

Advertise in the **ACC.24 Daily** - 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 and/or educational session(s)
- Make connections with the cardiovascular community
- Showcase your product and services

On-site Issues Published Day 1/Saturday, Day 2/Sunday and Day 3/Monday

- Contain 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 convention center
- Day 1/Saturday issue pre-printed and distributed to all attendees in official meeting bags (ad space closing date Feb. 16, 2024)

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

Print Ad Specs

	Bleed	Non-Bleed
Full Page		
Trim Size	10.625 x 15 in.	9.75 x 14.25 in.
Live Area	0.375 in. inside trim	0.375 in. inside trim
Bleeds	0.125 in. outside trim	N/A
Junior Page		
Trim Size	7.5 x 10 in.	7 x 9.5 in.
Live Area	0.375 in. inside trim	0.375 in. inside trim
Bleeds	0.125 in. outside trim	N/A
Half Page Horizontal		
Trim Size	10.625 x 7.5 in.	9.75 x 7 in.
Live Area	0.375 in. inside trim	0.25 in. inside trim
Bleeds	0.125 in. outside trim	N/A
Half Page Vertical		
Trim Size	5 x 15 in.	4.5 x 14.25 in.
Live Area	0.375 in. inside trim	0.25 in. inside trim
Bleeds	0.125 in. outside trim	N/A
Quarter Page		
Trim Size	5 x 7.25 in.	4.5 x 6.75 in.
Live Area	0.375 in. inside trim	0.25 in. inside trim
Bleeds	0.125 in. outside trim	N/A

Please supply all final print files in CMYK.

Closing Dates\*

Day 1/Saturday

Ad Space: Feb. 16, 2024

Final ad artwork: Feb. 23, 2024

Day 2/Sunday & Day 3/Monday

Ad Space: March 8, 2024

Final ad artwork: March 15, 2024

\*No deadline extensions.

Dates may differ for Cover Tip.

Please contact Sales Rep for more details.



Sales Representative

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

The **ACC.24 Expo Guide** places important Expo information directly in the hands of attendees. It is the only printed resource specifically highlighting ACC.24 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, 2023, 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 convention center

### Advertising Rates

Full Page Ad ..... \$10,000

Inside Front Cover ... \$14,250

Back Cover ..... \$17,000

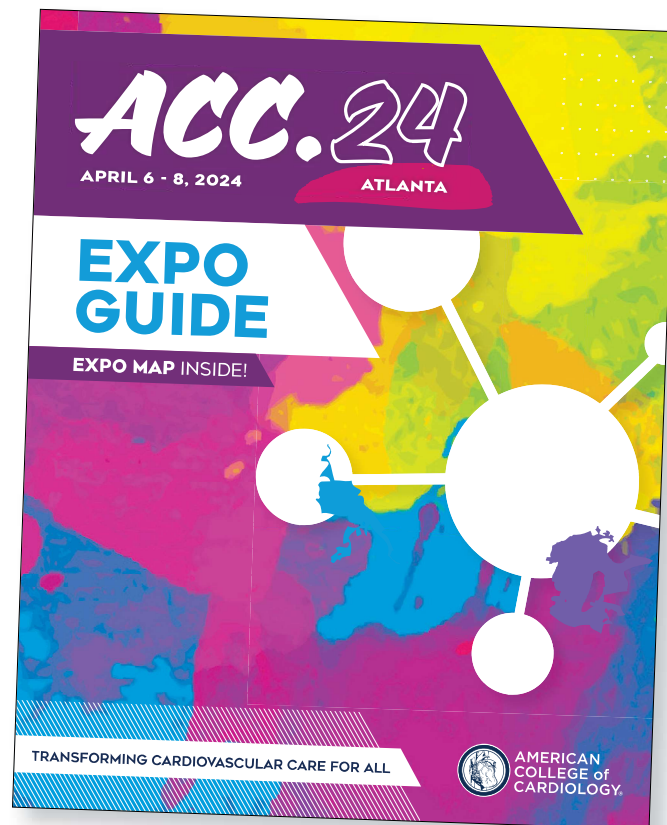
### Print Ad Specs

Full Page Ad	Bleed	Non-Bleed
Trim Size	8.375 x 10.5 in.	7.625 x 9.75 in.
Live Area	0.375 in. inside trim	0.375 in. inside trim
Bleeds	0.25 in. outside trim	N/A

### Closing Dates

Ad Space ..... Feb. 16, 2024

Final ad artwork ..... Feb. 23, 2024



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