



March 29 – 31, 2014
WASHINGTON, DC



ACC.14

TCT@ACC-12 | innovation in intervention

63rd Annual Scientific Session & Expo



ACC.14 EXPO DAILY RATE CARD

Debuting at ACC.14, this new publication will place important Expo information directly in the hands of attendees. Inserted into the middle of the ACC.14 Daily newspaper, the Expo Daily will be the only printed resource specifically highlighting ACC.14 exhibitors, Learning Destination partners and Prime Time Event hosts. The 12-page publication will be smaller than the ACC.14 Daily newspaper (8 ½ x 11"), 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

- Saturday, March 29: 28,000 copies inserted into attendee bags, and placed in publication bins throughout the convention center
- Sunday, March 30: 10,000 copies handed to attendees as they enter the convention center, and placed in publication bins throughout the convention center
- Monday, March 31: 10,000 copies handed to attendees as they enter the convention center, and placed in publication bins throughout the convention center

RATES

Cover ads (bundle 2, 3 and 4): \$35,000
Full page ad: \$5,000
Half-page ad: \$3,000
Quarter-page ad: \$1,500

DEADLINES

All ad insertions due to AMC no later than Monday, February 3, 2014.

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215-740-3174



SPECS

Full Page Ads	Half Page Ads	Quarter Page Ads
Full Bleed	Full Bleed	Full Bleed
Trim: 8.5x11 in.	Trim: 8.5 x 5.5 in.	Trim: 4.25 x 5.5 in.
Bleed: .125 in. outside trim edges	Bleed: .125 in. outside trim edges	Bleed: .125 in. outside trim edges
Text and Live Art: .5 in. inside trim edges	Text and Live Art: .5 in. inside trim edges	Text and Live Art: .5 in. inside trim edges
Non-Bleed Ads	Non-Bleed Ads	Non-Bleed Ads
Ad Size: 7.5x10 in	Ad Size: 7.5 x 4.5in.	Ad Size: 3.5 x 4.5in.
Text and Live Art: .5 in. inside from edges	Text and Live Art: .5 in. inside edges	Text and Live Art: .25 in. inside from edges

ACC.14 Expo Daily Ads

Page Size: 8.5x11 in.

Full Page Ads:

Full Bleed:

Trim: 8.5x11 in.

Bleed: .125 in. outside trim edges

Text and Live Art: .5 in. inside trim edges

File Format:

Press-Ready CMYK PDF, no spot colors, all fonts embedded

Full Page Ads:

Non-Bleed Ads:

Ad Size: 7.5x10 in.

Text and Live Art: .5 in. inside edges

File Format:

Press-Ready CMYK PDF, no spot colors, all fonts embedded

Half Page Ads:

Full Bleed:

Trim: 8.5 x 5.5 in.
Bleed: .125 in. outside trim edges
Text and Live Art: .5 in. inside trim edges

File Format:

Press-Ready CMYK PDF, no spot colors,
all fonts embedded

Half Page Ads:

Non-Bleed Ads:

Ad Size: 7.5 x 4.5in.

Text and Live Art: .5 in. inside edges

File Format:

Press-Ready CMYK PDF, no spot colors,
all fonts embedded

Quarter Page Ads:

Full Bleed:

Trim: 4.25 x 5.5 in.
Bleed: .125 in. outside trim edges
Text and Live Art: .5 in. inside trim edges

File Format:

Press-Ready CMYK PDF, no spot colors, all
fonts embedded

Quarter Page Ads:

Non-Bleed Ads:

Ad Size: 3.5 x 4.5in.

Text and Live Art: .25 in. inside
from edges

File Format:

Press-Ready CMYK PDF,
no spot colors,
all fonts embedded