

The STS Meeting Bulletin

Official Newspaper of the 47th Annual Meeting of
THE SOCIETY OF THORACIC SURGEONS



2011 ADVERTISING INFORMATION



STS 47th Annual Meeting | January 31-February 2, 2011 | San Diego, CA

Advertising Sales
Elsevier Society News Group

Betty Ann Gilchrist
Tel: 203-938-3156 | Fax: 203-938-3570
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The STS Meeting Bulletin

2011 Rate Card

47TH ANNUAL MEETING - JANUARY 31-FEBRUARY 2, 2011 - SAN DIEGO, CA

Issuance

Published by Elsevier Society News Group (ESNG)
Frequency: 3 issues

Organization Affiliation

The Society of Thoracic Surgeons

Distribution

The STS Meeting Bulletin will be distributed at The Society of Thoracic Surgeons 47th Annual Meeting, January 31-February 2, 2011, in San Diego, CA. Expected attendance of more than 3,000 thoracic and cardiovascular surgeons.

Editorial

Highlights of the STS 47th Annual Meeting

Editorial Staff

Editor: Elizabeth Wood

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 commitment.
- 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.

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Mailing and Closing Dates

<u>Issue Dates</u>	<u>Space Close</u>	<u>Materials Due</u>
Jan. 29/30, 2011	Dec. 20, 2010	Dec. 28, 2010
Jan. 31, 2011	Dec. 20, 2010	Dec. 28, 2010
Feb. 1/2, 2011	Dec. 20, 2010	Dec. 28, 2010

Rates (Includes all 3 issues): All prices are net

Black-and-white	
Tabloid	\$11,000
3/4 Page	\$8,000
A-size	\$7,500
1/2 Page	\$7,000
1/4 Page	\$5,000
Color	
Three/Four Color	\$2,000
Standard Color	\$975
Matched Color	\$1,200
Cover Tip	
Supplied	\$17,000

Special Positions

- Inside Front Cover : Tabloid rate + 50% (plus color)
- Cover 4: Tabloid rate + 50% (plus color)
- Please contact sales representative for additional special positions.

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.

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.

Cover Tip Specifications

Bleed size: 10 1/4" x 6 1/4" (1/8" bleed on all four sides)
Final Trim: 10' x 6"
Live Area: 9 1/2" x 5 1/2" (1/4" on all four sides)
Stock: 80# Coated
Ink: CMYK
Quantity: As specified in contract

Paper and Printing

ESNG publications are printed in a tabloid news format on coated stock.



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Reproduction Requirements

- a. **Black-and-white or Color Advertisements**
 Digital materials are required. High Resolution PDF files are preferred.
 We accept CD-ROM or the file may be transmitted to our FTP site.
 Please call Anthony Draper at 240-221-2419 for username and password.
 File name must include name of product.
 All files must be 100%. Digital files will not be altered.
 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 Anthony Draper at 240-221-2419.
- b. **Color Proofs**
 Provide a high-end digital proof 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

- a. Send all contracts and insertion orders to:
The STS Meeting Bulletin
 Elsevier Society News Group
 60 Columbia Road, Bldg. B.
 Morristown, NJ 07960
 Attn: Joan Friedman
 Tel: 973-290-8211; Fax: 973-290-8250
- b. Send all digital files and proofs to:
The STS Meeting Bulletin
 Elsevier Society News Group
 5635 Fishers Lane, Suite 6000
 Rockville, MD 20852
 Attn: Advertising Production
 Tel: 240-221-2419; Fax: 240-221-2543

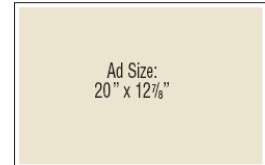
Mechanical Specifications

King-size Page



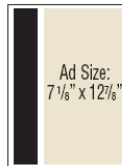
Bleed Size: 10 3/4" x 14 1/4"
 Trim Size: 10 1/2" x 14"

King-size Spread

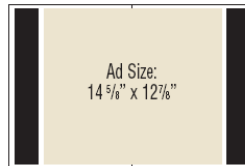


Bleed Size: 21 1/4" x 14 1/4"
 Trim Size: 21" x 14"

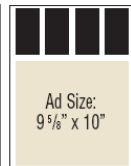
3/4 Vertical Page



3/4 Vertical Spread



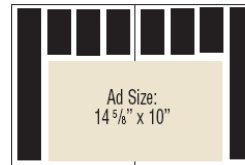
3/4 Horizontal Page



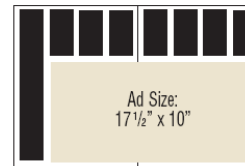
Island Page



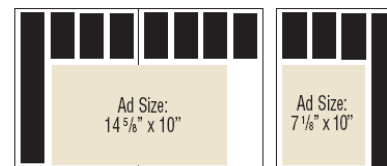
Island Spread



Island Page + 3/4 Page Horizontal



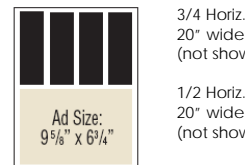
Island Spread + Island Page



1/2 Vertical Page



1/2 Horizontal Page



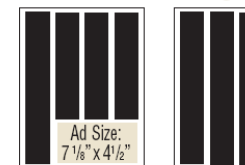
3/4 Horiz. Spread:
 20" wide x 10" long
 (not shown)

1/2 Horiz. Spread:
 20" wide x 6 3/4" long
 (not shown)

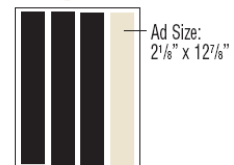
1/4 Vertical Page



1/4 Horizontal Page



1/4 Page Column



60 Columbia Rd. Bldg. B
 Morristown, NJ 07960
 Tel: 973.290.8200
 Adv. Fax: 973.290.8250



Elsevier Society News Group

INSERTION ORDER

NOTE: Unless otherwise notified, Elsevier Society News Group accepts this insertion order as a written contract for space with the client.

PUBLICATION The STS Meeting Bulletin 2011

ISSUE 3 on-site issues

CLIENT _____

PRODUCT _____

SPACE UNIT _____

COLOR _____

GROSS RATE _____ **NET RATE** _____

POSITION _____

NEW AD _____ **REPEAT/DATE** _____

AGENCY _____

PHONE # _____ **FAX #** _____

NAME _____ **TITLE** _____

SIGNATURE _____

FAX THIS FORM TO Joan Friedman 973-290-8250

TEL 973-290-8211

E-mail j.friedman@elsevier.com

Materials to Anthony Draper

Elsevier Society News Group

5635 Fishers Lane, Suite 6000

Rockville MD 20852