

ACC.17 Advertising Opportunities



ACC.17™

66th Annual Scientific Session & Expo
Friday, March 17 – Sunday, March 19, 2017
Washington, DC

ACC.17 Daily

The official daily newspaper of ACC.17, ACC's 66th Annual Scientific Session & Expo

- *Drive traffic to your booth*
- *Showcase your products and services and make contact with key decision-makers*
- *Maximize your on-site effectiveness*

On-site issues published Friday, Saturday and Sunday.

- Contains coverage of late-breaking science, keynote lectures and awards, and other meeting highlights. Also includes daily schedule of key events
- Distributed daily at up to three leadership hotels and in marked bins located throughout the convention center
- Registration issue also distributed to all attendees in official meeting bags



Closing Dates

ACC.17 Daily Registration Issue
Ad space Jan. 25, 2017
Final ad artwork . . . Feb. 8, 2017

ACC.17 Daily Day 2 & 3
Ad space Feb. 14, 2017
Final ad artwork . . March 1, 2017

Dates may differ for Cover Tip please contact your account manager.

ACC.17 Daily Advertising Rates

Ad Size	B/W Page (3 issues)	Color Page (3 issues)
Full Page Ad	\$14,420	\$21,115
Junior Page Ad	\$12,360	\$18,540
Half Page Ad (Horizontal or Vertical)	\$9,270	\$14,935
Quarter Page Ad	\$8,755	\$14,420

Net agency commission

Premium Rates (3 issues)

Cover 4*	\$15,965
Cover 2*	\$13,905
Cover Tip**	\$21,115

Net agency commission

*Please note premium rates are in addition to B/W and Color charges listed above

**Per issue or \$57,165 for all three on-site issues

ACC.17 Daily Publication Specs

	Bleed	Non-Bleed
Full Page Ad:		
Trim Size:	10.625 x 15 in.	9.75 x 14.25 in.
Live Area:	.375 in. inside trim	.375 in. inside trim
Bleeds:	.25 in. outside trim	n/a
Junior Page Ad:		
Trim Size:	7.5 x 10 in.	7 x 10 in.
Live Area:	.375 in. inside trim	.375 in. inside trim
Bleeds:	.25 in. outside trim	n/a
Half Page Horizontal Ad:		
Trim Size:	10.625 x 7.5 in.	9.75 x 7 in.
Live Area:	.375 in. inside trim	.25 in. inside trim
Bleeds:	.25 in. outside trim	n/a
Half Page Vertical Ad:		
Trim Size:	5 x 15 in	4.75 x 14.25 in.
Live Area:	.375 in. inside trim	.25 in. inside trim
Bleeds:	.25 in. outside trim	n/a
Quarter Page Ad:		
Trim Size:	5 x 7.25 in.	4.75 x 7 in.
Live Area:	.375 in. inside trim	.25 in. inside trim
Bleeds:	.25 in. outside trim	n/a

Trisha Laramee 484-225-8322
tlaramee@americanmedicalcomm.com

Adam Sansolo 201-575-2242
asansolo@americanmedicalcomm.com

ACC.17 Expo Daily

At ACC.17, this publication places important Expo information directly in the hands of attendees. Inserted into the middle of the *ACC.17 Daily* newspaper, the *ACC.17 Expo Daily* is the only printed resource specifically highlighting ACC.17 exhibitors, Learning Destination partners and Prime Time Event hosts. The publication is smaller than the *ACC.17 Daily* newspaper (8.375 x 10.5"), increasing its visibility and encouraging attendees to pull it out and use as a reference while at the show.

Contents

- Expo floor plan
- Exhibitor list alpha by company name
- Exhibitor list by booth number
- Stories highlighting that day's Learning Destination and Prime Time Event programming, as well as general Expo highlights

Distribution

- Distributed daily at up to three leadership hotels and in marked bins located throughout the convention center
- Registration issue also distributed to all attendees in official meeting bags

ACC.17 Expo Daily Advertising Rates

(Rates per day)

Full Page Ad	\$5,665
Half Page Horizontal Ad	\$3,605
Quarter Page Ad	\$2,060
Cover Ads (Bundle 2, 3, & 4)	\$36,565

Closing Dates

ACC.17 Expo Daily
Day 1, 2 and 3:

Ad space Jan. 25, 2017

Final ad artwork . . . Feb. 8, 2017



Digital File Specifications

The *ACC.17 Daily*, *ACC.17 Expo Daily* and *NCDR.17 Registration Issue* are produced and printed direct-to-plate (DTP). Below is the file format submission information for ads:

Submit ads as a high-resolution PDF with advertiser name and issue date in the filename following this format:
CompanyName_Client/Product Name_AdSize_Day_Placement.pdf

ex: *AMC_Client/Product Name_FullPage_Sat_ACC.17ExpoDailyRob.pdf*

PLEASE NOTE: ACC WILL REJECT ANY ADS WITH INCORRECT FILE FORMAT.

INTERNET/FTP DELIVERY OF ADS:

Please email Ari Mihos
 (amihos@americanmedicalcomm.com)
 prior to submitting a file via FTP.

Address: 199.193.117.104

Log in: cardiologyFTP

Password: Cardio1

Folder: cardiologyFTP/ACC.17_Daily

If desired, also email the PDF to Ari Mihos
 (amihos@americanmedicalcomm.com) if
 the file is less than 10 MB.

Ads may be submitted on CD-ROM.
 WinZip and Stuffit are the only acceptable
 compression techniques.

For disks and/or proofs, please send to:
 American Medical Communications
 Ari Mihos
 630 Madison Avenue, 2nd Floor
 Manalapan, NJ 07726
 732-490-5530

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Live Area:	.375 in. inside trim	.375 in. inside trim
Bleeds:	.25 in. outside trim	n/a
Half Page Horizontal Ad:		
Trim Size:	8.375 x 5.25 in.	7.625 x 4.5 in.
Live Area:	.375 in. inside trim	.375 in. inside trim
Bleeds:	.25 in. outside trim	n/a
Quarter Page Ad:		
Trim Size:	4 x 5.25 in.	3.5 x 4.5 in.
Live Area:	.375 in. inside trim	.25 in. inside trim
Bleeds:	.25 in. outside trim	n/a

Advertising & Sales Office


American Medical Communications
 630 Madison Avenue, 2nd Floor
 Manalapan, NJ 07726
 732-490-5530
 Fax: 732-862-1116

ACCOUNT MANAGERS:

Trisha Laramée
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NCDR.17 Registration Issue

NCDR.17 attracts over 1,500 registry professionals, quality experts, cardiovascular administrators and physicians from across the country. Content will include cardiovascular trends and hot topics related to the College's eight hospital-based and two outpatient-based registries. Articles related to public reporting, quality improvement and accreditation will also be included.

Included in all registration bags.

Closing Dates

Ad space.....Jan. 25, 2017
Final ad artwork.....Feb. 8, 2017

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ACC.17 Update eNewsletters

Recipients get a preview of pertinent ACC.17 information, including registration dates, keynote speakers, etc.

Recipients

Average Number of Recipients:
35,000 per email

Each preview email is sent to all ACC members, and current and past ACC annual meeting attendees

20% Average Open Rate

Distribution

Bi-weekly.....Sept. 2016 – March 2017

Advertising Opportunities

Skyscraper.....160 x 600
Leaderboard.....728 x 90
Mobile*.....300 x 250
Net Cost.....\$3,500 per banner slot

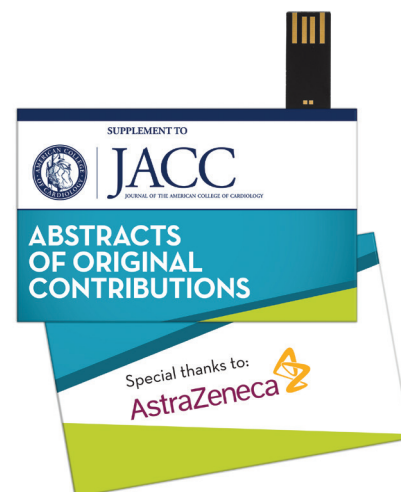
*no additional cost for mobile placement



NCDR.17

Rates

Ad Size	
Full Page Ad	\$4,000
Half Page Ad (Horizontal or Vertical)	\$3,500
Quarter Page Ad	\$2,500
Cover 2	\$2,200 premium
Cover 4	\$2,500 premium
Cover 3	\$2,200 premium



Thumb Drive

Ideal opportunity to reach ACC.17 attendees and cardiologists through an educational tool that will be referred to repeatedly, during and after ACC's Annual Scientific Session & Expo. 5,000 thumb drives to be distributed from the ACC Central booth. Attendees must present a voucher received from the sponsor booth.

- Single-Sponsored
- Full text of the abstracts
- Sponsor recognition on sleeve

Net cost.....\$63,500

ADVERTISMENT

YOUR AD HERE

ADVERTISMENT

YOUR AD HERE

For updates on ACC.17 follow us on [Twitter icon]

ACC.17 Kicks Off with a BANG in Just 11 Days!

At ACC.17 you will improve your patients' lives by staying up-to-date with cutting-edge advances and practice-changing updates in cardiovascular care. And it all starts at the ACC.17 Opening Showcase & Late-Breakers where you'll get a glimpse of the late-breaking science and state-of-the-art clinical advances that will be presented throughout the meeting. Don't miss —

- Keynote address by ACC President Kim Williams, Sr, MD, FACC
- Special message from First Lady Michelle Obama
- Simon Dick Lecture: Population Health: Is it the Secret Sauce? by David B. Nash, MD, MBA
- Partner 2 and HOPE 3 Late-Breaking Clinical Trials

Don't miss out — hotel rooms are going fast! Register now before time runs out!

Learn from the Experts during Interventional Live Cases

ACC.17 provides you with the opportunity to learn about innovative techniques and approaches and new devices and technologies in interventional cardiology.

Watch as the experts navigate six live cases transmitted from three sites: University of Washington Medical Center, Seattle; Evanston Hospital, Illinois; and Barnes Jewish Hospital, St. Louis.

Topics include:

- Structural
- Complex Coronary
- CTO
- Coronary Imaging and Physiology

Learn more about Live Cases at ACC.17.

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