

# ADAM 2021

## ADVERTISING & BRANDING MEDIA KIT

- *Executive Decisions in Dermatology*
- Website Banners
- ADAM Intel Banners
- 2021 ADAM Virtual Annual Meeting



Association of Dermatology  
Administrators & Managers

### MAKE ADAM AN INTEGRAL PART OF YOUR MARKETING MIX

ADAM advertising opportunities deliver your message to the full spectrum of dermatology decision makers.

**TARGET DERMATOLOGY'S MOST INFLUENTIAL BUYERS**

# Executive Decisions in Dermatology

*Executive Decisions in Dermatology* is a quarterly digital member publication – distributed via email and accessible on the ADAM [website](#) that incorporates an interactive, responsive design with analytic data. The publication provides information, ideas and best practices in dermatology practice management to 600+ ADAM members, including practice managers, administrators, residents, physicians and companies. Animated flipping pages, video content, clickable links, download / print capability and keyword search are new functions.



**New advertising opportunities** for corporate members and industry partners in 2021 include banner ads in the email distribution and enhanced publication options with embedded videos, pop-up images and URL links.

**Added Value:** Corporate members receive one free 1/4 page placement each year.

## Article Submission

ADAM members are always hungry for the latest news, trends and tools to help them be more successful. ADAM offers free editorial opportunities for articles on practice management skills, compliance needs, financial insights or new trends impacting dermatology practices. The article's content focus should be on education and not a sales pitch or advertorial in nature. However, your business logo and byline with a hyperlink to your company website will be featured to drive additional leads your way.

The recommended word count is 500 - 800 words. Coordinating images should be sent as high-resolution .jpg files of at least 300 dpi and logos should be vector .eps files.

Issue	Theme	Top Submission	Publish Date
JUNE 2021	Continuing Education / Staff Enrichment	3/8/21	6/2/21
SEPTEMBER 2021	Finance / Productivity	6/7/21	9/1/21
DECEMBER 2021	Human Resources	8/30/21	12/1/21
MARCH 2022	PR / Branding	11/29/21	3/2/22



## RUN OF BOOK (ROB) POSITIONS\*

**Ad Unit** (includes one hyperlink)

	<b>4-C</b>
Full Page	\$795
1/2 Page	\$565
1/3 Page	\$395
1/4 Page	\$365
1/6 Page (Business Card)	\$265

## Enhanced ROB Options\*

Multimedia options include embedded video and pop-up image

1/2 Page horizontal or 500 pixels wide	\$595
1/4 Page or 250 pixels wide	\$425

*\*Ask about multiple issue discounts*

**For more Corporate Partner and Branding Opportunities please contact:**

Lora Tusinski-West  
ADAM Project Coordinator  
[ltusinski@samiworks.net](mailto:ltusinski@samiworks.net)

# Production Specifications

## Executive Decisions in Dermatology



### Mechanical Specifications

Electronic files required. Preferred format is PDF/X-1a. View specifications at [swop.org](http://swop.org) or [adobe.com/designcenter/acrobat/articles/acr6pdfx.html](http://adobe.com/designcenter/acrobat/articles/acr6pdfx.html).

Convert all colors to CMYK (except black text).  
No 5th / PMS colors.

All images must be 300 dpi and embedded in ad.

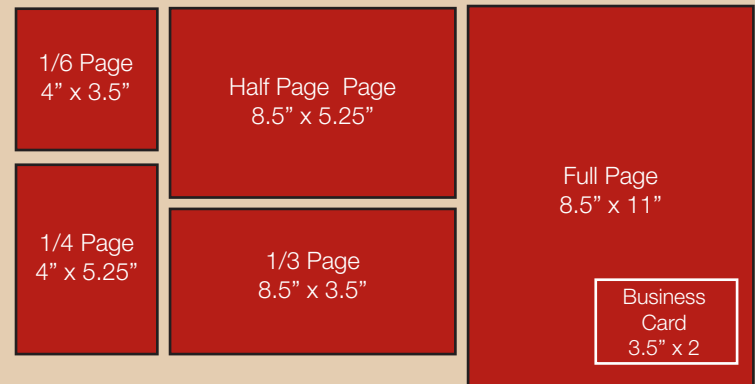
Assistance with ad creation is available at an additional charge. Email all ad elements photo(s), logo and final copy.

Send ad space and materials to:

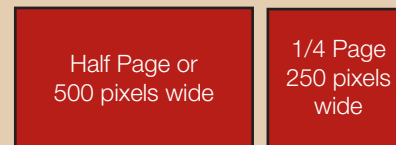
[ltusinski@samiworks.net](mailto:ltusinski@samiworks.net)

(28MB max; for larger files, email for file sharing instructions)

### Ad sizes for Executive Decisions in Dermatology



### Enhanced Multimedia sizes for Executive Decisions in Dermatology



## Website Banner Ads

Have your ad in front of practice managers and administrators on ADAM's website.

**Banner Opportunities Available:** \$500 per Please contact ADAM for additional banner repetition discounts.

**Banner Specifications:** 600px x 160px preferred (728px x 90px acceptable) / RGB format, 72 dpi / PNG or JPG format / 150 KB (max 1MB)

**Provide a link to a webpage of your choice.**





ADAM Intel provides weekly news to its members and keeps them informed yet not overburdened with too many emails.

**Banner Opportunities Available:** \$500 per weekly email.  
Please contact ADAM for additional banner repetition discounts.

**Banner Specifications:** 600px x 160px preferred  
(728px x 90px acceptable) / RGB format, 72 dpi / PNG  
or JPG format / 150 KB (max 1MB)

Provide a link to a webpage of your choice.

[View this email in your browser](#)

## ADAM Intel

Association of Dermatology  
Administrators & Managers

### In this issue:

- [Registration is Open for the 2021 ADAM Virtual Annual Meeting](#)
- [Increase Employee Retention, Job Satisfaction and Productivity](#)
- [Executive Decisions in Dermatology New Interactive Issue](#)
- [Blocking Rule Effective April 5](#)
- [7 Signs the N95s at Your Practice Might be Fake](#)
- [CDC Guidelines for Fully Vaccinated Americans](#)

### Registration is Open for the 2021 ADAM Virtual Annual Meeting

## ADAM ENGAGE VIRTUALLY MEETING JUNE 25-26, 2021 EDUCATE ENERGIZE

Explore the latest trends, hot topics and solutions in practice management at the 2021 ADAM Annual Meeting:

- Leading Your Practice During and Post-Pandemic
- Telemedicine – is it Here to Stay?
- Leadership Mindset
- Marketing and Patient Loyalty Programs
- Human Resource Challenges and Trends
- Building a Team Environment during Covid-19
- Financial and Benchmarking Discussions
- EMR vs. HER
- Coding and Legislation Updates
- Roundtable Discussions, Pearls and Recommendations with Industry Experts, Colleagues, and Faculty Experts
- Unique Networking Opportunities with Colleagues, Experts, and Industry

Please Note: The date is now June 25 – 26 for the inaugural ADAM Virtual Meeting.

[Register for the 2021 Virtual ADAM Annual Meeting](#)

### In this issue:

- [Updated ASDSA / ASLMS Guidelines](#)
- [\\$20 Billion in New Phase 3 Provider Relief Funding Available](#)
- [The Wearable Evolution](#)
- [What Companies Do You Want to Meet?](#)
- [Connect in the Exclusive ADAM Facebook Group](#)

### Updated ASDSA / ASLMS Guidelines

Under the guidance of Murad Alam, MD, MBA, Chair; David M. Ozog, MD, Chair; Marc D. Brown, MD, President of ASDSA; and Thomas E. Rohrer, MD, President of ASLMS; the joint task force of the American Society for Dermatologic Surgery (ASDSA) and the American Society for Laser Medicine & Surgery (ASLMS) have updated the [Guidance for Cosmetic Dermatology Practices During COVID-19](#) and allowed us to share this with ADAM members. This update is based on new information as we toggle through this pandemic, to aid in your day-to-day practice management with recommendations and options.

### Read the Updated COVID-19 Practice Guidance Available

**\$20 Billion in New Phase 3 Provider Relief Funding Available**

U.S. Department of Health & Human Services (HHS) has [announced](#) that it will be disbursing an additional \$20 billion in CARES Act Provider Relief Funds. Under this Phase 3 General Distribution allocation, physicians that have already received Provider Relief funding that considers financial losses and changes in operating expenses caused by COVID-19. Previously ineligible physicians, such as those who began practicing in 2020, will also be eligible to apply. Phase 3 General Distribution funding. This is a first come first served opportunity. Once the \$20B is spent, the window will close.

[Read the Full Article](#)

### Join the Exclusive ADAM Facebook Group

Have a question only a fellow dermatology administrator / manager can answer? Join ADAM's exclusive private Facebook group to engage and learn from your peers. Here is what's trending:

- "Anyone use Microsoft 360? If so, know of any discounts or GPOs to go through?"
- "Our Mohs surgeon just started doing the rapid COVID test on patients that are having surgery on lips and nose. Is anyone else doing this what CPT code are you using?"
- "We're a growing organization. Just acquired an office focused on SRT. EMA-user SRT experts out there?"
- "Has anyone applied for and received forgiveness on PPP loan?"

[Join the ADAM Members Only Conversation](#)

**LEADERSHIP IS A MATTER  
PEOPLE LOOK AT YOU AND GAIN  
IF YOU'RE IN CONTROL, THEY**

**epionce**  
We Deliver the Beauty of Healthy Skin™  
**Barrier Boosting Technology**  
Dermatologist-Developed Skincare



[Read the Full Article on HIPAA and Social Media](#)

Starting 9/11



**hcp** Healthcare Compliance Pros  
**Compliance Solved.**

Training • Assessments • Support

"HCP manages my compliance program allowing me to focus on my practice. Now we both do what we do best. Thanks for relieving the burden."

**For more Corporate Partner and Branding Opportunities please contact:**

Lora Tusinski-West, ADAM Project Coordinator **Email:** [ltusinski@samiworks.net](mailto:ltusinski@samiworks.net)

# ASSOCIATION OF DERMATOLOGY ADMINISTRATORS & MANAGERS



**ENGAGE**  
**EDUCATE**  
**ENERGIZE**

## 2021 ADAM VIRTUAL ANNUAL MEETING EXHIBITOR PROSPECTUS

### Why Exhibit?

**Market your company and raise brand awareness among dermatology practice management decision makers!**

The 2021 ADAM Virtual Annual Meeting will provide an engaging exchange of information for dermatology administrators and managers eager to find new products and services for their dermatology practices. This meeting is your chance to reach and connect with these influential professionals and their valuable purchasing power through creative sponsorship and exhibit opportunities. Your virtual branding booth will allow you to showcase your products and services during the weekend and throughout the year as the virtual meeting is accessible to ADAM members for an entire year.

You will also have the opportunity to schedule virtual video meetup meetings with attendees to make connections as well as highlight any special offers available for your products and services. Each exhibit package includes branding opportunities outside of the virtual platform as well as enhancements to make sure your participation is successful. There are several levels of exhibit participation and the ADAM staff will work with you to find the perfect participation level that meets your needs.

[Click Here For Exhibitor Application](#)

### Corporate Membership

ADAM corporate members get the inside track on ADAM information and receive valuable opportunities to connect with members all year long. For just \$750 annually, your 2021 Corporate Membership includes:

- Premier placement at ADAM Annual Meetings.
- Two membership list rentals per year; includes name, practice and mailing address.
- Inclusion in ADAM's online corporate member directory with a direct link to your company's website.
- One hyperlinked quarter-page ad in the quarterly digital publication, *Executive Decisions in Dermatology* (Size 4" x 5.25", 300 dpi in an .eps or .jpg file)
- One banner ad to be included in an ADAM Intel email (size 600 x 160 px, 72 dpi in a .png or .jpg file, 150 KB - 1 MB, provide a link to a webpage of your choice).

***Please note an ADAM Corporate Membership is included for those at the Bronze level and higher.  
You do not need to apply for membership while completing the application.***

[Click Here For Exhibitor Application](#)

## Premier Partnership Opportunities

SPONSORSHIP PACKAGE INCLUDES:	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,500	EXHIBITOR \$2,500
Standard Virtual Exhibit Booth	X	X	X	X	X
Virtual Meeting Access for Representatives	15	6	5	3	2
Meet Now Video Chat Capabilities with Attendees	X	X	X	X	X
Unlimited Documents Downloadable	X	X	X	X	X
Unlimited Video Promotional Materials in booth	X	X	X	X	X
Special Product / Service Promotions Within Your Booth	X	X	X	X	X
Push Notification for attendees to visit Your Booth	3	2	1		
Banner Ad in ADAM Intel Weekly Email	3	2	1		
Full Page Ad with Video Upgrade in ADAM <i>Executive Decisions</i> Digital Publication	1				
Full Page Ad with Video Upgrade in ADAM <i>Executive Decisions</i> Digital Publication		1			
Half Page Ad with Video Upgrade in ADAM <i>Executive Decisions</i> Digital Publication			1		
Quarter Page Ad with Video Upgrade in ADAM <i>Executive Decisions</i> Digital Publication				1	
Logo on Website	X	X	X	X	X
Metrics Available to View Attendees who Visited Your Booth	X	X	X	X	X
Pre- and Post-meeting Attendee List (Email Addresses Included in Post-meeting List)	X	X	X	X	X
Banner Ad on Website	X	X			
Number of 3 Minute Advertisement Videos That Will Play During Breaks or at the end of a Session	2	1			
Corporate Membership	X	X	X	X	