

ACC.21 Advertising Opportunities



ACC.21

Daily Conferences
May 15-17

INSIDE

14 CLINICAL WELFARE INITIATIVE
Learn about today's lifestyle. Session on clinician wellness and battling burnout.

20 KEYNOTE SPEAKER
Head from today's medical systems.

22 LEARNING FRONTS MENTORS
Learn from Dr. Pamela Smith, MD, and others.

CTO PCI Techniques May Be Transferable to Peripheral Vascular System

Techniques used in chronic total occlusion (CTO) PCI may be transferable to the peripheral vascular system, according to a case published in JACC: Case Reports. Corin McCullough, MBBCh, et al. describe a case of recanalization of an occluded radial artery that was dilated and treated using CTO techniques before revascularization. The patient was a 70-year-old female referred for coronary angiography for angina. The patient had history of chronic kidney disease, diabetes and hypertension and was non-smoker. She previously had PCI via radial and femoral access and experienced femoral vascular complications. Coronary angiography was performed to radial access. After assessing the radial artery, the authors noted an occlusion and possible dissection with clear delineation of a distal lumen. System and imaging guidance results. They used a hydrophilic coronary guidewire to negotiate the radial artery and dilated it with the use of a 1.5 mm radial artery dilator. Distal dilation and balloon-assisted tracking were then used to guide the catheters to the stent and complete the case.

How is Cardio-Oncology Advancing in Japan?

the growing field of cardio-oncology in Japan. Tsune Kihara, MD, PhD, president of the Japanese Oncology-Cardiology Society, published her perspectives Dec. 19 in JACC: CardioOncology. In the first paper, Kihara and Chikashi Ishida, MD, PhD, president of the Japanese Society of Medical Oncology, discuss the growing demand for treatment of cancer patients with cardiovascular complications or complications. They explain that cardiologists need information and knowledge of current

Meeting Info

The American College of Cardiology's 70th Annual Scientific Session & Expo is now an *ALL VIRTUAL Experience* streaming live May 15 – 17, 2021, with On Demand access.

Due to the continued spread of COVID-19 and a sudden, sharp increase in ongoing travel restrictions imposed by health care institutions, academic medical centers and exhibitor companies, the decision has had to be made to transition the meeting from a hybrid model to entirely virtual.

ACC.21 will continue as an *ALL VIRTUAL Experience*, built on the success of last year's meeting with an enhanced world-class program delivered through an innovative digital platform built for learning, collaboration and networking. A robust virtual Expo will offer both exhibits and education as part of Learning Destinations.

ACC.21 Pre-Conference Supplement

The daily this year will be published prior to the meeting and include general meeting information. The A-size issue will be polybagged before the meeting with the April issue of *Cardiology* magazine, the ACC's news publication.

ACC.21 Pre-Conference Supplement

Ad Size	B/W Page (1 issue)	Color Page (1 issue)
Full Page Ad	\$4,000	\$6,000
Half Page Ad (Horizontal or Vertical)	\$2,000	\$4,000
Quarter Page Ad	\$1,500	\$1,800

Rates are all net agency commission

Premium Rates (3 issues)

Cover 2*	50% BW rate plus reg. rates
Cover 4*	100% BW rate plus reg. rates

Rates are all net agency commission

ACC.21 Pre-Conference Supplement Publication Specs

	Bleed	Non-Bleed
Full Page Ad:		
Trim Size:	8" x 10.75"	7" x 9.75"
Live Area:	.25" inside trim	n/a
Bleeds:	.125" outside trim	n/a
Half Page Horizontal Ad:		
Trim Size:	8" x 5.25"	7" x 4.75"
Live Area:	.25" inside trim	n/a
Bleeds:	.125" outside trim	n/a
Half Page Vertical Ad:		
Trim Size:	4" x 10.75"	3.5" x 9.75"
Live Area:	.25" inside trim	n/a
Bleeds:	.125" outside trim	n/a
Quarter Page Ad:		
Trim Size:	4" x 5.375"	3.5" x 4.875"
Live Area:	.25" inside trim	n/a
Bleeds:	.125" outside trim	n/a

Digital File Specifications

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/Product Name_AdSize_Day_Placement.pdf

ex: *AMC_Client/Product Name_FullPage_Sat_ROB.pdf*

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

INTERNET/FTP DELIVERY OF ADS:

Please email John Salesi (JSalesi@amcmmediagroup.com) prior to submitting a file via FTP.

Address: 199.193.117.104

Log in: cardiologyFTP

Password: Cardio1

Folder: cardiologyFTP → ACC.21_Daily

If desired, you can also email to John Salesi (JSalesi@amcmmediagroup.com) if the file is less than 10 MB. Zip files are acceptable.

ACC.21 Advertising Opportunities



ACC.21 Post-Meeting Supplement

Supplement will be limited sponsorship.

The ACC.21 recap will include the top clinical trials, featured clinical research, and other important meeting highlights. The supplement will polybag with the June issue of *Cardiology* and will be the official post-meeting publication from ACC.21.



Rates:

- Cover 2: \$17,000
- TOC: \$15,000
- Center Spread: \$12,000
- Cover 4: \$20,000

ACC.21 Abstracts on USB drive

Ideal opportunity to reach ACC.21 attendees and cardiologists through an educational tool that will be referred to repeatedly. 2,500 thumb drives will be polybagged with an issue of *JACC* close to the meeting dates. Sponsor can supply list or we can help identify appropriate targets.

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

Net cost.....\$60,000



ACC.21 Pre-Conference Emails

Recipients get a preview of pertinent ACC.21 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. One additional email is sent post-meeting to only ACC.21 professional attendees.

20% Average Open Rate

Distribution

March- May 2021

Advertising Opportunities

Leaderboard	728 x 90
Leaderboard	728 x 90
Mobile*	300 x 250
Net Cost . . .	\$3,500 per email, 100% SOV

*no additional cost for mobile placement

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ACC.21 Daily Meeting Emails

- 3 emails will deploy each day of the meeting highlighting the most pertinent news
- Sponsor would receive 3 banner slots per day
- Sent to approximately 30,000 ACC members/registered attendees
- Open rates are 28%+
- Investment: \$25,000 for all 3 days

