

ACCC TODAY

THE CONVENTION NEWSPAPER OF THE ASSOCIATION OF COMMUNITY CANCER CENTERS NATIONAL AND REGIONAL MEETINGS

38th Annual National Meeting

March 12-14, 2012

Baltimore, MD



What Is **ACCC Today**

ACCC Today is the new convention newspaper which will premiere at the Association of Community Cancer Centers' 38th Annual National Meeting.

Three printed editions will be actively distributed throughout the entire meeting. Advertisers will have their message seen by cancer center professionals as they go about their days in Baltimore.

Why Should I Advertise?

Attendees will read **ACCC Today** to catch up on late-breaking national meeting news. Each issue is produced at the show and will feature reports of key meeting sessions, guaranteeing that **ACCC Today** is a must-read.

Exhibitors and association partners will have the opportunity, through advertising in **ACCC Today**, to increase their company's visibility, invite attendees to their special events and announce their new products.

ACCC has partnered with CustomNEWS, a successful convention newspaper producer, to bring you **ACCC Today**. All inquiries, payments and advertising materials should be directed to our publisher, John Carter, at CustomNEWS, 800-627-8723.

Advertising costs and specifications are listed on the reverse of this page. You'll find these value-conscious rates will insure your ad is a cost-effective way to reach decision-makers at just the right time.

"ACCC *Today* is designed to showcase events at this industry-leading conference. The newspaper is an excellent vehicle to reinforce the message a cancer partner is promoting before, after, and through the trade-show and other networking opportunities."

"There are several tactics that increase attention at meetings including advertising in the conference newspaper. These ads increase booth traffic as well as interest in our program at the meeting and even long afterwards. We feel it's a good investment."



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The Association of Community Cancer Center's new conference daily newspaper is a one-of-a-kind opportunity for partners, affiliates and members to communicate their message, on-site, right at the National Meeting, March 12-14, 2012 in Baltimore, Md.

ACCC Today will premiere in Baltimore and will be published three times during the National Meeting, March 12, 13 and 14.

ACCC Today is a cost-effective vehicle for advertisers to reach ACCC national meeting attendees with their important marketing messages.

Each on-site daily issue will feature important up-to-the-minute news, schedule changes and photographic coverage of the symposia, networking events and other highlights of the 2012 program. Each issue will be directly distributed to ACCC attendees every morning as they go to and from sessions.

Size	Width x Depth	1X	2X	3X
Bellyband			\$3,600/issue	
Front Page Strip	9 3/4" x 2"	\$2,050	\$3,375	\$5,050
Back Cover	9 3/4" x 14"	2,050	3,375	5,050
Full Page	9 3/4" x 14"	1,750	2,700	3,875
Half Page Isl.	7" x 9 3/4"	1,500	2,475	3,625
Half Page	9 3/4" x 7"	1,300	2,125	3,200
1/3 Page	7" x 7"	1,300	2,125	2,800
1/4 Page	4 3/4" x 7"	950	1,625	2,575
Classified/Recruitment ads			\$100/issue (100-word limit)	

Size

Trim size is 11 1/4" x 15". Pages are four columns wide. All critical matter or illustrations should be kept at least 1/4" from all trim edges.

Bleed Spreads

Four-color or black-and-white spreads are available ROP. Rate is space plus 15 percent. All bleeds are toward the gutter only.

Color

Color is available for \$750 per insertion.

Mechanical Charges

Any work done at an advertiser's request will be charged. This includes electronic pre-flighting, alternations, substitutions, etc.

Printing/Paper Stock

ACCC Today is printed cold web on 50 lb. offset stock.

Inserts

Advertising inserts are accepted at space plus \$100/1,000.

Premium Positions

Premium positions are available at 15 percent over black-and-white space costs.

Materials Accepted

High-resolution PDFs in CMYK color format, all fonts embedded; native files with all supporting files, CMYK, and fonts.

Production of Advertisements

Where an advertiser does not have advertising copy, the convention newspaper will provide standard type and mechanical assembly of advertisements at cost. Where an advertisement requires original photography, sketches, and/or special effects, advertiser will pay these costs at billed rates.

Agency Commissions/Discounts

ACCC Today will pay a standard 15 percent commission to recognized agencies. Two percent cash discounts are offered for payment either in advance or within 10 days of billing.

DEADLINES: — Space and Ad Copy, February 27, 2012
CONTACT: John Carter (800) 627-8723 TO RESERVE SPACE NOW!



Association of Community Cancer Centers



Advertising Insertion Order

Company _____

Company Name: _____

Contact: _____ Title: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Ad Agency *(Please provide this information if appropriate)* _____

Agency: _____ Contact: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Ad Specifics _____

Which Issues? _____ Size of Ad: _____

Gross Space Cost: \$ _____ Color \$ _____

Total Gross Cost: \$ _____ Less Agency Commission or Discount (if appl.) \$ _____

Net amount: \$ _____ Bill me Credit Card (see below)

Special Instructions (Indicate special position, other discounts, etc.)

Fax, mail or e-mail this Insertion Order to:

Signature



4341 Montgomery Avenue • Bethesda, MD 20814

FAX: (301) 841-0040 • Phone: (800) 627-8723

jcarter@usae-e-mail.com

Date

Charge Information

Visa MC Discover American Express

Account #: _____ Expiration Date: _____

Name of Cardholder: _____ Signature _____