

# ACC.19 Advertising Opportunities



ACC.19™

68th Annual Scientific Session & Expo  
Saturday, March 16 – Monday, March 18, 2019  
New Orleans

## ACC.19 Daily

The official daily newspaper of ACC.19, ACC's 68th Annual Scientific Session & Expo

- Drive traffic to your booth
- Showcase your products and services and make contact with key decision-makers
- Maximize your on-site effectiveness

On-site issues published Saturday, Sunday and Monday.

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



## Closing Dates

**ACC.19 Daily Registration Issue**  
Ad Space . . . . . Jan. 18, 2019  
Final ad artwork . . . . Feb. 1, 2019

**ACC.19 Daily Day 2 & 3**  
Ad space . . . . . Feb. 11, 2019  
Final ad artwork . . . Feb. 22, 2019

Dates may differ for Cover Tip please contact your account manager.

## ACC.19 Daily Advertising Rates

Ad Size	B/W Page (3 issues)	Color Page (3 issues)
Full Page Ad	\$15,002	\$21,753
Junior Page Ad	\$12,859	\$19,100
Half Page Ad (Horizontal or Vertical)	\$9,644	\$15,386
Quarter Page Ad	\$9,109	\$14,855

*Net agency commission*

Premium Rates (3 issues)	
Cover 2*	\$14,387
Cover 4*	\$16,488
Cover Tip**	\$19,640

*Net agency commission*

\*Please note premium rates are in addition to B/W and Color charges listed above  
\*\*Per issue or \$58,920 for all three on-site issues

## ACC.19 Daily Publication Specs

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

Linsey Rosenthal 215-740-3174  
lrosenthal@americanmedicalcomm.com

Adam Sansolo 201-575-2242  
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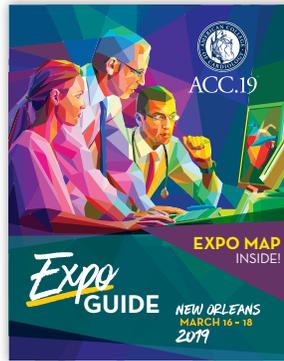


# ACC.19 Expo Guide

At ACC.19, this publication places important Expo information directly in the hands of attendees. The ACC.19 Expo Guide is the only printed resource specifically highlighting ACC.19 exhibitors, Learning Destination partners and Prime Time Event hosts. The publication is a critical reference for attendees while at the show.

## Contents

- Expo floor plan
- Exhibitor list alpha by company name
- Exhibitor list by booth number
- Stories highlighting Learning Destination and Prime Time Event programming, as well as general Expo highlights



## Distribution

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

## ACC.19 Expo Guide Advertising Rates

(3-day Rates)

Full Page Ad	\$17,335
Half Page Horizontal Ad	\$11,031
Quarter Page Ad	\$6,304
Cover Ads (Bundle 2, 3, & 4)	\$37,296

## Closing Dates

### ACC.19 Expo Guide:

Ad space . . . . . Jan. 18, 2019  
 Final ad artwork . . . Feb. 1, 2019

## ACC.19 Expo Guide Publication Specs

	Bleed	Non-Bleed
<b>Full Page Ad:</b>		
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
<b>Half Page Horizontal Ad:</b>		
Trim Size:	8.375 x 5.25 in.	7.625 x 4.5 in.
Live Area:	.375 in. inside trim	.375 in. inside trim
Bleeds:	.25 in. outside trim	n/a
<b>Quarter Page Ad:</b>		
Trim Size:	4 x 5.25 in.	3.5 x 4.5 in.
Live Area:	.375 in. inside trim	.25 in. inside trim
Bleeds:	.25 in. outside trim	n/a

## Digital File Specifications

The ACC.19 Daily and ACC.19 Expo Guide are produced and printed direct-to-plate (DTP). Below is the file format submission information for ads:

Submit ads as a high-resolution PDF with advertiser name and issue date in the filename following this format:

**CompanyName\_Client/ProductName\_AdSize\_Day\_Placement.pdf**

ex: AMC\_Client/ProductName\_FullPage\_Sat\_ACC.19ExpoGuideRob.pdf

**PLEASE NOTE: ACC WILL REJECT ANY ADS WITH INCORRECT FILE FORMAT.**

### INTERNET/FTP DELIVERY OF ADS:

Please email Ari Mihos ([amihos@americanmedicalcomm.com](mailto:amihos@americanmedicalcomm.com)) prior to submitting a file via FTP.

**Address:** 199.193.117.104

**Log in:** cardiologyFTP

**Password:** Cardio1

**Folder:** cardiologyFTP/ACC.19\_Daily

If desired, also email the PDF to Ari Mihos ([amihos@americanmedicalcomm.com](mailto:amihos@americanmedicalcomm.com)) if the file is less than 10 MB.

Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

### For disks and/or proofs, please send to:

American Medical Communications  
 Ari Mihos  
 630 Madison Avenue, 2nd Floor  
 Manalapan, NJ 07726  
 732-490-5530

## Advertising & Sales Office

**AMC** American Medical  
 COMMUNICATIONS Communications

630 Madison Avenue, 2nd Floor  
 Manalapan, NJ 07726  
 732-490-5530  
 Fax: 732-862-1116

### ACCOUNT MANAGERS:

Linsey Rosenthal  
 215-740-3174  
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 201-575-2242  
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Lauren Morgan  
 267-980-6087  
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## ACC.19 Update eNewsletters

Recipients get a preview of pertinent ACC.19 information, including registration dates, keynote speakers, etc.

### Recipients

Average Number of Recipients:  
35,000 per email

Each preview email is sent to all ACC members, and current and past ACC annual meeting attendees

20% Average Open Rate

### Distribution

Bi-weekly . . . . . Sept 2018 — March 2019

### Advertising Opportunities

Leaderboard . . . . . 728 x 90  
Leaderboard . . . . . 728 x 90  
Mobile\* . . . . . 300 x 250  
Net Cost . . . . . \$3,500 per banner slot

*\*no additional cost for mobile placement*

YOUR AD HERE

Connect With the ACC: [f](#) [t](#) [in](#) [v](#)  
Register for ACC.19 | Submit Your Science

**ACC.19: It's An Experience**

It's your time to network with colleagues, see the latest science and innovation and learn about practice-changing updates in care — all in one place!

Join us in New Orleans — Saturday, March 16 through Monday, March 18 and don't miss:

- 11 Learning Pathways covering the breadth of cardiology...So you can stay up to date regardless of your focus area
- Accessible, clinically focused topics for the entire Care Team...So you can return to your practice ready to make changes that will improve care
- Interactive sessions offering meaningful interactions with global thought leaders...So you can debate and discuss your ideas with the experts
- Hands-on Training and an up-close look at the latest products & services...So you can have access to the most current information on the market
- Over 300 sessions offering Dual CME/MOC credits or the opportunity to earn CNE, CPE or ECME credits...So you can easily meet licensing and certification requirements

[Register now and save up to \\$450 with discounted early bird rates!](#)

YOUR AD HERE

**Upcoming Deadlines**

*Tuesday, Oct 16, 1:00 p.m. ET*  
Deadline for Abstract & Case Submissions

*Wednesday, Oct 24, 11:59 p.m. ET*  
Early Bird Registration Deadline — Rates Increase After This Date

## Thumb Drive

Ideal opportunity to reach ACC.19 attendees and cardiologists through an educational tool that will be referred to repeatedly, during and after ACC's Annual Scientific Session & Expo. 3,000 thumb drives to be distributed from the ACC Central booth. Attendees must present a voucher received from the sponsor booth.

- Single-Sponsored
- Full text of the abstracts
- Sponsor recognition on sleeve

Net cost.....\$56,000



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**Lauren Morgan** 267-980-6087 [lmorgan@americanmedicalcomm.com](mailto:lmorgan@americanmedicalcomm.com)