

ACC.23

TOGETHER WITH

WCC

MARCH 4 - 6, 2023
NEW ORLEANS



ACC.23/WCC ADVERTISING OPPORTUNITIES

ACC.23/WCC DAILY

Advertise in the daily newspaper of the American College of Cardiology's Annual Scientific Session & Expo to:

- Maximize your investment
- Gain visibility and drive traffic to your booth
- Make connections with the cardiovascular community
- Showcase your product and services

On-site Issues Published Saturday, Sunday, and Monday

- Contains coverage of late-breaking science, keynote lectures and awards, and other meeting highlights, including a daily schedule of key events
- Distributed daily at two leadership hotels; hand-distributed at key convention center entrances each morning; and located in publication bins throughout the convention center
- Registration issue also distributed to all attendees in official meeting bags

Advertising Rates

Ad Size	B/W Per Issue	B/W 3 Issues	Color Per Issue	Color 3 Issues
Full Page	\$13,000	\$35,000	\$20,000	\$57,000
Junior Page	\$11,500	\$31,500	\$17,500	\$49,500
Half Page Horizontal	\$9,250	\$24,750	\$14,250	\$39,750
Half Page Vertical	\$9,250	\$24,750	\$14,250	\$39,750
Quarter Page	\$8,000	\$21,000	\$13,000	\$36,000
Inside Front Cover	N/A	N/A	\$33,000	\$96,000
Back Cover	N/A	N/A	\$35,000	\$102,000
Cover Tip	N/A	N/A	\$18,000	\$51,000

Publication Specs

	Bleed	Non-Bleed
Full Page		
Trim Size	10.625 x 15 in.	9.75 x 14.25 in.
Live Area	.375 in. inside trim	.375 in. inside trim
Bleeds	.125 in. outside trim	n/a
Junior Page		
Trim Size	7.5 x 10 in.	7 x 9.5 in.
Live Area	.375 in. inside trim	.375 in. inside trim
Bleeds	.125 in. outside trim	n/a
Half Page Horizontal		
Trim Size	10.625 x 7.5 in.	9.75 x 7 in.
Live Area	.375 in. inside trim	.25 in. inside trim
Bleeds	.125 in. outside trim	n/a
Half Page Vertical		
Trim Size	5 x 15 in.	4.5 x 14.25 in.
Live Area	.375 in. inside trim	.25 in. inside trim
Bleeds	.125 in. outside trim	n/a
Quarter Page		
Trim Size	5 x 7.25 in.	4.5 x 6.75 in.
Live Area	.375 in. inside trim	.25 in. inside trim
Bleeds	.125 in. outside trim	n/a

Please supply all final print files in CMYK.



Closing Dates

Day 1/Registration Issue

Ad Space Jan. 13, 2023

Final ad artwork Jan. 20, 2023

Day 2 & 3

Ad Space Jan. 31, 2023

Final ad artwork Feb. 10, 2023

No deadline extensions possible.
Dates may differ for Cover Tip.
Please contact your account manager for more details.

Account Manager

Mark Mrvica
856-768-9360
markmrvica@mrvica.com

Right of first refusal is provided to incumbent advertisers through Sept. 2, 2022.



ACC.23/WCC EXPO GUIDE

The ACC.23/WCC Expo Guide places important Expo information directly in the hands of attendees. It is the only printed resource specifically highlighting ACC.23/WCC exhibitors, Learning Destination Sessions, and Prime Time Events. The publication is a critical reference for attendees while at the show. This advertising opportunity is reserved exclusively for exhibitors through Dec. 31, 2022, after which any remaining ad slots may be made available to non-exhibitors.

Contents

- Expo map
- Exhibitor list alpha by company name
- Exhibitor list by booth number
- Details on all Learning Destination Sessions and Prime Time Events including session title, description, and faculty

Distribution

- Distributed to all attendees in official meeting bags
- Distributed in publication bins located throughout the convention center

Advertising Rates

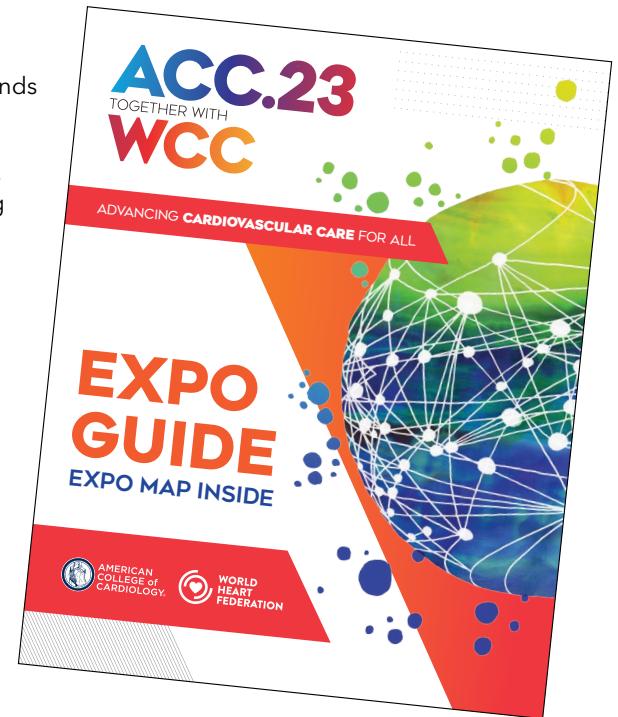
Full Page Ad \$10,000
 Inside Front Cover \$14,250
 Back Cover \$17,000

Publication Specs

Full-Page Ad	Bleed	Non-Bleed
Trim Size	8.375 x 10.5 in.	7.625 x 9.75 in.
Live Area	.375 in. inside trim	.375 in. inside trim
Bleeds	.25 in. outside trim	n/a

Closing Dates

Ad Space Jan. 20, 2023
 Final ad artwork Jan. 27, 2023



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