</tr>
<tr>
<td>JUNE</td>
<td>• Practice financial health</td>
<td>• Apps in dermatology</td>
<td>• Burden of Skin Disease</td>
</tr>
<tr>
<td>JULY</td>
<td>• Private payer policies</td>
<td>• Smart devices</td>
<td>• Wound healing</td>
</tr>
<tr>
<td>AUGUST</td>
<td>• Treatment of nails</td>
<td>• Practice advertising</td>
<td>• AAD Summer Meeting, July 27, 2017</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>• Drug pricing</td>
<td>• Physician burnout</td>
<td>• Adding teledermatology to a practice</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>• Improving access</td>
<td>• High deductibles</td>
<td>• EADV, September 13, 2017</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>• Actinic keratosis</td>
<td>• Psoriasis treatment targets</td>
<td>• ASDS Annual Meeting, October 5, 2017</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>• Itchy scalp causes</td>
<td>• Waiting rooms</td>
<td>• Prosthetics and contact dermatitis</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• SDPA Annual Meeting, November 8, 2017</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Big Data in dermatology</td>
</tr>
</tbody>
</table>

WHAT OUR READERS SAY ABOUT DERMATOLOGY WORLD

"Because this is from the AAD, to me it’s more trustworthy". ¹

"It’s a great resource for what's new in derm — new policies, tips for practice management — all of the things we’re not getting in other magazines." ¹

"(Dermatology World) has coding and some of the derm legislative stuff. Others don’t.”¹

“A must read for me.”²

"Go-to source for compliance, coding and mgmt. issues. Please continue!”²

"You are doing a fine job!”²

Footnotes:
## Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Ad materials due</th>
<th>Pre-printed Inserts due at printer</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>11/18/16</td>
<td>12/1/16</td>
<td>12/8/16</td>
<td>12/27/16</td>
</tr>
<tr>
<td>FEBRUARY*</td>
<td>12/22/16</td>
<td>1/5/17</td>
<td>1/12/17</td>
<td>1/31/17</td>
</tr>
<tr>
<td>MARCH</td>
<td>1/20/17</td>
<td>2/2/17</td>
<td>2/9/17</td>
<td>2/28/17</td>
</tr>
<tr>
<td>MAY</td>
<td>3/14/17</td>
<td>4/6/17</td>
<td>4/13/17</td>
<td>5/2/17</td>
</tr>
<tr>
<td>JULY*</td>
<td>5/19/17</td>
<td>6/1/17</td>
<td>6/8/17</td>
<td>6/27/17</td>
</tr>
<tr>
<td>AUGUST</td>
<td>6/23/17</td>
<td>7/6/17</td>
<td>7/13/17</td>
<td>8/29/17</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>7/21/17</td>
<td>8/3/17</td>
<td>8/10/17</td>
<td>10/3/17</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>8/25/17</td>
<td>9/7/17</td>
<td>9/14/17</td>
<td>10/3/17</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>9/22/17</td>
<td>10/5/17</td>
<td>10/12/17</td>
<td>10/31/17</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>10/20/17</td>
<td>12/2/17</td>
<td>11/9/17</td>
<td>11/28/17</td>
</tr>
</tbody>
</table>

*AM and SAM Convention issues with bonus distribution.

## Rates*

### Black & White

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,510</td>
<td>$2,375</td>
<td>$2,175</td>
<td>$1,930</td>
<td>$1,850</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>$5,020</td>
<td>$4,750</td>
<td>$4,350</td>
<td>$3,860</td>
<td>$3,700</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,990</td>
<td>$1,885</td>
<td>$1,740</td>
<td>$1,545</td>
<td>$1,485</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,310</td>
<td>$1,215</td>
<td>$1,120</td>
<td>$970</td>
<td>$920</td>
</tr>
</tbody>
</table>

### 4-Color

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,010</td>
<td>$3,875</td>
<td>$3,675</td>
<td>$3,430</td>
<td>$3,350</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>$8,020</td>
<td>$7,750</td>
<td>$7,350</td>
<td>$6,860</td>
<td>$6,700</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3,490</td>
<td>$3,385</td>
<td>$3,240</td>
<td>$3,045</td>
<td>$2,985</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,810</td>
<td>$2,715</td>
<td>$2,620</td>
<td>$2,470</td>
<td>$2,420</td>
</tr>
</tbody>
</table>

### Inserts

<table>
<thead>
<tr>
<th>Measured</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page</td>
<td>$5,020</td>
<td>$4,750</td>
<td>$4,350</td>
<td>$3,860</td>
<td>$3,700</td>
</tr>
<tr>
<td>4 Page</td>
<td>$10,040</td>
<td>$9,500</td>
<td>$8,700</td>
<td>$7,720</td>
<td>$7,400</td>
</tr>
<tr>
<td>8 Page</td>
<td>$20,080</td>
<td>$19,000</td>
<td>$17,400</td>
<td>$15,440</td>
<td>$14,800</td>
</tr>
</tbody>
</table>

Furnished Inserts: Production charges incurred for inserts not meeting printer specifications will be billed at cost. Inserts may be printed through the AAD at an additional production cost, which is not subject to agency discount.

### Premium Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$4,765</td>
<td>$4,590</td>
<td>$4,330</td>
<td>$4,010</td>
<td>$3,905</td>
</tr>
<tr>
<td>Opp TOC #1</td>
<td>$4,515</td>
<td>$4,350</td>
<td>$4,110</td>
<td>$3,815</td>
<td>$3,720</td>
</tr>
<tr>
<td>Opp TOC #2</td>
<td>$4,515</td>
<td>$4,350</td>
<td>$4,110</td>
<td>$3,815</td>
<td>$3,720</td>
</tr>
<tr>
<td>Opposite What’s Hot</td>
<td>$4,390</td>
<td>$4,230</td>
<td>$4,000</td>
<td>$3,720</td>
<td>$3,630</td>
</tr>
<tr>
<td>Opp President</td>
<td>$4,390</td>
<td>$4,230</td>
<td>$4,000</td>
<td>$3,720</td>
<td>$3,630</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$4,515</td>
<td>$4,350</td>
<td>$4,110</td>
<td>$3,815</td>
<td>$3,720</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$5,265</td>
<td>$5,065</td>
<td>$4,765</td>
<td>$4,395</td>
<td>$4,275</td>
</tr>
</tbody>
</table>

Cover 3 PI: 10% premium on earned black & white rate
Additional Color: 2-color: $725 | Matched (PMS): $925 | Metallic: $1,100

*Special Circulation requests will incur an additional charge.

---

Ask your sales rep for pricing on cover tips, belly bands, gate folds, printed poly bags and ride-a-longs.
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.

CIRCULATION:
17,500 AAD Members

OPEN RATE
29%

OPEN RATE
31%

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.

Footnotes:
## Specifications

### PRINT DIMENSIONS

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>No Bleed (Width x Height)</th>
<th>Bleed (Width x Height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7” x 10”</td>
<td>8.375” x 11.125”</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>15” x 10”</td>
<td>16.5” x 11.125”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” x 5”</td>
<td>8.375” x 5.625”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.5” x 10”</td>
<td>4.25” x 11.25”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5” x 5”</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Publication Trim Size: 8.125” x 10.875”

Bleed Ads: Keep live matter 0.25” from trim edges.

### PRODUCTION

Heat-set web printing 4-color process. 150 line screen on 60# coated stock. Perfect binding.

### FILE SPECIFICATIONS

- The preferred file format is PDF, set to Print Quality.
- The AAD 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.
- Additional bleed is required for all bleed ads. See left.
- 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 and also TIF.

### DIGITAL AD SPECIFICATIONS

**Member to Member**

**Dimensions**
1. Wide Skyscraper: 160 x 600
2. Rectangle: 180 x 150
3. Horizontal Banner: 728 x 90

**File Size**
40k max

**Rotation**
Not accepted

**Animated GIF**
Not accepted

**Required Resolution**
72 dpi

**Acceptable File Format**
GIF or JPEG

**Color Palette**
216 (for GIF files)

**Rich Media**
Not accepted

**Target URL**
Required

**Dermatology World Weekly**

**Dimensions**
1. Wide Skyscraper: 160 x 600
2. Rectangle: 180 x 150
3. Horizontal Banner: 728 x 90
4. Leaderboard: 728 x 90

**File Size**
40k max

**Rotation**
Not accepted

**Animated GIF**
Not accepted

**Required Resolution**
72 dpi

**Acceptable File Format**
GIF or JPEG

**Color Palette**
216 (for GIF files)

**Rich Media**
Not accepted

**Target URL**
Required

---

**FTP INSTRUCTIONS**
Please email Carrie Parratt at cparratt@aad.org when a file is being uploaded.

**address:** ftp.aad.org

**username:** aadftp1

**password:** ftp1xvnm

For more information please review the AAD media kit on the web at [www.aad.org/advertising](http://www.aad.org/advertising).
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, 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.

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.

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.

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.

Advertising Standards
The American Academy of Dermatology 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.
SALES REPRESENTATIVES

Bridget Blaney
Ascend Integrated Media, LLC.
(Companies A-F)
Phone: 773-259-2825
Email: bblaney@ascendintegratedmedia.com

Cathleen Gorby
Ascend Integrated Media, LLC.
(Companies G-L)
Phone: 913-780-6923
Email: cgorby@ascendintegratedmedia.com

Maureen Mauer
Ascend Integrated Media, LLC.
(Companies M-R)
Phone: 913-780-6633
Email: mmauer@ascendintegratedmedia.com

Julie Hainje
Ascend Integrated Media, LLC.
(Companies S-Z)
Phone: 913-696-3669
Email: jhainje@ascendintegratedmedia.com

RECRUITMENT ADVERTISING AND REPRINTS

Carrie Parratt
Advertising Specialist
American Academy of Dermatology
Phone: 847-240-1770
Fax: 847-240-8618
Email: cparratt@aad.org

ADVERTISING MANAGER

Jacklyn Premak
Senior Manager, Advertising
American Academy of Dermatology
Phone: 847-240-1819
Fax: 847-240-8618
Email: jpremak@aad.org

ADDITIONAL ADVERTISING OPPORTUNITIES

AAD.org
Daniel Mullen, eHealthcare Solutions
(609)882-8887 ext 112, dmullen@ehsmail.com

Journal of the American Academy of Dermatology (JAAD)
Aileen Rivera, Elsevier
(212)633-3721, email: a.rivera@elsevier.com
aad.org/advertising

AAD Annual & Summer Meeting Advertising
Cathleen Gorby, Ascend Media
(913) 780-6923, email: cgorby@ascendintegratedmedia.com
aad.org/advertising

AAD Annual & Summer Meeting Exhibits
Sara Peterson, Sr. Exhibits Manager, AAD
(847) 240-1493, email: speterson@aad.org

Annual Meeting Convention Center Advertising
plantour.com/show/aad-2017

Other Information For Annual Meeting Exhibitors
aad.org/meetings/2017-annual-meeting/for-exhibitors

AAD Corporate Sponsorships
Miriam St. Jon, Associate Director, Corporate Relations
(847) 240-1401, email: mstjon@aad.org
aad.org/support-aad/partners/partnering-with-the-aad