

## ACADEMY Mailing List Rental Information

### Background

The American Academy of Dermatology/Association (Academy) is the largest, most influential and most representative of all dermatologic associations. With a membership over 19,000, the Academy represents virtually all practicing dermatologists in the United States and Canada, plus resident physicians and an impressive number of international dermatologists. These physicians and professionals actively seek continuing medical education opportunities, and have the ability to recommend, specify and purchase medications, supplies and equipment related to the practice of dermatology.

### Mailing Lists

The Academy's membership list is more current and accurate than any other dermatology list available in the market. The Academy membership database is updated daily and we are able to provide data sorted in a number of ways. Because of this, Academy lists are widely utilized by both major medical publishers and pharmaceutical companies. The lists available for rental include:

- Academy members in the U.S., Canada, and over 110 international countries
- Directors of approved dermatology residency training programs
- Residents in training at approved programs in the United States and Canada.

Lists are provided in electronic format (ASCII or Excel) for one-time use only as mailing labels. The Academy does not rent or otherwise disseminate other member information, including but not limited to e-mail addresses and fax numbers, to other organizations.

### Mailing List Order Requirements

1. All orders must be submitted in writing on an official order form with all information completed.
2. Prepayment is required.
3. All orders must be signed agreeing to the Terms and Conditions.
4. List orders must include all samples of the final content of the mailing piece(s) (does not need to be in final layout).
5. An email address must be provided which will be used to send the mailing list.

### Processing

List orders will not be processed until the proposed mailing is officially approved. Please allow 10 business days for approval and processing. Lists will be emailed at no additional cost. Rush processing is available at an additional charge which will normally provide the listing in 2-3 business days.

### List Rental Fees

- The Academy's membership lists are available for rental for **one-time use only**.
- Lists from the Academy database are rounded *up* to the next thousand when calculating cost. Additional charges may apply to custom sorts.
- A discounted educational rate is available for the sole purpose of advertising an accredited educational meeting or product offering CME category 1 credit.

Please contact the Member Services Department for specific counts and exact rental fees for the sort you require. **All orders must be prepaid in U.S. Dollars.**

**For Further Information Contact:**  
**Member Services / Tina Matillano**  
**Email:** TiMatillano@aad.org  
**Phone:** 847-240-1344  
**Fax:** 847-240-1860

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#### Terms and Conditions

Persons and companies renting the Academy's mailing list are required to sign the order form indicating they acknowledge and agree to the following:

1. The Academy has the exclusive right to license the mailing list containing the names and addresses furnished to licensee, which are the property of Academy. Licensee is granted a non-exclusive sub-license to use the mailing list **one time for a single mailing as specified in each list order** (signed by licensee and on file in the Academy office) and for no other purpose. The mailing list licensee agrees that the promotional piece(s) supplied for approval is the full piece(s) that will comprise the mailing and must be submitted prior to receiving the list.
2. The Academy mailing list is the property of the Academy and may not be reproduced. Licensee may not copy, reformat, transfer, reproduce, or retain in any form whatsoever all or any part of the mailing list or permit a third party, agent, employee or contractor or their respective agents to do so. The list shall not be used to create a database nor to complete additional mailings of the same material. Licensee shall indemnify Academy for any loss, damage, claim or expense (including attorney's fees) arising out of Licensee's use or misuse of the mailing list.
3. The licensee acknowledges and agrees to the fact that the mailing list is and will continue to be monitored to prevent improper use thereof by a combination of seeded or varied names and addresses. Any method used to alter, detect, or eliminate decoy names is strictly prohibited. Any unauthorized appearance of any decoy name constitutes evidence of complete re-use of the list. Evidence that the list has been used for other than the approved, one-time use may be grounds for action by the Academy to terminate the use of the data, deny any future requests, and seek recovery of damages by the Academy, including recovery of the Academy's attorney's fees in any such action.
4. The Academy has the right to refuse the rental of the mailing list at its discretion. The Academy's "Guidelines for Promotion of Non-Academy Products & Services" is the governing document of what is acceptable. Promotion of products, meetings, and services that compete directly with those offered by the Academy is generally prohibited.

Direct mailing of products which offer CME category 1 credit is not allowed.

List requests to promote a meeting that is 1 day before, during or 1 day after any AAD Annual or Summer meeting will not be granted. List requests to promote a meeting that is 1 day before, during or 1 day after any AAD CME regional meeting will be subject to review by the Senior Manager of Education prior to consideration for approval.

Membership solicitation by organizations other than the Academy is prohibited unless agreed to by the Academy. Fundraising by organizations or individuals other than the Academy is strictly prohibited.

Licensee may not use the Academy name or logo or make reference to the organization in any way (Meeting exhibitors may reference the Annual or Academy Meeting and their exhibit booth); may not imply, through copy or layout, Academy endorsement of an organization, its products or services; and may not rent the list for dissemination of material that is not relevant to dermatology or would tend to mislead, misinform or deceive the recipient.

5. At the discretion of the Academy, mailing list will be provided only to a bonded mailing house. Upon request, licensee will provide proof that the address or email address provided for receipt of the list was to a bonded mailing house and that a bonded mailing house conducted the mailing.
6. The mailing list ordered will be custom produced to the specifications on the order form. The list is to be used within 4 months of receipt. Refunds/replacement lists will not be provided unless due to an error on the part of the Academy.
7. The Licensee agrees that in the event of any usage contrary to this agreement, that they, the undersigned, will be held responsible to pay 10 times the established rental price for the list originally provided, actual rental fees and other damages that may arise out of unauthorized use. Legal action may be taken due to violation of copyright laws and/or of this Agreement.