



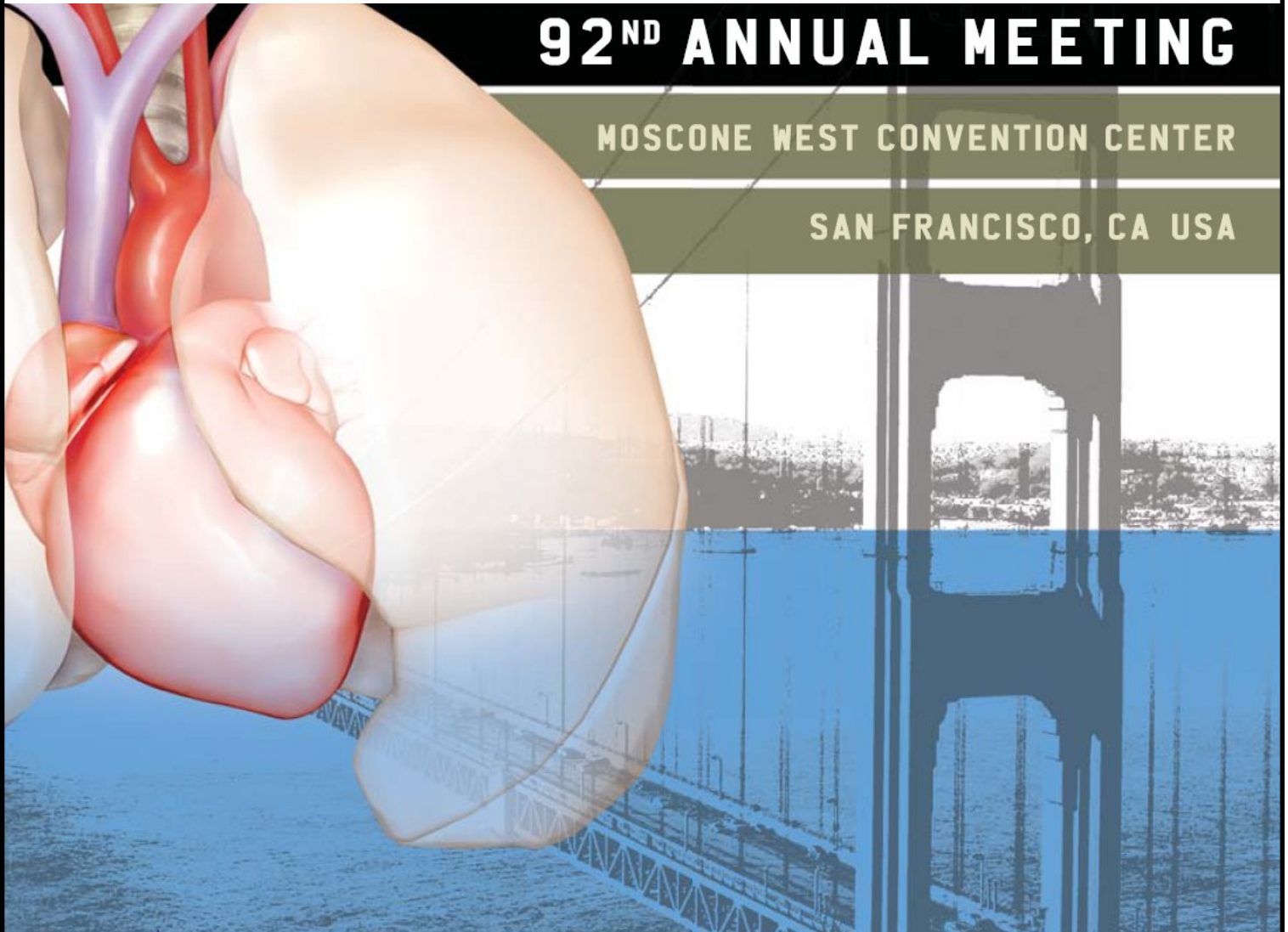
# The AATS Daily News

Official Newspaper of the 92<sup>nd</sup> Annual Meeting of  
THE AMERICAN ASSOCIATION FOR THORACIC SURGERY  
San Francisco, CA | April 28-May 2, 2012

**92<sup>ND</sup> ANNUAL MEETING**

MOSCONE WEST CONVENTION CENTER

SAN FRANCISCO, CA USA



## 2012 Rate Card

### ADVERTISING SALES CONTACT

Betty Ann Gilchrist

Tel: 203-938-3156

Fax: 203-651-1445

Email: [bettyann@gilchristmedia.com](mailto:bettyann@gilchristmedia.com)





# The AATS Daily News

## 2012 Rate Card

Dear AATS Annual Meeting Participant:

It's time to get ready for the 92<sup>nd</sup> annual meeting of the American Association for Thoracic Surgery to be held in San Francisco, CA, April 28-May 2, 2012. 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 IMNG Society Partners, 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 2012 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 by hand at various locations within the convention center. The first on-site issue will also be in attendee registration bags.
- **Online Access** The Preview Issue and all four on-site issues will be posted online at [www.thoracicsurgerynews.com](http://www.thoracicsurgerynews.com) for even broader reach and will include video content recorded on site in San Francisco.

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 San Francisco!

*Elizabeth Dooley Crane*

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





# The AATS Daily News

## 2012 Rate Card

IMNG Society Partners 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 San Francisco, April 28-May 2, 2012, 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 2012 version of *The AATS Daily 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 AATS Annual Meeting an essential marketing tool for delivering your message to this key audience. All issues of this publication are also available on-line at [www.thoracicsurgerynews.com](http://www.thoracicsurgerynews.com), so you can reach all the attendees as well as those who couldn't make it to the meeting.

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.

AD UNIT	Package A* Preview Issue (April)	Package B 4 On-site Issues	Package C Preview & 4 On-site Issues
<b>Black-and-white Rates</b>			
King Page	\$8,800	\$9,800	\$16,900
3/4 Page	7,700	8,800	15,500
Island (A-size)	6,500	7,800	13,500
1/2 Page	5,500	6,500	10,300
1/4 Page	3,500	4,400	6,200
1/8 Page	2,500	3,300	4,1000
<b>Color (in addition to black-and-white rates)</b>			
Four Color	\$1,900	\$2,000	\$2,500
Standard	1,000	1,000	1,500
<b>Special Positions (King-page and color required for special positions.)</b>			
Inside Front	\$2,500	\$2,500	\$2,500

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





# The AATS Daily News

## 2012 Rate Card

### 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)
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### Issue and Closing Dates

Issue Dates	Space Close	Materials Due
<u>Preview Issue</u>		
April 2012	March 10	March 17
<u>On-Site Issues</u>		
April 29	March 27	April 3
April 30	March 27	April 3
May 1	March 27	April 3
May 2	March 27	April 3

### Advertising Sales Contact

Betty Ann Gilchrist  
Phone: 203-938-3156  
Fax: 203-651-1445  
E-mail: bettyann@gilchristmedia.com

### Contract and Copy Regulations

- All contracts and contents of advertisements are subject to IMNG's approval. IMNG reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitments.
- IMNG reserves the right to put the word "Advertisement" on advertising which, in IMNG's opinion, resembles editorial material.
- IMNG 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 IMNG 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.



# The AATS Daily News

## 2012 Rate Card

### 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*

IMNG Society Partners

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*

IMNG Society Partners

5635 Fishers Lane, 6th Floor

Rockville, MD 20852

Attn: Advertising Production

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

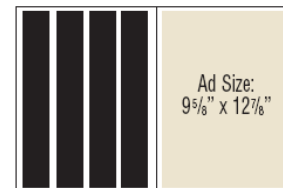
### Mechanical Specifications

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)

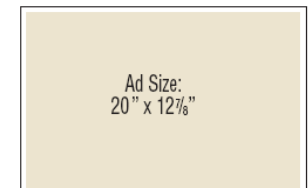
#### King-size Page



Ad Size:  
9 5/8" x 12 7/8"

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

#### King-size Spread



Ad Size:  
20" x 12 7/8"

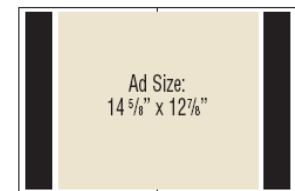
Bleed Size: 21 1/4" x 14 1/4"  
Trim Size: 21" x 14"

#### 3/4 Vertical Page



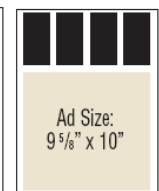
Ad Size:  
7 1/8" x 12 7/8"

#### 3/4 Vertical Spread



Ad Size:  
14 5/8" x 12 7/8"

#### 3/4 Horizontal Page



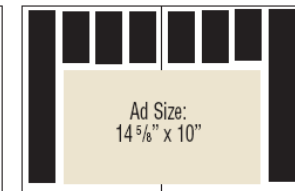
Ad Size:  
9 5/8" x 10"

#### Island Page



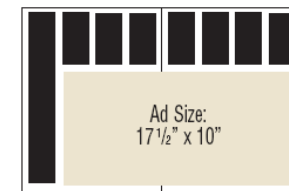
Ad Size:  
7 1/8" x 10"

#### Island Spread



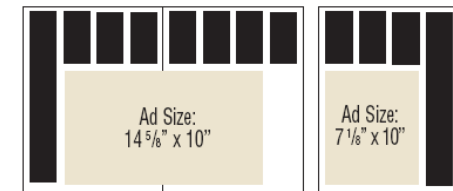
Ad Size:  
14 5/8" x 10"

#### Island Page + 3/4 Page Horizontal



Ad Size:  
17 1/2" x 10"

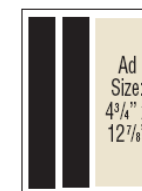
#### Island Spread + Island Page



Ad Size:  
14 5/8" x 10"

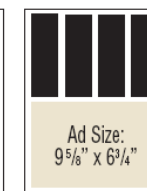
Ad Size:  
7 1/8" x 10"

#### 1/2 Vertical Page



Ad Size:  
4 3/4" x  
12 7/8"

#### 1/2 Horizontal Page



Ad Size:  
9 5/8" x 6 3/4"

#### 1/4 Vertical Page



Ad Size:  
4 3/4" x  
6 3/4"

#### 1/4 Horizontal Page



Ad Size:  
7 1/8" x 4 1/2"

#### 1/4 Page Column



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





# The AATS Daily News 2012 Insertion Order

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

## The AATS Daily News 2012

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: IMNG Society Partners  
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, IMNG Society Partners, 973-290-8250  
or e-mail to [j.friedman@elsevier.com](mailto:j.friedman@elsevier.com)