

Scientific Assembly News

Official Newspaper of the
2011 ACEP Scientific Assembly
October 15-18, 2011—San Francisco, CA



2011 Rate Card



Scientific Assembly News

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Elsevier Society News Group (ESNG) and the American College of Emerging Physicians (ACEP) are teaming up again to publish *Scientific Assembly News*. There will be three On-Site Issues available at The Assembly being held in San Francisco, October 15-18, 2011, plus a September Preview Issue. The Preview Issue will ride along with ACEP News—the official newspaper of the American College of Emergency Physicians—reaching more than 35,000 emergency physicians. And for even greater visibility, each issue of *Scientific Assembly News* will be distributed to attendee hotel rooms as part of the Doctor's Bag door drop program.

The 2011 version of *Scientific Assembly News* will have the important information needed for participants to make the most of their time in San Francisco. Exceptional editorial design and production quality make the official newspaper of the Scientific Assembly an essential marketing tool for delivering your message to this key audience. As in past years, all issues of this publication will be available on-line at www.acep.org.

Last year's Scientific Assembly in Las Vegas broke attendance records with more than 5,000 attendees and San Francisco is always a popular destination. Don't miss the opportunity to connect with this key audience before, during and after the Assembly by advertising in *Scientific Assembly News*. There are three packages and price levels offering broad reach to ACEP members and non-member emergency physicians.



	Package A Preview Issue (September)	Package B 3 On-site Issues	Package C Preview & 3 On-site Issues
AD UNIT			
Black-and-white Rates			
King Page	\$9,800	\$9,200	\$18,000
3/4 Page	8,800	8,100	16,000
Island (A-size)	7,800	6,600	13,000
1/2 Page	6,200	5,600	8,500
1/4 Page	4,100	4,600	6,900
1/8 Page	2,500	2,000	3,600
1/16 Page	1,900	1,200	2,500
Color (in addition to black-and-white rates)			
Four Color	\$3,000	\$2,000	\$3,000
Standard	1,700	950	1,700
Special Positions (King-page and color required for special positions.)			
Inside Front Cover	\$2,000	\$2,000	\$2,000
Opposite Inside Front Cover	2,000	2,000	2,000
Back Cover	3,500	3,500	3,500
Inside Back Cover	1,500	1,500	1,500



Issue and Closing Dates

Issue Dates	Space Close	Materials Due
<u>Preview Issue</u>		
September 2011	August 12	August 19
<u>On-Site Issues</u>		
October 15	September 2	September 29
October 16	September 2	September 29
October 17	September 2	September 29

Advertising Sales Contacts

Product/Service

Jim Brady
516-742-7960
jtbrady1@verizon.net

Satellite Symposia

Mark Branca
973-290-8246
m.branca@elsevier.com

Recruitment

Robert Zwick
973-290-8226
r.zwick@elsevier.com

Contract and Copy Regulations

- All contracts and contents of advertisements are subject to ESNG's approval. ESNG reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitments.
- ESNG reserves the right to put the word "Advertisement" on advertising which, in ESNG's opinion, resembles editorial material.
- ESNG guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.

Cancellations

- Notification in writing of space cancellations must be received by space closing deadline.
- If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- Cover positions are non-cancelable.

Agency, Commission, Credit and Discount Terms

- Agency commission: 15% on all ads.
- Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due ESNG for contracted and published ad space.

BONUS Distribution on-line at ACEP.org!



Your advertising gains even wider distribution before, during and after the 2011 ACEP Scientific Assembly. Each issue of *Scientific Assembly News* will be posted on the day of publication to the home page of the ACEP website, ACEP.org. PLUS each issue will remain posted for 90 days following the close of the Assembly.

Full-Page Bleeds

Bleed size: 10-3/4" x 14-1/4"

Trim: 10-1/2" x 14"

Keep live matter 1/2" from all trim edges.

Reproduction Requirements

- Black-and-white or Color Advertisements**
Digital materials are required. High Resolution PDF files are preferred.
Media accepted CD-ROM or ad may be transmitted to our FTP site.
Please call Yvonne Evans Struss at 240-221-2410 for username and password.
File name must include name of product.
Digital files will not be altered.
All files must be 100%.
Trapping must be included in file.
All images must be CMYK (RGB images cannot be processed).
Third-party fonts are not accepted.
For further questions, please contact Yvonne Evans Struss at 240-221-2410.
- Color Proofs**
Provide two high-end digital proofs with color bars.
Color laser proofs are not accepted as color guidance.
Proofs must be provided at 100% size.



c. Provider Information

Please provide the following with your media:

- Publication name and issue date
- Advertiser, product and agency name
- Contact name and phone number
- Directory of disk or CD

Shipping Instructions

Send all contracts and insertion orders to:

ACEP Scientific Assembly News
 Elsevier Society News Group
 60 Columbia Road, Bldg. B
 Morristown, NJ 07960
 Attn: Joan Friedman
 Tel: 973-290-8211
 Fax: 973-290-8250

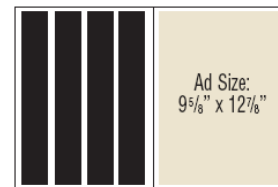
Send all digital files and proofs to:

ACEP Scientific Assembly News
 Elsevier Society News Group
 5635 Fishers Lane, 6th Floor
 Rockville, MD 20852
 Attn: Yvonne Evans Struss
 Tel: 240-221-2410
 Fax: 240-221-2543
 or e-mail y.evans@elsevier.com
 for FTP instructions request.

Mechanical Specifications

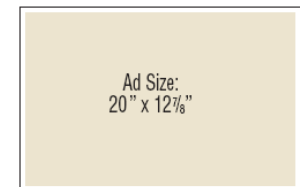
- 1/8 Page: 4-3/4" wide x 2-7/8" long (not shown)
- 1/16 Page: 2-1/4" wide x 2-7/8" long (not shown)
- 3/4 Horiz. Spread: 20" wide x 10" long (not shown)
- 1/2 Horiz. Spread: 20" wide x 6 3/4" long (not shown)

King-size Page



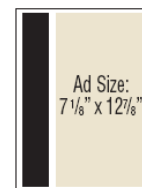
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 Trim Size: 10 1/2" x 14"

King-size Spread

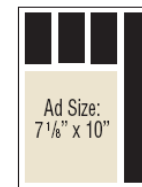


Bleed Size: 21 1/4" x 14 1/4"
 Trim Size: 21" x 14"

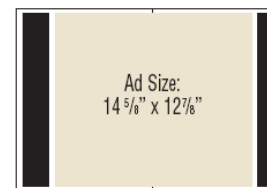
3/4 Vertical Page



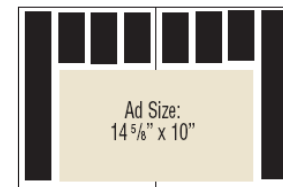
Island Page



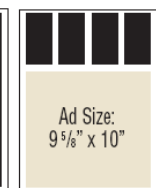
3/4 Vertical Spread



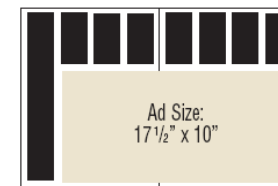
Island Spread



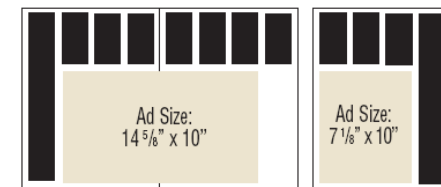
3/4 Horizontal Page



Island Page + 3/4 Page Horizontal



Island Spread + Island Page



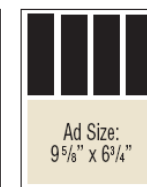
1/2 Vertical Page



1/4 Vertical Page



1/2 Horizontal Page



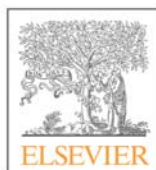
1/4 Horizontal Page



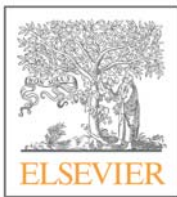
1/4 Page Column



Ad Size: 2 1/8" x 12 7/8"



**ELSEVIER
 SOCIETY
 NEWS GROUP**



**ELSEVIER
SOCIETY
NEWS GROUP**

2011 ACEP Scientific Assembly News
SPACE RESERVATION AND APPROVAL FORM

Please indicate Package Selection:

- _____ **Package A—Preview Issue**
- _____ **Package B—3 On-Site Issues of Scientific Assembly News**
- _____ **Package C—Preview Issue and 3 On-Site Issues**

COMPANY: _____

PRODUCT: _____

SPACE UNIT: _____

COLOR: _____

HEADLINE: _____

POSITION: _____

GROSS COST: _____

(LESS 15% AGENCY COMMISSION)

NET COST: _____

MATERIALS TO:

Elsevier Society News Group

5635 Fishers Lane, Suite 6000

Rockville, MD 20852

Attn: Yvonne Evans Struss (y.evans@elsevier.com; 240-221-2410)

AGENCY: _____

ADDRESS: _____

Phone: _____

Fax: _____

E-mail: _____

Signature: _____

Title: _____

Date: _____

**Please fax this order to: Joan Friedman, Elsevier Society News Group
973-290-8250 or j.friedman@elsevier.com**