2027 E-Newsletter Advertising

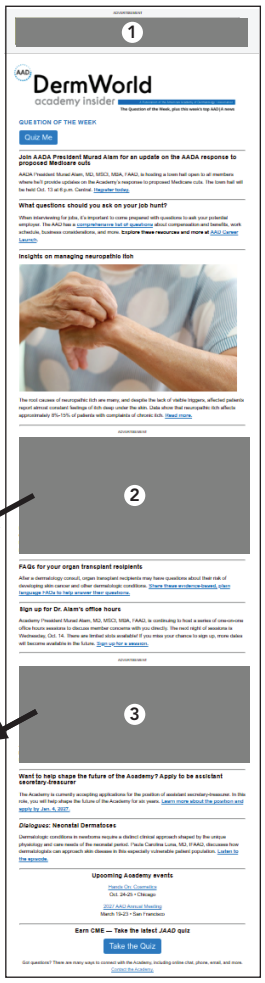
Reach the full AAD membership weekly (of those who haven't opted out, approximately more than 16,000 globally) with two e-newsletters.

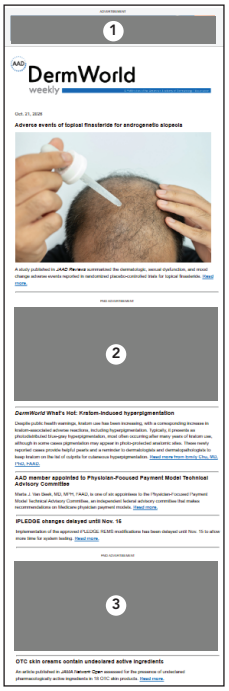
DermWorld Academy Insider

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.



30.3%*
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.



28.5%*
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	Monthly Rate
Leaderboard (Position #1)	728x90	$5,775
Native Ad #1 (Position #2)	Custom	$8,000
Native Ad #2 (Position #3)	Custom	$6,000

- **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.
- Inquire about weekly rates

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

Native Ad Specifications

Title Max Characters	100
Copy Max Characters	300
Image Size Max	270 x 180 pixels

DermWorld

Contact: Bridget Blaney, bblaney@ascendmedia.com
www.aad.org/advertise