

AAD Product Catalog

As with any business, derms need certain specific items to ensure they are up to date and informed with the latest information and products available.

The AAD catalog is mailed three times per year and provides details on all of the AAD products and services offered to members to keep their office running smoothly while providing valuable patient education. Items include patient education (ie, pamphlets and SPOT™ products), professional education (ie, Annual Meeting On-Demand Recordings and Reporting MIPS), practice management (ie, employment procedures and compliance guides) and Affinity Partner programs (ie, member buying guide and office scrubs).

Mailed in the Spring (Jan/Feb) to all US members and select office staff customers ranging from extenders, to nurses, to office managers.

List is approximately 14,000 customers. The Summer (June/July) and Fall (Sept/Oct) catalog is typically a customer segmented focused on private practice and dermatology groups, and goes to approximately 10,500 customers which also includes extenders, nurses, and office managers.

Bonus distribution at medical meetings throughout the year including the AAD Annual Meeting and Summer Innovation Academy.

NET Rates: includes all 3 issues.

Cover Tip: \$20,000

Inside Front Cover: \$12,000

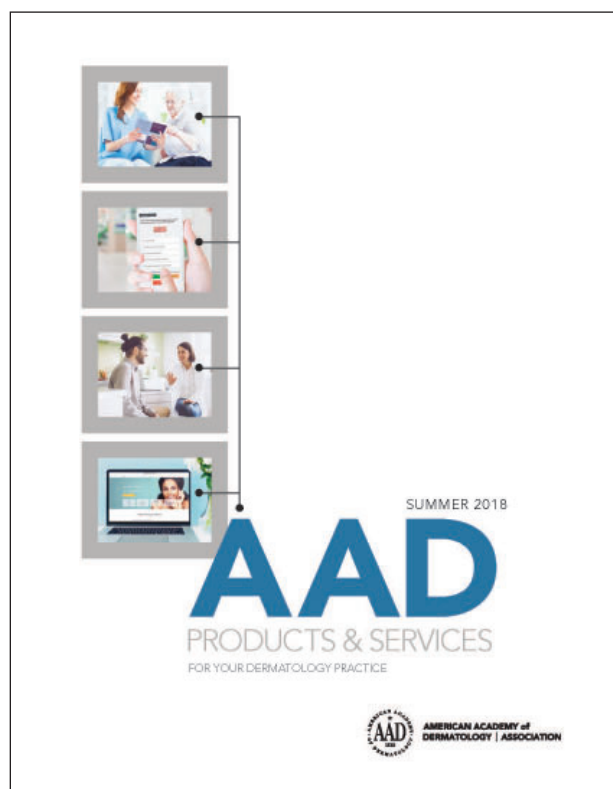
Inside Back Cover: \$9,000

Back Cover: \$15,000

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