



The AATS Daily News

Official Newspaper of the 91st Annual Meeting of
THE AMERICAN ASSOCIATION FOR THORACIC SURGERY
Philadelphia, PA | May 7-11, 2011



May 7–11, 2011

Pennsylvania Convention Center
Philadelphia, PA

2011 Rate Card

ADVERTISING SALES CONTACT

Betty Ann Gilchrist

Tel: 203-938-3156 | Fax: 203-938-3570

Email: bettyann@gilchristmedia.com



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Dear AATS Annual Meeting Participant:

It's time to get ready for the 91st annual meeting of the American Association for Thoracic Surgery to be held in Philadelphia, PA, May 7-11, 2011. Please start thinking about your advertising and promotion plans if you want to:

- Reach nearly 4,000 professionals in thoracic surgery
- Enhance the visibility of your product or service
- Increase attendance at your booth
- Achieve the highest possible return on your exhibit investment

AATS and Elsevier Society News Group, our publishing partner for *Thoracic Surgery News*—the official newspaper of the AATS—are working together again to create a high-quality, high-impact promotional vehicle:

The AATS Daily News – Official Newspaper of the 2011 AATS Annual Meeting

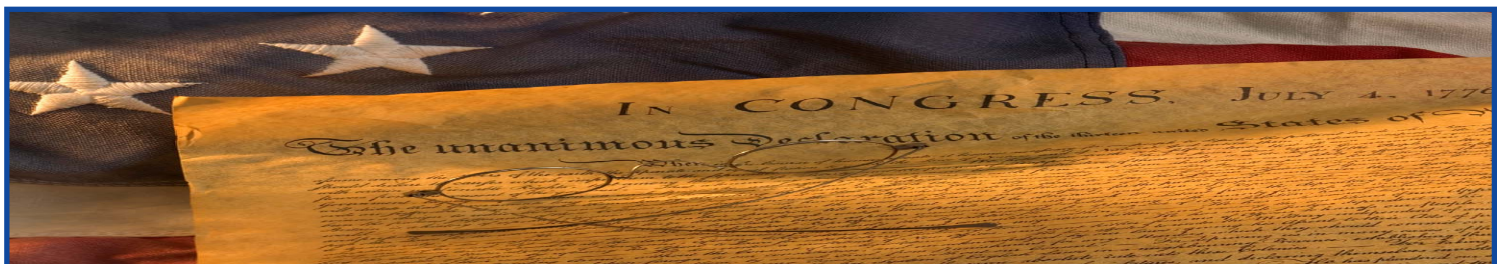
- **Preview Issue** A limited sponsorship publication will be delivered to some 5,000+ US-based thoracic surgeons as a ride-along to *Thoracic Surgery News* approximately one month prior to the meeting.
- **On-Site Issues** A total of four on-site issues of the official meeting newspaper will be distributed at various locations within the convention center.
- **Online Access** The Preview Issue and all four on-site issues will be posted online at www.aats.org for even broader reach.

The information enclosed has all the details you need—including specifications, deadlines and pricing—to make your AATS Annual Meeting advertising decisions. Thank you in advance for being part of this year's meeting.

We look forward to seeing you in Philadelphia!

Elizabeth Dooley Crane

Elizabeth Dooley Crane, CAE, CMP
Executive Director
American Association for Thoracic Surgery





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Elsevier Society News Group (ESNG) is pleased to be once again publishing *The AATS Daily News*. There will be four On-Site Issues available at the meeting being held in Philadelphia, PA, May 7-11, 2011, plus a Preview Issue. The Preview Issue will ride along with the April issue of *Thoracic Surgery News*—the official newspaper of the American Association for Thoracic Surgery—reaching over 5,000 US-based thoracic surgeons.

The 2011 version of *The AATS Daily News* will have the important information needed for participants to make the most of their time in Philadelphia. Exceptional editorial design and production quality make the official newspaper of the AATS Annual Meeting an essential marketing tool for delivering your message to this key audience. Once again all issues of this publication are also available on-line at www.aats.org.

There is no better way to reach attendees and prospective attendees before, during and after the Annual Meeting than by advertising in *The AATS Daily News*. There are three packages and price levels.

All rates are net.

| | Package A* Preview Issue (April) | Package B 4 On-site Issues | Package C Preview & 4 On-site Issues |
|--|---|---|---|
| AD UNIT | | | |
| Black-and-white Rates | | | |
| King Page | \$8,600 | \$9,500 | \$16,500 |
| 3/4 Page | 7,500 | 8,500 | 15,000 |
| Island (A-size) | 6,500 | 7,500 | 13,000 |
| 1/2 Page | 5,500 | 6,300 | 10,000 |
| 1/4 Page | 3,500 | 4,300 | 6,000 |
| 1/8 Page | 2,500 | 3,200 | 4,000 |
| Color (in addition to black-and-white rates) | | | |
| Four Color | \$1,900 | \$2,000 | \$2,500 |
| Standard | 1,000 | 1,000 | 1,500 |
| Special Positions (King-page and color required for special positions.) | | | |
| Inside Front | \$2,500 | \$2,500 | \$2,500 |
| Back Cover | 4,000 | 4,000 | 4,000 |

*King page advertisers in the Preview Issue are granted a one-time use of the pre-registration list.





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Additional Opportunities

Cover Flap

Be assured of incredible visibility and impact by delivering your message with a cover flap on every issue of *The AATS Daily News*. Advertiser supplies printed flap.

| | |
|----------------------------------|----------|
| Preview Issue | \$11,000 |
| 4 On-Site Issues | \$12,000 |
| Preview Issue + 4 On-Site Issues | \$18,000 |

Distribution Rack Advertising

All advertisers in *The AATS Daily News* are entitled to have their corporate logos displayed on the distribution racks placed strategically within the convention center. Increase your visibility throughout the AATS Annual Meeting.

| | |
|----------------------------|---|
| Corporate Logo Advertising | \$1,000 (includes 5 distribution racks) |
|----------------------------|---|

Issue and Closing Dates

| Issue Dates | Space Close | Materials Due |
|-----------------------|-------------|---------------|
| <u>Preview Issue</u> | | |
| April 2011 | March 10 | March 17 |
| <u>On-Site Issues</u> | | |
| May 8 | April 7 | April 14 |
| May 9 | April 7 | April 14 |
| May 10 | April 7 | April 14 |
| May 11 | April 7 | April 14 |

Advertising Sales Contact

Betty Ann Gilchrist
Phone: 203-938-3156
Fax: 203-938-3570
E-mail: bettyann@gilchristmedia.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.

Advertising Agencies

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.

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**
PDFs required.
We accept CD-ROM or the file may be transmitted to our FTP site.
Please call Maria Aquino at 240-221-2418 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 Maria Aquino at 240-221-2418.
- Color Proofs**
Provide a digital proof with color bars.
Color laser proofs are not accepted as color guidance. Proofs must be provided at 100% size.



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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:

AATS Daily 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:

AATS Daily News

Elsevier Society News Group

5635 Fishers Lane, 6th Floor

Rockville, MD 20852

Attn: Advertising Production

Tel: 240-221-2418 / Fax: 240-221-2543

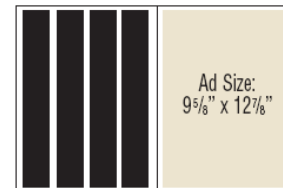
Mechanical Specifications

1/8 Page: 4-3/4" wide x 2-7/8" long (not shown)

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

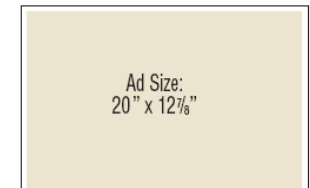
1/2 Horiz. Spread: 20" wide x 6 3/4" long (not shown)

King-size Page



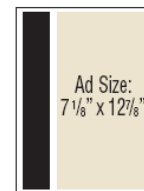
Bleed Size: 10 3/4" x 14 1/4"
Trim Size: 10 1/2" x 14"

King-size Spread

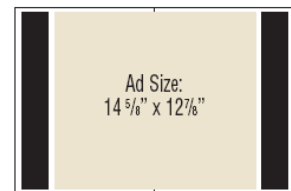


Bleed Size: 21 1/4" x 14 1/4"
Trim Size: 21" x 14"

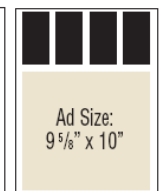
3/4 Vertical Page



3/4 Vertical Spread



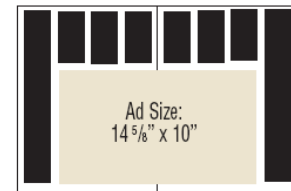
3/4 Horizontal Page



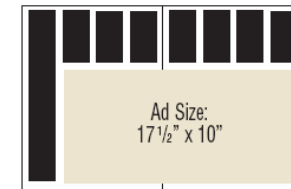
Island Page



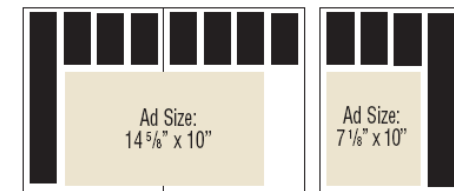
Island Spread



Island Page + 3/4 Page Horizontal



Island Spread + Island Page



1/2 Vertical Page



1/2 Horizontal Page



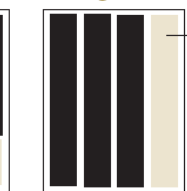
1/4 Vertical Page



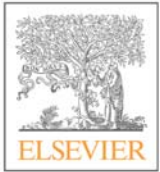
1/4 Horizontal Page



1/4 Page Column



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The AATS Daily News 2011 Insertion Order

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

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ISSUES: Please Indicate Package Selection

_____ Package A - Preview Issue

_____ Package B - 4 On-Site Issues of *AATS Daily News*

_____ Package C - Preview Issue and 4 On-Site Issues

COMPANY: _____

PRODUCT: _____

SPACE UNIT: _____

COLOR: _____

HEADLINE: _____

POSITION: _____

COST: _____ Net

MATERIALS TO: Elsevier Society News Group
5635 Fishers Lane, 6th Floor
Rockville, MD 20852
Attn: Maria Aquino
Phone: 240-221-2418

ADVERTISING CONTACT: _____

BILLING ADDRESS: _____

Phone: _____

Fax: _____

E-mail: _____

Signature: _____

Title: _____

Date: _____

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