

2016

ACCP ANNUAL MEETING NEWS

Diplomat Resort & Spa • Hollywood, Florida • Oct 23-26, 2016

Raise Your Profile in the Clinical Pharmacy Marketplace

Reach hundreds of potential customers this October!

Want to reach your target audience at the American College of Clinical Pharmacy's 2016 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. You will be delivering your marketing message to industry decision makers.

Distributed on site!

Why advertise in the conference newspaper? Simply put, it's a great return on your advertising dollar. Three issues of ACCP's conference newspaper, Annual Meeting News, will be published onsite. Each issue will be actively distributed to attendees as they

enter the meeting area each morning, and digital versions will be circulated online.

The daily newspaper is actively distributed 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 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.

Preview & highlights issues!

Advertising in the digital-only preview and/or highlights issue will get your company's message in front of a wide audience. These issues will be emailed to more than 15,000 ACCP members in mid-September (preview) and mid-November (highlights).

Contact us:

The American College of Clinical Pharmacy has partnered with CustomNEWS, Inc. to provide this valuable publication. Purchase advertising today by calling Jenn Waters at (240)401-6779 or jwaters@showdailies.com.

Read the issues from the ACCP 2015 Global Conference on Clinical Pharmacy:



Click on images to view digital versions.

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Issue Dates

Preview – mid-September
 Issue 1 – October 23, 2016
 Issue 2 – October 24, 2016
 Issue 3 – October 25, 2016
 Highlights – mid-November

Deadlines

Preview Issue

September 7, 2016
Insertion Order deadline
 September 14, 2016
Materials deadline

Onsites & Highlights Issues

October 3, 2016
Insertion Order deadline
 October 10, 2016
Materials deadline

Advertising Rates and Specifications

Size	Electronic Issues	Width x Depth	1X	2X	3X
Bellyband			NA	NA	\$11,250
Back Cover		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 Island	\$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
Recruitment					
Classifieds	\$400/600	4 3/4" x 3"	\$350	\$645	\$875

- Four-color: Add \$750 per issue.
- All rates are gross rates. Appropriate agency commissions apply.

Contact:

CustomNEWS
 Jenn Waters, (240) 401-6779, jwaters@showdailies.com

Specifications

Sizes – Trim size is 11" wide x 15" high and printed on 50# (uncoated) stock. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If provided ads include crop marks, publisher will crop the image accordingly and reduce/enlarge to fit the ad size as needed.

Files – High-resolution Adobe PDF files are strongly preferred. All fonts must be embedded. Files can be e-mailed, sent on a PC-readable CD, or posted to our ftp site (contact us for transfer procedure). All colors should be built out of CMYK process. Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Color reproduction is assured to generally-accepted industry standards for cold-web newspaper printing.

Proof – A printed proof of the file itself is strongly recommended with submission of disk or e-mail. If e-mailing the file, please send the proof by standard mail. Otherwise

include it with the final package. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertisers will be billed at cost for time required to prepare files to above standards, author's alterations, etc.

Suggestions – For best reproduction: Maximum combined density of 240% with one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Add 10% undercolor removal for cyan. Type should be surprinted in areas having tint values of 30%. Four-color type reserves should not be smaller than 10 points, 14 points if using a narrow font. Reverse out of at least 70% tone value in black, magenta, or cyan.

Agency Commission – CustomNEWS will pay a standard 15% commission to recognized agencies.

Materials – Please send all advertising materials to jwaters@showdailies.com. YouSendIt or Drop Box are the preferred methods for submitting files.

Insertion Order

Company Information

Company Name: _____
Contact: _____ Title: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Ad Agency Information (if applicable)

Agency: _____
Contact: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Space Reservation

Number of Issues: _____ Ad Size: _____
Gross amount: _____ Color: B/W 4C
Agency Commission (if applicable): _____
Net Amount: _____
Payment: Bill Me Credit Card

Charge Information

Card (circle): Visa, Mastercard, American Express, or Discover

Account #: _____ Expiration Date: _____

Zip code of credit card billing address: _____

Cancellation Policy: Advertisers cancelling after September 15, 2016 will be billed for 50% of the total net cost. Advertisers cancelling after October 1, 2016 will be billed for 100% of the total net cost.

Signature _____

Date _____

Send Insertion Order to:
CustomNEWS
jwaters@showdailies.com
Phone: (240) 401-6779
Fax: (240) 257-7171