

The STS Meeting Bulletin



Official Newspaper of the 48th Annual Meeting of
THE SOCIETY OF THORACIC SURGEONS

2012 ADVERTISING INFORMATION



STS 48th Annual Meeting | January 30-February 1, 2012 | Ft. Lauderdale, FL

Advertising Sales
Elsevier Society News Group

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The STS Meeting Bulletin 2012 Rate Card

48TH ANNUAL MEETING - JANUARY 30-FEBRUARY 1, 2012 - FT. LAUDERDALE, FL

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 48th Annual Meeting, January 30-February 1, 2012, in Ft. Lauderdale, FL. Expected attendance of more than 3,000 professionals in the fields of thoracic and cardiovascular surgery.

Editorial

Highlights of the STS 48th 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. 28/29, 2012	Dec. 21, 2011	Dec. 28, 2011
Jan. 30, 2012	Dec. 21, 2011	Dec. 28, 2011
Jan. 31/Feb. 1, 2012	Dec. 21, 2011	Dec. 28, 2011

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

Black-and-white	
Tabloid	\$11,300
3/4 Page	\$9,000
A-size	\$8,000
1/2 Page	\$7,500
1/4 Page	\$5,000

Color

Three/Four Color	\$2,000
Standard Color	\$975
Matched Color	\$1,200

Cover Tip

Supplied	\$17,500
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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 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.
- 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: 240-221-2418; Fax: 240-221-2543

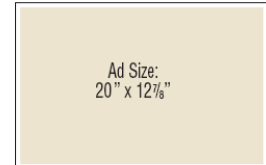
Mechanical Specifications

King-size Page



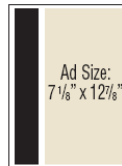
Bleed Size: 10 3/4" x 14 1/4"
 Trim Size: 10 1/2" x 14"

King-size Spread

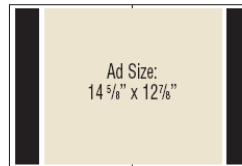


Bleed Size: 21 1/4" x 14 1/4"
 Trim Size: 21" x 14"

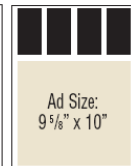
3/4 Vertical Page



3/4 Vertical Spread



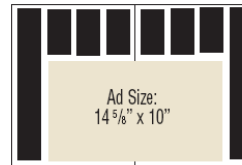
3/4 Horizontal Page



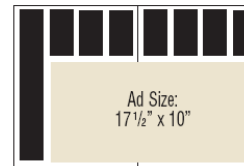
Island Page



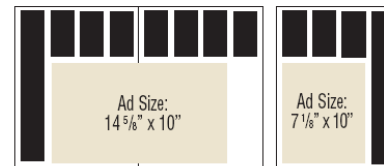
Island Spread



Island Page + 3/4 Page Horizontal



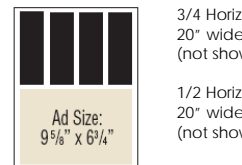
Island Spread + Island Page



1/2 Vertical Page



1/2 Horizontal Page



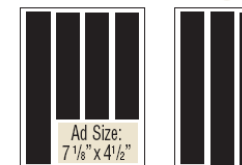
3/4 Horiz. Spread:
 20" wide x 10" long
 (not shown)

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

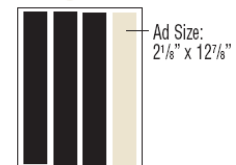
1/4 Vertical Page



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 2012

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 Maria Aquino (m.aquino@elsevier.com)

Elsevier Society News Group

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Rockville MD 20852