

March 29 - 31, 2014 WASHINGTON, DC





# 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  $\frac{1}{2}$  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.

#### CONTACT:

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## The Latest From the Expo Floor

Results of the phase III CHAMPION PHOENIX tri-al, presented at Sunday's Late-Breaking Clinical Trials II estional intravenous with the investi-gational intravenous intravenous duced the odds of a primary efficacy complete endpoint of death, MI, ischemia-driven re-vescularization and stent throm-bosis at 48 hours compared with clopidogrel.

bosis at 48 hours compared win clopidogrel. In this double-blind, pla-in this double-blind, pla-sebo-controlled trial, 11,145 batients undergoing urgent or alteritus, pCI were randomized alteritus, pCI were randomized o receive either a bolus and in-usion of cangrelor or a loading



dose of 600 mg or 300 mg of clopidogrel. The rate of the primary effica-cy endpoint was 4.7 percent in the cangrelor group of patients

tality." Significant advances in prehospital care have helped reduce the morbidity and mortality associ-ated with PCI delays. But it was not known whethar prehospital fibrinolysis Could on

Read All About Learning Destinations Here!

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cal outcomes compared to guideline-based

STREAM was designed to ompare any financy
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0.100		
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:

# Full Page Ads:

## Non-Bleed Ads:

Ad Size: 7.5x10 in. Text and Live Art: .5 in. inside edges

File Format:

# 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:

## 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:

# 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