

# ACC.15 Publication Advertising Opportunities



ACC.15

TCT@ACC-15 | innovation in intervention

64<sup>th</sup> Annual Scientific Session & Expo  
March 14 – 16, 2015 • San Diego

## ACC.15 Daily

The official daily newspaper of ACC.15, ACC's 64th Annual Scientific Session & Expo

- Drive traffic to your booth
- Reach attendees and those who missed the meeting
- Take advantage of post-show momentum



## Closing Dates

### ACC.15 Daily Registration Issue

Ad space . . . . . 1/23/15

Final ad artwork . . . 2/6/15

### ACC.15 Daily Day 2 & 3

Ad space . . . . . 2/27/15

Final ad artwork . . . 3/5/15

## On-site Issues: Published Saturday, Sunday and Monday

- Contains coverage of scientific presentations, educational sessions, award winners, and other meeting activities, along with a daily schedule of key events
- Distributed in bins located throughout the convention center each day
- Saturday issue also distributed to attendees at registration and in official meeting bags

## ACC.15 Daily Advertising Rates

ACC.15 Daily Newspaper rates		
Ad Size	B/W Page (3 issues)	Color Page (3 issues)
Full Page	\$13,500	\$19,500
Jr. Page Island	\$11,500	\$17,500
3/4 Page	\$11,000	\$17,000
1/2 Page	\$8,500	\$14,000
1/4 Page	\$8,000	\$13,500

Net agency commission

Premium Rates*	
Cover 4	\$15,500
Cover 2	\$13,500
Center Spread	\$8,000
Front Cover Banner	\$16,500
Cover Tip**	\$20,500

Net agency commission

\*On-site issue only packages available.

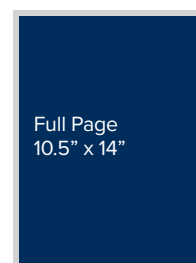
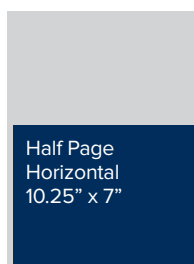
Call for pricing

\*\*Per issue or \$55,500 for all three on-site issues

## ACC.15 Daily Publication Specs

10-7/8" x 15" (finished size)

- Newspaper ads do not bleed
- All dimensions are width x height
- Avoid text in 1" gutter area



Linsey Rosenthal  
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lrosenthal@accardiology.com

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## ACC.15 Expo Daily

At ACC.15, this publication will place important Expo information directly in the hands of attendees. Inserted into the middle of the ACC.15 Daily newspaper, the Expo Daily will be the only printed resource specifically highlighting ACC.15 exhibitors, Learning Destination partners and Prime Time Event hosts. The 12-page publication will be smaller than the ACC.15 Daily newspaper (8 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 14: 28,000 copies inserted into attendee bags, and placed in publication bins throughout the convention center
- Sunday, March 15: 10,000 copies handed to attendees as they enter the convention center, and placed in publication bins throughout the convention center
- Monday, March 16: 10,000 copies handed to attendees as they enter the convention center, and placed in publication bins throughout the convention center



## ACC.15 Expo Daily Advertising Rates

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

## Closing Dates

**ACC.15 Expo Daily  
Day 1, 2 and 3:**

Ad space . . . . . 1/23/15  
Final ad artwork . . . 2/6/15

## ACC.15 Expo Daily Publication Specs

	Full Page Ads	Half Page Ads	Quarter Page Ads
	Full Bleed	Full Bleed	Full Bleed
Trim	8.5 x 11 in.	8.5 x 5.5 in.	4.25 x 5.5 in.
Bleed	.125 in. outside trim edges	.125 in. outside trim edges	.125 in. outside trim edges
Safety	.5 in. inside trim edges	.5 in. inside trim edges	.5 in. inside trim edges
	Non-Bleed Ads	Non-Bleed Ads	Non-Bleed Ads
Ad Size	7.5 x 10 in.	7.5 x 4.5 in.	3.5 x 4.5 in.
Safety	.5 in. inside from edges	.5 in. inside edges	.25 in. inside from edges

## Digital File Specifications

The ACC.15 Daily is 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\_AdSize\_Day\_Placement.pdf*

### INTERNET/FTP DELIVERY OF ADS:

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

**Address:** 108.170.95.250

**Log in:** cardiologyFTP

**Password:** cardiology

**Folder:** cardiologyFTP/CardioSource\_DailyNews

If desired, also email the PDF to Ari Mihos ([amihos@americanmedicalcomm.com](mailto: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  
Phone: 732-490-5530

## Advertising & Sales Office

**American Medical  
Communications**

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



### ACCOUNT MANAGERS:

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## Wrap-Up Issue: Published in *CardioSource WorldNews*, April issue

- A special issue of the monthly tabloid magazine, mailed to the ACC's US membership of over 26,000 cardiovascular professionals
- Providing coverage of the most important news and information from ACC.15
- Ensures those cardiologists who could not attend ACC.15 are up-to-date on the latest information
- Cover wrap programs available to target lists outside of circulation, e.g., family practitioners, general practitioners and internists

## ACC.15 Update eNewsletters

Recipients get a preview of pertinent ACC.15 information, including registration dates, keynote speakers, etc.

### Recipients

Average Number of Recipients:  
125,000 per email

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

15% Average Open Rate

### Distribution

Bi-weekly . . . . . Sept 2014 – March 2015

### Advertising Opportunities

Skyscraper . . . . . 160 x 600  
 Leaderboard . . . . . 728 x 90  
 Net Cost . . . . . \$6,200 per banner slot



## JACC Supplement: Annual Scientific Session Abstracts

The JACC abstracts issue and CD-ROM are ideal opportunities to reach cardiology fellows, fellows in training and ACC.15 attendees through an educational tool that will be referred to repeatedly, during and after the annual ACC Scientific Session & Expo.

### In Print

20,000 JACC abstract issues printed and distributed in the official meeting bags at ACC.15

### 2015 net rates:

8 pages .....	\$40,000
6 pages .....	\$31,700
4 pages .....	\$22,350
2 pages .....	\$11,950
1 page .....	\$6,750



### DVD

20,000 DVDs will be distributed via client's booth

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

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



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