

## Advertise in ACCP's Must-Read Meeting Newspaper

### ***Reach hundreds of potential customers through the official Annual Meeting newspaper***

Want to reach your target audience at the ACCP's 2009 Annual Meeting? Here's an opportunity you can't afford to miss!

ACCP exhibitors and others can deliver their important marketing messages to the hundreds of conference attendees - quickly and easily. All it takes is an advertisement in the ACCP's new conference newspaper, *Annual Meeting News*. What better way to get your message to industry decision makers?

### ***Annual Meeting News*** **– distributed on site!**

Why advertise in the conference newspaper? Simply put, it's a great return on your advertising dollar. ACCP's conference newspaper, *Annual Meeting News*, will be published three times during the Annual Meeting and will be filled with live news coverage.

The daily newspaper is provided free to all attendees, and is chock full of news and features on the industry, ACCP and the Annual Meeting.

You can be sure your message is widely read because we'll have personal distribution of the newspaper in the ACCP registration area and Exhibit Hall. Everyone will read it and take it back to the office for colleagues! This high-quality, tabloid-size newspaper is the first place attendees will turn for breaking news, articles, photographs, exhibition highlights, ACCP news, and product announcements. Be a part of it!

### **Cost-effective promotion!**

Tell new customers about your products and services. Re-establish contact with existing clients. Raise awareness in the industry.

Offer conference specials and drive traffic to your booth. Promote your company and services by using this once-a-year opportunity with the movers and shakers in clinical pharmacy. Get your company's news out to the right audience!

*Annual Meeting News* offers value-conscious rates that insure the cost-effectiveness of your message. See the following page for complete details.

### **Contact us**

The American College of Clinical Pharmacy has partnered with **Cunningham Associates** to provide this valuable publication. Purchase advertising today by calling Randi Fischer at 910-754-3795. *Book early to ensure your advertising space!*

## **BOOST YOUR IMPACT IN ANAHEIM**

- Increase your exhibition traffic!
- Reach key attendees!
- Are you a sponsor of a Satellite Symposia? If so, receive a 10% discount for ad buys in ***Annual Meeting News!***



# Annual Meeting News

## ACCP's Annual Meeting Newspaper

### On-Site Issues – October 18, 19 & 20

The American College of Clinical Pharmacy's convention newspaper is a one-of-a-kind opportunity for exhibitors and others to communicate their message, on site, right at the conference, October 18-20, 2009 in Anaheim, CA.

Exhibitors can reach attendees with their important sales messages. *Annual Meeting News* will be published three times in Anaheim: October 18, 19 and 20.

Each issue will feature important up-to-the-minute

news and photographic coverage of the event, coinciding with the exhibit opening and key exhibit days. Each issue will be directly distributed to attendees every morning as they enter the registration area and the Exhibit Hall.

ACCP's *Annual Meeting News* will reach industry professionals at precisely the right time. These issues will help guarantee high visibility and maximum traffic for your company and its exhibit booth.

### ADVERTISING RATES & SIZES

Size	Width x Depth	1x	2x	3x
Back Cover	9 3/4" x 14"	NA	NA	\$6,125
Full Page	9 3/4" x 14"	\$1,875	\$3,475	\$4,875
Half Page Island	7" x 9 3/4"	\$1,550	\$2,875	\$4,150
Half Page	9 3/4" x 7"	\$1,350	\$2,675	\$3,925
1/3 Page	7" x 7"	\$1,225	\$1,900	\$3,100
1/4 Page	4 3/4" x 7"	\$950	\$1,600	\$2,400
Recruitment classifieds		\$350	\$645	\$875

#### Size

Trim size is 11 1/4" x 15". Pages are four columns wide. All critical matter or illustrations should be kept at least 1/4" from all trim edges.

#### Bleed Spreads

Four-color or black-and-white spreads are available ROP. Rate is space plus 15%. All bleeds are toward the gutter only.

#### Color

Any 4-A spot color or PMS matched color is \$350 per insertion. Four-color process is available for \$750 per insertion.

#### Mechanical Charges

Any work done at an agency's request will be charged. This includes stripping, halftones, screens, reverses, additional artwork, typesetting, etc.

#### Printing/Paper Stock

*Annual Meeting News* is printed cold web on 50 lb. white offset stock.

#### Inserts

Advertising inserts are accepted at space plus \$100/1,000.

#### Premium Positions

Premium positions are available at 15% over black-and-white space costs.

#### Materials Accepted

High-resolution PDFs in CMYK color format, all fonts embedded; native files with all supporting files, CMYK, and fonts.

#### Production of Advertisements

Where an advertiser does not have advertising copy, the conference newspaper will provide standard type and mechanical assembly of advertisements at cost. Where an advertisement requires original photography, sketches, and/or special effects, advertiser will pay these costs at billed rates.

#### Agency Commissions/Discounts

*Annual Meeting News* will pay a standard 15% commission to recognize agencies. 2% cash discounts are offered for payment either in advance or within 10 days of billing.

### Deadline: Insertion Orders and Materials due September 23, 2009

To purchase advertising in the *Annual Meeting News*, contact Randi Fischer at Cunningham Associates: 910-754-3795.

Materials should be sent to John Carter at Custom News: 800-627-8723



# Annual Meeting News

## Advertising Insertion Order

### Company

Company Name:

Contact:

Title:

Street:

City:

State:

Zip:

Phone:

Fax:

E-mail:

### Ad Agency

(Please provide this information if appropriate)

Agency:

Contact:

Street:

City:

State:

Zip:

Phone:

Fax:

E-mail:

### Ad Specifics

Num. Issues:

Size of Ad:

B/W  4/C (add color charges below)

Gross Space Cost: \$

Add color charges (if appl.): \$

Add premium position charges (15% of gross space cost, if appl.): \$

Total Gross Cost: \$

Less Agency commission (if appl.): \$

Net amount: \$

Bill me

Credit Card (see below)

Special Instructions (Indicate premium positions, eligible discounts, if appl.):

Signature

Date

#### Send Insertion Order to:

Cunningham Associates • Randi Fischer  
180 Old Tappan Road • Old Tappan, NJ 07675  
Phone: 201-767-4710 • Fax: 201-767-8065  
Direct: 910-754-3795  
E-mail: rfischer@cunnasso.com

#### Send Materials to:

Custom News • John Carter  
4341 Montgomery Ave. • Bethesda, MD 20814  
Fax: 301-841-0040 • Phone: 800-627-8723  
Email: jcarter@usae-e-mail.com

#### Charge Information:

Visa  MC  American Express

Account #:

Expiration Date:

Name of Cardholder:

Signature: