

The largest gathering of pharmacists in the world

## 2019 ASHP MIDYEAR CLINICAL MEETING

December 8-12, 2019  
Las Vegas, NV

## Advertising Rates & Specifications

- News & Views – Daily Publication
- Midyear Clinical Meeting Program

The image shows two covers of the ASHP News&Views publication. Cover A is the 'Midyear Clinical Meeting' issue, dated December 24, 2018, featuring a photo of a man speaking. Cover B is the 'AJHP Looks to Future with New Publishing Partnership' issue, dated December 24, 2018, featuring a photo of a group of people. Both covers include the ASHP logo and the title 'News&Views'.

**ASHP**  
**News&Views** section B

**MIDYEAR CLINICAL MEETING** DECEMBER 24, 2018 • ANAHEIM, CALIFORNIA

### AJHP Looks to Future with New Publishing Partnership

**A**SHP looked to the future by establishing a new publishing partnership with the American Journal of Hospital Pharmacy (AJHP) to create a new, forward-looking publication for the journal's continued commitment to serving the pharmacy profession.

The partnership with AJHP was announced in July at which time ASHP began to fully merge ASHP's print, digital, and video content with AJHP's print, digital, and video content.

On January 1, 2019, one of the most respected and influential journals in the pharmacy profession, AJHP, will be published by ASHP.

This new partnership is expected to bring the best of both worlds together, creating a new, forward-looking publication for the journal's continued commitment to serving the pharmacy profession.

The partnership with AJHP was announced in July at which time ASHP began to fully merge ASHP's print, digital, and video content with AJHP's print, digital, and video content.

On January 1, 2019, one of the most respected and influential journals in the pharmacy profession, AJHP, will be published by ASHP.

This new partnership is expected to bring the best of both worlds together, creating a new, forward-looking publication for the journal's continued commitment to serving the pharmacy profession.

**Join Us for a Book Signing with The Program Handbook Author Andrew**

**T**his year, join us for the ASHP Midyear Clinical Meeting & Exhibition book signing with Andrew, author of The ASHP Program Handbook. Books will be available for sale at the meeting.

The ASHP Program Handbook is the definitive guide for the ASHP program. It provides a comprehensive overview of the ASHP program, including the ASHP program's history, mission, and vision. It also provides a detailed overview of the ASHP program's structure, including the ASHP program's committees, councils, and task forces.

The ASHP Program Handbook is a must-read for anyone involved in the ASHP program. It is a comprehensive guide to the ASHP program, providing a detailed overview of the ASHP program's history, mission, and vision. It also provides a detailed overview of the ASHP program's structure, including the ASHP program's committees, councils, and task forces.

**ashp**  
**MIDYEAR 2018**  
Clinical Meeting & Exhibition

**PROGRAM**

**SOME MIDYEAR MAGIC**

The image shows the cover of the ASHP Midyear 2018 Clinical Meeting & Exhibition Program. It features a collage of photos of people, including a woman in a hijab and a man with glasses. The text 'ashp MIDYEAR 2018 Clinical Meeting & Exhibition' is at the top, and 'PROGRAM' is written vertically on the right. At the bottom, it says 'SOME MIDYEAR MAGIC'.

### Advertising Representatives

**Pharmaceutical Media, Inc.**  
30 East 33rd Street, 4th fl  
New York, NY 10016  
[www.pminy.com](http://www.pminy.com)

**Michael Perlowitz**  
212-904-0374  
[mperlowitz@pminy.com](mailto:mperlowitz@pminy.com)

**Tim Wolfinger**  
212-904-0379  
[twolfinger@pminy.com](mailto:twolfinger@pminy.com)

## 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   |
|---------------------------------|----------|-----------|
| <b>King Page</b>                | \$11,750 | \$ 13,750 |
| <b>Jr. (Island)</b>             | \$ 9,500 | \$ 11,000 |
| <b>1/2 Page (vert or horiz)</b> | \$ 7,350 | \$ 8,500  |
| <b>1/4 Page</b>                 | \$ 5,500 | n/a       |

### Premium Position Net Costs:

|                     |          |
|---------------------|----------|
| <b>Cover Banner</b> | \$13,000 |
| <b>Cover 4</b>      | \$19,500 |
| <b>Cover 2</b>      | \$17,750 |

### Closing and Materials Due Dates:

|                  |          |
|------------------|----------|
| <b>Space</b>     | 10/25/19 |
| <b>Materials</b> | 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

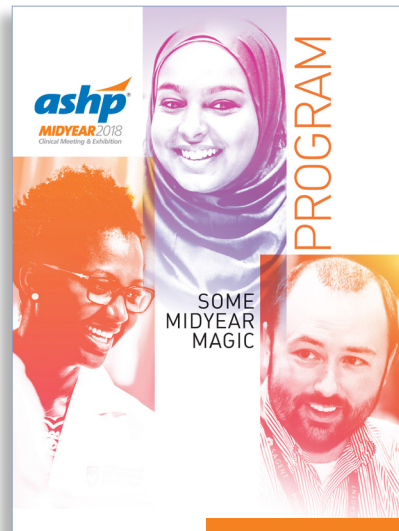
|            |                  |
|------------|------------------|
| Trim Size: | 8 1/8" x 10 7/8" |
| Live Area: | 7 5/8" x 10 3/8" |

**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:

Michael Perlowitz  
mperlowitz@pminy.com  
212-904-0374

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

*The largest gathering  
of pharmacists in the world*