

# Consumer E-Newsletter Advertising

## SKIN HEALTH MONTHLY

Boost visibility with consumers with the *Skin Health Monthly* e-newsletter.

Monthly opt-in eNewsletter to approximately 8,700 consumers per month

These opt-in email recipients have actively sought information from the AAD to address their skin, hair and nail concerns.

They know the Academy is their go-to source for information to guide them to the proper medical course of action.



**18%**  
OPEN RATE

**6%**  
CLICK RATE\*

\*3x the industry standard click through rate of 2.1%.

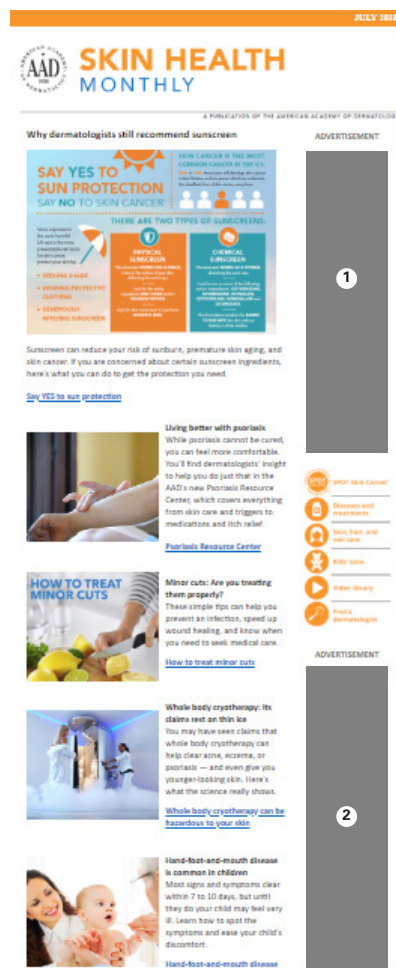
**\$2,500**  
PER MONTH - SKYSCRAPER 1

**\$2,000**  
PER MONTH - SKYSCRAPER 2

**\$4,025**  
PER MONTH FOR EXCLUSIVITY

### 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



www.aad.org/advertise