



# Raise Your Profile in the Clinical Pharmacy Marketplace

## Reach hundreds of potential customers this October!

Want to reach your target audience at the ACCP's 2014 Annual Meeting? Here's an opportunity you can't afford to miss!

Vendors in the ACCP community 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.

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.

**New this year** will be electronic preview and highlights editions. These digital-only issues will be e-mailed to the universe of ACCP members, guaranteeing excellent readership.

You can be sure your message is widely read because we'll have personal distribution of the newspaper in the ACCP registration area and everywhere that meeting attendees gather. 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, and ACCP news. 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. 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 (571) 232-3681.

**Book early to ensure your advertising space!**

★ **Boost Your Impact in Austin** ★  
Reach key attendees by advertising in *Annual Meeting News*!



# ★ Annual Meeting News

## ACCP's Annual Meeting newspaper

On-site Issues: Sunday, Oct. 12; Monday, Oct. 13; and Tuesday, Oct. 14

Digital Editions: August 2014 and November 2014

### Be a Headliner!

The American College of Clinical Pharmacy's convention newspaper is a one-of-a-kind opportunity to communicate your important marketing message on-site at the conference, October 12–15, 2014 in Austin, Texas.

*Annual Meeting News* will be published three times: October 12, 13, and 14. Plus, there will be two digital editions. Each issue will feature important up-to-the-minute news and photographic coverage of the event. Each issue will be directly distributed to attendees every morning.

Size	Electronic Issues 1x/2x	Width x Depth	1X	2X	3X
Bellyband	NA/NA		NA	NA	\$11,250
Back Cover	NA/NA	9 3/4" x 14"	NA	NA	\$ 8,100
Full Page	\$1,300/\$1,800	9 3/4" x 14"	\$ 1,875	\$ 3,475	\$ 4,875
Half Page Isl.	1,075/1,500	7" x 9 3/4"	\$ 1,550	\$ 2,875	\$ 4,150
Half Page	800/1,200	9 3/4" x 7"	\$ 1,350	\$ 2,675	\$ 3,925
1/3 Page	700/1,100	7" x 7"	\$ 1,225	\$ 1,900	\$ 3,100
1/4 Page	600/1,000	4 3/4" x 7"	\$ 950	\$ 1,600	\$ 2,400
Coupon	400/600	4 3/4" x 3"	\$ 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: September 24, 2014** ★

To purchase advertising in the *Annual Meeting News*, or if you have questions, contact John Carter at (571) 232-3681.

## ADVERTISING INSERTION ORDER

### Company

Company Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Ad Agency (Please provide this information if appropriate)

Agency: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### 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:



4824 Edgemoor Lane • Bethesda, MD 20814  
 Phone: (571) 232-3681 • FAX: (703) 564-0495  
 • jcarter@usae-e-mail.com

### Charge Information

Visa  MC  Discover  American Express  
 Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Name of Cardholder: \_\_\_\_\_ Signature: \_\_\_\_\_