

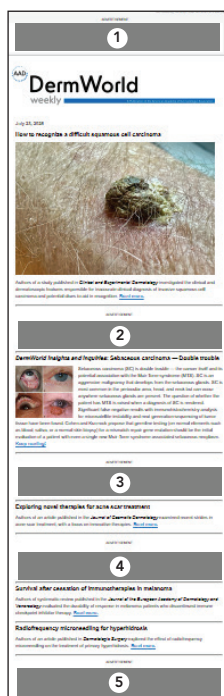
2026 E-Newsletter Advertising

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, *DermWorld Academy Insider* includes the Academy's most popular education content, Question of the Week. This newsletter also highlights a selection of Academy-related news items, including information about meetings and events, clinical and practice management content as well as a variety of other Academy offerings, products, and opportunities.

 **27.4%***
OPEN RATE

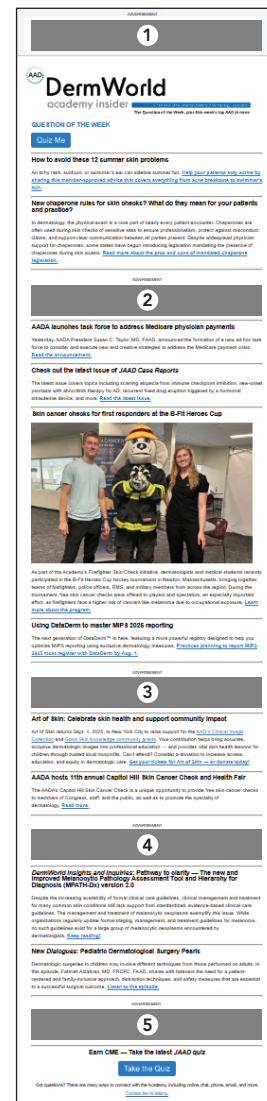


DermWorld Weekly

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

Delivered each Wednesday, *DermWorld Weekly* is a concise digest of the latest news in dermatology, featuring relevant clinical research, FDA approvals on the latest dermatology drugs and treatments, advocacy successes, and more.

 **24.8%***
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	\$5,725	\$5,505	\$5,230
Position #2	728x90	\$4,985	\$4,490	\$4,480
Position #3	728x90	\$4,245	\$4,020	\$3,740
Position #4	728x90	\$3,500	\$3,280	\$2,995
Position #5	728x90	\$2,760	\$2,540	\$2,255

- **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	150k 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