

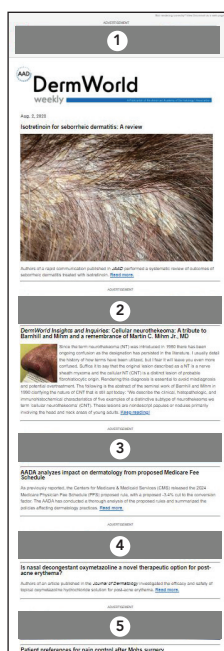
# 2024 E-Newsletter Advertising

Reach the full AAD membership weekly (of those who haven't opted out, approximately more than 16,000 globally) with two e-newsletters.

## DermWorld Academy Insider

Delivered each Thursday with more engaging content and images. Content includes Question of the Week at the top and Case Challenge button at the bottom. Newsletter will also feature 6-8 news items per week linked to AAD.org, AAD publications or outside news items featuring AAD.

 **29.5%\***  
OPEN RATE

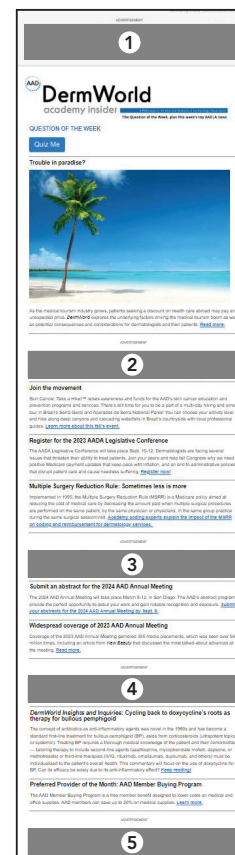


## DermWorld Weekly

Boost visibility with the *DermWorld Weekly* e-newsletter.

Delivered each Wednesday, *DermWorld Weekly* contains timely and relevant news briefs related to core areas of practice, policy, and patient care, as well as FDA updates and breaking news items of interest to dermatologists.

 **26.8%\***  
OPEN RATE



\* Effective September 2021, Apple implemented its **Mail Privacy Protection** which prevents senders from seeing if and when a recipient opens an email in Apple Mail. It also hides a recipient's IP address, so senders can't determine their location. It does not change the engagement, only what is reported.

## Rates

Ad Unit	Size	1x	6x	12x
Position #1	728x90	\$5,560	\$5,345	\$5,075
Position #2	728x90	\$4,840	\$4,625	\$4,350
Position #3	728x90	\$4,120	\$3,905	\$3,630
Position #4	728x90	\$3,400	\$3,185	\$2,910
Position #5	728x90	\$2,680	\$2,465	\$2,190

- **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.

## Specifications

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



**DermWorld**

www.aad.org/advertise