

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.



19.5% **6%**
OPEN RATE CLICK RATE*

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

\$2,500
PER MONTH - POSITION #1

\$2,000
PER MONTH - POSITION #2

\$4,025
PER MONTH FOR EXCLUSIVITY

Specifications

Ad Size	728x90
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

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SKIN HEALTH
MONTHLY


A PUBLICATION OF THE AMERICAN ACADEMY OF DERMATOLOGY

August 2020


11 kidney disease warning signs



Non-stop itch: A common symptom of kidney disease
About 37 million people have chronic kidney disease, and many don't know it, according to the Centers for Disease Control and Prevention (CDC). Extremely itchy skin is a common symptom. These skin problems can also be a sign.
[Kidney disease, 11 ways it can affect your skin](#)




Concerned about seeing your dermatologist?
You can get the care you need during the coronavirus pandemic. Here's what dermatologists are doing to keep you safe.
[Is it safe to see a dermatologist now?](#)



Summertime skin problems can still flare up
As summer winds down, it's easy to forget about common summertime skin problems. Follow these simple precautions to reduce your risk of skin issues like heat rash, sunburn, and poison ivy.
[How to prevent and treat common summer rashes](#)

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Psoriasis information you can trust
With so much information available about psoriasis, it can be hard to know where to go for trustworthy advice. You'll find dermatologist-approved information — from tips for reducing nail psoriasis to insight about treatment options — here.
[Psoriasis Resource Center](#)



DermWorld

www.aad.org/advertise