Raise Your Profile in the Clinical Pharmacy Marketplace

Reach hundreds of potential customers this October!

Want to reach your target audience at the 2018 ACCP Global Conference on Clinical Pharmacy? 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, Global Conference 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, Global Conference 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 Global Conference.

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! Global Conference 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 September (preview) and 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.
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: ____________

___________________________________________
Signature
___________________________________________
Date

Cancellation Policy: Advertisers cancelling after September 21, 2018 will be billed for 50% of the total net cost. Advertisers cancelling after October 5, 2018 will be billed for 100% of the total net cost.

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