

ACC.22 ADVERTISING OPPORTUNITIES

ACC.22
APRIL 2-4 | WASHINGTON, DC

TRANSFORMING
CARDIOVASCULAR
CARE
FOR YOU. FOR YOUR TEAM.
FOR YOUR PATIENTS.



ACC.22 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 CV 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 marked bins throughout the convention center
- Registration issue also distributed to all attendees in official meeting bags



ACC.22 DAILY PUBLICATION SPECS

	Bleed	Non-Bleed
Full Page Ad:		
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 Ad:		
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 Ad:		
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 Ad:		
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 Ad:		
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

CLOSING DATES

ACC.22 Daily Registration Issue

Ad Space Feb. 11, 2022

Final ad artwork Feb. 21, 2022

No deadline extensions possible.

ACC.22 Daily Day 2 & 3

Ad space Mar. 1, 2022

Final ad artwork Mar. 11, 2022

Dates may differ for Cover Tip.

Please contact your account manager.

ACCOUNT MANAGERS

Craig Baker

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Louisa McKenney

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Right of first refusal (RFR) is provided to incumbent advertisers through December 17, 2021.

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ACC.22 DAILY ADVERTISING RATES

Ad Size	B/W Per Issue	B/W 3 Issues	Color Per Issue	Color 3 Issues
Full Page Ad	\$13,000	\$35,000	\$20,000	\$57,000
Junior Page Ad	\$11,500	\$31,500	\$17,500	\$49,500
Half Page Ad (Horizontal)	\$9,250	\$24,750	\$14,250	\$39,750
Half Page Ad (Vertical)	\$9,250	\$24,750	\$14,250	\$39,750
Quarter Page Ad	\$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

ACC.22 UPDATE eNEWSLETTERS

Secure a hyperlinked digital ad in the eNewsletters where recipients receive pertinent ACC.22 information including registration dates, keynote speakers, meeting highlights and more.

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 October 2021 - March 2022

ADVERTISING OPPORTUNITIES

Leaderboard (1) 728 x 90

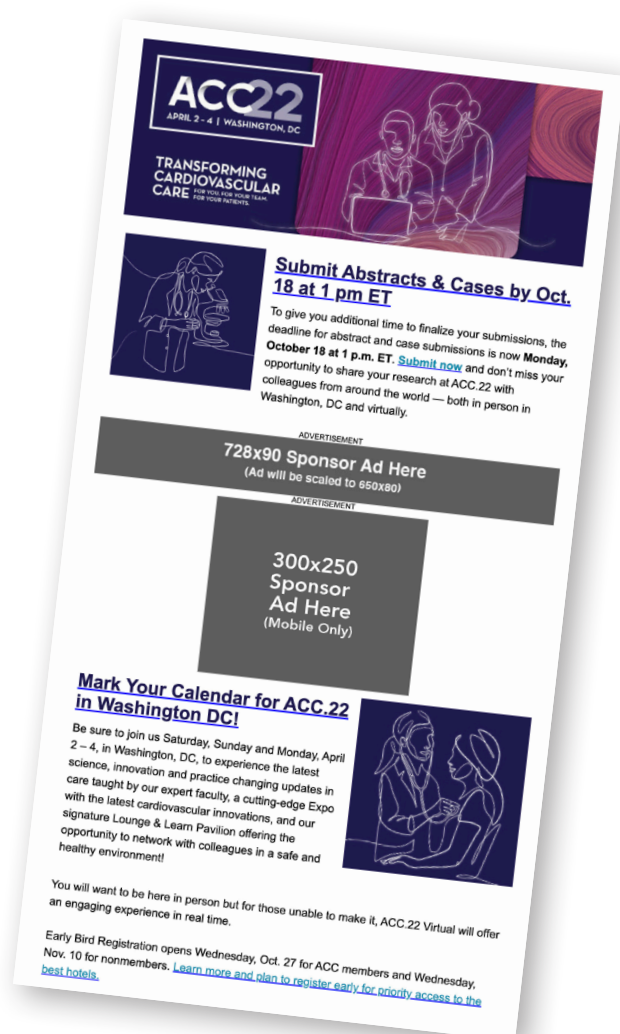
Leaderboard (2) 728 x 90

Mobile* (Included) 300 x 250

Net Cost \$3,500 per banner, per email

*no additional cost for mobile placement

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ADVERTISING SALES



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