

Advertising Rates & Data News & Views 2019

Publication Dates:

December 8, 9, 10, 11, and 12, 2019

Advertise in the 2018 editions of News & Views and reach 20,000+ attendees at ASHP's Midyear Clinical Meeting. This daily publication – hand-distributed and displayed in custom racks throughout the convention center – is a must-read, providing live coverage of meeting activities and a full schedule of events. With advertising ONLY from exhibitors, News & Views provides the ideal environment to promote your message, increase your on-site visibility, and enhance your booth investment. All advertising is subject to ASHP approval.

Advertising NET Rates for all 5 issues:

Size	B&W	4-Color
King Page	\$11,750	\$ 13,750
Jr. (Island)	\$ 9,500	\$ 11,000
1/2 Page (vert or horiz)	\$ 7,350	\$ 8,500
1/4 Page	\$ 5,500	n/a

Premium Position Net Costs:

Cover Banner	\$13,000
Cover 4	\$19,500
Cover 2	\$17,750

Closing and Materials Due Dates:

Space	10/25/19
Materials	11/01/19

No cancellations accepted after 10/25/19

Print Specifications:

Size	Width	Height
King Page	10"	14"
Jr. (Island) Page	7"	10"
1/2 Page Horizontal	10"	7"
1/2 Page Vertical	5"	14"
1/4 Page	5"	7"
Cover Banner	10"	2"



Bleed:

Single-page ads (king or island) do NOT bleed. The only bleed occurs across the gutter for spread ads.

King Spread: 21.25" x 14"
Island Spread: 15.25" x 10"

Media:

- High-resolution Adobe PDF files required; PDF/X-1a.
- All fonts and graphics (min. 300 dpi) embedded.
- Convert all colors to CMYK
- Crop marks and color bars must be outside printable area

Insertion Orders to:

Susan Tagliaferro
stagliaferro@pminy.com
212-904-0378

Payment Terms:

Payment Due Upon Receipt of Signed Order.

Materials to:

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

FTP/File Transmission (Preferred):

<https://spaces.hightail.com/space/rLyPR93KL>

Advertising Rates & Data ASHP 2019 Midyear Clinical Meeting Program

Limited-Sponsorship Opportunity

The Midyear Clinical Meeting Program is the definitive resource for attendees, containing complete information on all meeting activities. An exclusive opportunity for sponsors, offering premium positioning on the high-visibility covers and delivering guaranteed readership.

Cost:	
Cover 2	\$35,000
Cover 3	\$20,000
Cover 4	\$45,000

Closing Dates:

Insertion Orders	10/04/19
Materials	10/15/19

Cancellation Policy:

Ads cannot be cancelled after the closing date for space.

Mechanical Specifications

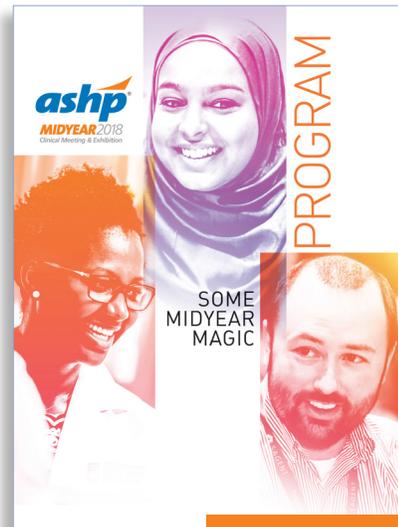
Trim Size:	8 1/8" x 10 7/8"
Live Area:	7 5/8" x 10 3/8"

Binding: Perfect

Size	Width	Height
Full Page Bleed	8 3/8"	11 1/8"
Full Page Non-Bleed	7"	10"

Submission of Advertising Materials:

- PDF files only
- PDF files must be 300 dpi high-resolution CMYK
- and conform to PDF/X-1a standard



**DISTRIBUTED
TO ALL
REGISTRANTS**

**CONTAINS ALL
MEETING ACTIVITIES
INFORMATION**

Insertion Orders and Materials Delivery to:

Susan Tagliaferro
Stagliaferro@pminy.com
212-904-0378

Payment Terms:

Payment Due Upon Receipt
of Signed Order.

For more information contact:

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212-904-0374

Tim Wolfinger
twolfinger@pminy.com
212-904-0379

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