

2012 ACCP Annual Meeting News

October 21–24, 2012

Westin Diplomat Resort • Hollywood, Florida

Advertise in ACCP's Must-Read Meeting Newspaper and Communicate Your Important Message to Attendees

Reach hundreds of potential customers through the official Annual Meeting newspaper

Want to reach your target audience at the ACCP's 2012 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 conference newspaper, *Annual Meeting News*. What better way to get your marketing 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 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-estab-

lish 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 to connect 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 CustomNEWS, Inc. to provide this valuable publication. Purchase advertising today by calling John Carter at (800) 627-8723. *Book early to ensure your advertising space!*

Boost Your Impact in Florida

- 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 21

October 22

October 23

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 meeting, October 21–24, 2012 in Hollywood, FL.

Exhibitors can reach attendees with their important sales messages. *Annual Meeting News* will be published three times in Hollywood: October 21, 22, and 23.

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 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.

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 Isl.	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 percent. 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 off-set stock.

Inserts

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

Premium positions

Premium positions are available at 15 percent 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 percent commission to recognized agencies. Two percent cash discounts are offered for payment either in advance or within 10 days of billing.

Deadline: Insertion Orders and Materials: October 8, 2012

To purchase advertising in the *Annual Meeting News*, or if you have questions,

contact John Carter at (800) 627-8723.

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: _____

Fax, mail or e-mail this Insertion Order to:



4341 Montgomery Avenue • Bethesda, MD 20814
FAX: (301) 841-0040 • Phone: (800) 627-8723
• jcarter@usae-e-mail.com

Charge Information

Visa MC Discover American Express

Account #: _____ Expiration Date: _____

Name of Cardholder: _____ Signature: _____