

The largest gathering of pharmacists in the world

2018 ASHP MIDYEAR CLINICAL MEETING

December 2 - 6, 2018
Anaheim, CA

Advertising Rates & Specifications

- News & Views - Daily Publication
- Midyear Clinical Meeting Program

ashp⁷⁵ CELEBRATING 75 YEARS

News & Views

SECTION A

NOVEMBER CLINICAL MEETING | DECEMBER 2-6, 2018 | ORLANDO, FLORIDA

Today's Schedule

- 7:30 a.m. - 8:00 a.m. Breakfast
- 8:00 a.m. - 10:00 a.m. Educational
- 10:00 a.m. - 11:00 a.m. Educational
- 11:00 a.m. - 1:00 p.m. Registration
- 1:00 p.m. - 2:00 p.m. Lunch
- 2:00 p.m. - 4:00 p.m. Management
- 4:00 p.m. - 5:00 p.m. Educational
- 5:00 p.m. - 8:00 p.m. Dinner

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News & Views

SECTION B

NOVEMBER CLINICAL MEETING | DECEMBER 2-6, 2018 | ORLANDO, FLORIDA

ASHP's Epic Evening Event

Wednesday, 7:30 p.m. - 11:30 p.m.
Universal Studios Florida™ Theme Park

Customer Relations Is Here for You

National Pharmacy Preceptors Conference

ASHP Offers Clinical Resources

ashp⁷⁵ CELEBRATING 75 YEARS

PROGRAM

Creating THE FUTURE

ashp MIDYEAR 2017



Advertising Representatives

Pharmaceutical Media, Inc.
30 East 33rd Street, 4th fl
New York, NY 10016
www.pminy.com

Tim Wolfinger
212-904-0379
twolfinger@pminy.com

Michael Perlowitz
212-904-0374
mperlowitz@pminy.com

Advertising Rates & Data News & Views 2018

Publication Dates:

December 2, 3, 4, 5, and 6, 2018

Advertise in the 2018 editions of News & Views and reach 20,000+ attendees at ASHP's Midyear Clinical Meeting. This daily publication – hand-distributed and displayed in custom racks throughout the convention center – is a must-read, providing live coverage of meeting activities and a full schedule of events. With advertising ONLY from exhibitors, News & Views provides the ideal environment to promote your message, increase your on-site visibility, and enhance your booth investment. All advertising is subject to ASHP approval.

Advertising NET Rates for all 5 issues:

Size	B&W	4-Color
King Page	\$11,750	\$ 13,750
Jr. (Island)	\$ 9,500	\$ 11,000
1/2 Page (vert or horiz)	\$ 7,350	\$ 8,500
1/4 Page	\$ 5,500	n/a

Premium Position Net Costs:

Cover Banner	\$13,000
Cover 4	\$19,500
Cover 2	\$17,750

Closing and Materials Due Dates:

Space	10/22
Materials	10/29

No cancellations accepted after 10/22/18

Print Specifications:

Size	Width	Height
King Page	10"	14"
Jr. (Island) Page	7"	10"
1/2 Page Horizontal	10"	7"
1/2 Page Vertical	5"	14"
1/4 Page	5"	7"
Cover Banner	10"	2"



Bleed:

Single-page ads (king or island) do NOT bleed. The only bleed occurs across the gutter for spread ads.

King Spread: 21.25" x 14"

Island Spread: 15.25" x 10"

Media:

- High-resolution Adobe PDF files required; PDF/X-1a.
- All fonts and graphics (min. 300 dpi) embedded.
- Convert all colors to CMYK
- Crop marks and color bars must be outside printable area

Insertion Orders to:

Susan Tagliaferro
stagliaferro@pminy.com
212-904-0378

Materials to:

Jenn Waters
CustomNEWS, Inc.
jwaters@showdailies.com
240-401-6779

Tim Mercer
tmercer@showdailies.com

FTP/File Transmission (Preferred):

<https://spaces.hightail.com/space/rLyPR93KL>

Advertising Rates & Data ASHP 2018 Midyear Clinical Meeting Program

Limited-Sponsorship Opportunity

The Midyear Clinical Meeting Program is the definitive resource for attendees, containing complete information on all meeting activities. An exclusive opportunity for sponsors, offering premium positioning on the high-visibility covers and delivering guaranteed readership.

Cost:	
Cover 2	\$35,000
Cover 3	\$20,000
Cover 4	\$45,000

Closing Dates:

Insertion Orders	10/5/18
Materials	10/15/18

Cancellation Policy:

Ads cannot be cancelled after the closing date for space.

Mechanical Specifications

Trim Size: 8 1/8" x 10 7/8"
Live Area: 7 5/8" x 10 3/8"

Binding: Perfect

Size	Width	Height
Full Page Bleed	8 3/8"	11 1/8"
Full Page Non-Bleed	7"	10"

Submission of Advertising Materials:

- PDF files only
- PDF files must be 300 dpi high-resolution CMYK
- and conform to PDF/X-1a standard



**DISTRIBUTED
TO ALL
REGISTRANTS**

**CONTAINS ALL
MEETING ACTIVITIES
INFORMATION**

Insertion Orders and Materials Delivery to:

Susan Tagliaferro
Stagliaferro@pminy.com
212-904-0378

For more information contact:

Tim Wolfinger
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