

ACC.18 Advertising Opportunities



ACC.18™

67th Annual Scientific Session & Expo
Saturday, March 10 – Monday, March 12, 2018
Orlando

ACC.18 Daily

The official daily newspaper of ACC.18, ACC's 67th 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 Saturday, Sunday and Monday.

- 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; hand-distributed at key convention center entrances each morning; and located in marked bins throughout the convention center
- Registration issue also distributed to all attendees in official meeting bags



Closing Dates

ACC.18 Daily Registration Issue
Ad space Jan. 19, 2018
Final ad artwork . . . Feb. 2, 2018

ACC.18 Daily Day 2 & 3
Ad space Feb. 12, 2018
Final ad artwork . . Feb. 23, 2018

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

ACC.18 Daily Advertising Rates

Ad Size	B/W Page (3 issues)	Color Page (3 issues)
Full Page Ad	\$14,708	\$21,326
Junior Page Ad	\$12,607	\$18,725
Half Page Ad (Horizontal or Vertical)	\$9,455	\$15,084
Quarter Page Ad	\$8,930	\$14,564

Net agency commission

Premium Rates (3 issues)

Cover 4*	\$14,105
Cover 2*	\$16,165
Cover Tip**	\$19,255

Net agency commission

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

**Per issue or \$57,765 for all three on-site issues

ACC.18 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

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ACC.18 Expo Guide

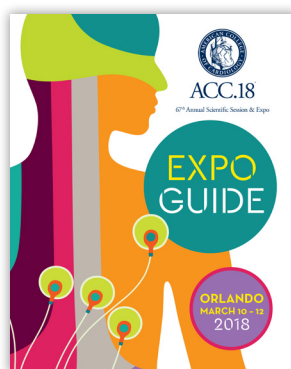
At ACC.18, this publication places important Expo information directly in the hands of attendees. The *ACC.18 Expo Guide* is the only printed resource specifically highlighting ACC.18 exhibitors, Learning Destination partners and Prime Time Event hosts. The publication is a critical reference for attendees while at the show.

Contents

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

Distribution

- Distributed in marked bins located throughout the convention center
- Distributed to all attendees in official meeting bags



ACC.18 Expo Guide 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.18 Expo Guide
Day 1, 2 and 3:**

Ad space Jan. 19, 2018

Final ad artwork . . . Feb. 2, 2018

ACC.18 Expo Guide Publication Specs

	Bleed	Non-Bleed
Full Page Ad:		
Trim Size:	8.375 x 10.5 in.	7.625 x 9.75 in.
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

Digital File Specifications

The *ACC.18 Daily* and *ACC.18 Expo Guide* 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.18ExpoGuideRob.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.18_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

Advertising & Sales Office

AMC American Medical
Communications

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

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ACC.18 Update eNewsletters

Recipients get a preview of pertinent ACC.18 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. 2017 – March 2018

Advertising Opportunities

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

**no additional cost for mobile placement*

YOUR AD HERE

ORLANDO
MARCH 10-12
2018

Connect With the ACC: [f](#) [in](#) [t](#)
 Register for ACC.18 | Submit Your Science

Circulate New Ideas

Discuss and debate the latest science and information with world-renowned faculty at ACC.18. The knowledge you gain here will help you transform cardiovascular care in your practice and improve the heart health of your patients! Register NOW — only 1 day left to **SAVE** with Early Bird Registration Discounts!

Join us in Orlando, March 10 – 12, 2018 and don't miss:

- Accessible, clinically focused sessions on the topics you want
- Interactive learning experiences with opportunities for meaningful engagement with top experts
- Hands-on education with an up-close look at the latest CV products and services
- Dual CME/MOC in more than 300 sessions, plus sessions offering CNE, CPE and ECGME credit
- Time to connect with colleagues to share information and ideas

Learn more about the sessions being planned for ACC.18 with the [Online Planner!](#)

Register now and **SAVE** up to \$490*. Early Bird Discounts end tomorrow, Wednesday, Oct. 16 at 11:59 p.m. ET!

YOUR AD HERE

Save the Date to Submit Late-Breakers

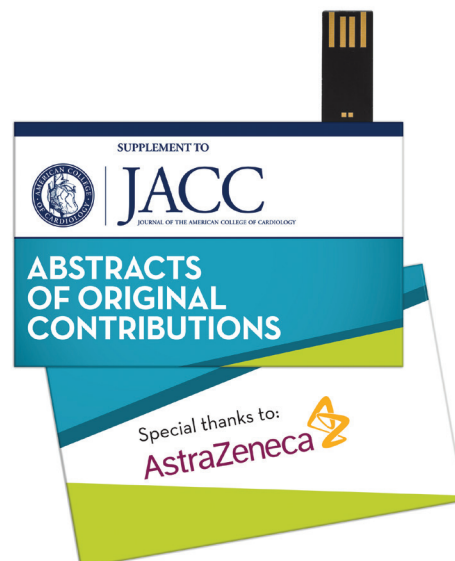
The ACC will begin accepting submissions of Late-Breaking Clinical Trials for

Thumb Drive

Ideal opportunity to reach ACC.18 attendees and cardiologists through an educational tool that will be referred to repeatedly, during and after ACC's Annual Scientific Session & Expo. 3,000 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.....\$55,000



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