

# Scientific Assembly News

Official Newspaper of the 2009 ACEP Scientific Assembly  
October 5-8, 2009 ★ Boston, MA



## 2009 Rate Card



# Scientific Assembly News

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Elsevier Society News Group (ESNG) is pleased once-again to be publishing the *Scientific Assembly News*. There will be three On-Site Issues available at the Assembly being held in Boston, October 5-8, 2009, plus a September Preview Issue. The Preview Issue will ride along with *ACEP News*—the official newspaper of the American College of Emergency Physicians—reaching more than 36,000 emergency physicians.

The 2009 version of *Scientific Assembly News* will have the important information needed for participants to make the most of their time in Boston. Exceptional editorial design and production quality make the official newspaper of the Scientific Assembly an essential marketing tool for delivering your message to this key audience. As in past years, all issues of this publication will be available on-line at [www.acep.org](http://www.acep.org).

There is no better way to reach attendees and prospective attendees before, during and after the Assembly than by advertising in *Scientific Assembly News*. There are three packages and price levels offering broad reach to ACEP members and non-member emergency physicians.



	<b>Package A</b> <b>Preview Issue (September)</b>	<b>Package B</b> <b>3 On-site Issues</b>	<b>Package C</b> <b>Preview &amp; 3 On-site Issues</b>
<b>AD UNIT</b>			
<b>Black-and-white Rates</b>			
King Page	\$9,800	\$8,700	\$17,000
3/4 Page	8,800	7,700	15,000
Island (A-size)	7,800	6,300	12,500
1/2 Page	6,200	5,300	8,000
1/4 Page	4,100	4,200	6,500
1/8 Page	2,500	1,900	3,500
1/16 Page	1,900	1,100	2,500
<b>Color (in addition to black-and-white rates)</b>			
Four Color	\$3,000	\$2,000	\$3,000
Standard	1,700	950	1,700
<b>Special Positions (King-page and color required for special positions.)</b>			
Inside Front Cover	\$2,000	\$2,000	\$2,000
Opposite Inside Front Cover	2,000	2,000	2,000
Back Cover	3,500	3,500	3,500
Inside Back Cover	1,500	1,500	1,500
Front Cover Flap (supplied)	15,000	15,000	22,000



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### Issue and Closing Dates

Issue Dates	Space Close	Materials Due
<u>Preview Issue</u>		
September 2009	August 6	August 13
<u>On-Site Issues</u>		
October 5, 2009	September 2	September 11
October 6, 2009	September 2	September 11
October 7, 2009	September 2	September 11

### Advertising Sales Contacts

#### Product/Service

**Jim Brady**  
516-742-7960  
jbrady1@verizon.net

#### Satellite Symposia

**Mark Branca**  
973-290-8246  
m.branca@elsevier.com

#### Recruitment

**Robert Zwick**  
973-290-8226  
r.zwick@elsevier.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.

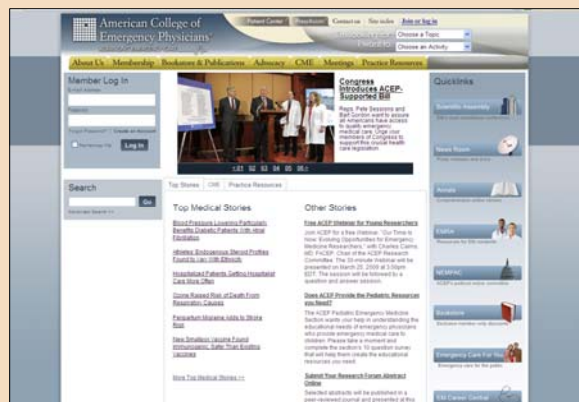
### Cancellations

- 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.

### Agency, Commission, Credit and Discount Terms

- Agency commission: 15% on all ads.
- 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.
- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

### BONUS Distribution on-line at ACEP.org!



Your advertising gains even wider distribution before, during and after the 2009 ACEP Scientific Assembly. Each issue of *Scientific Assembly News* will be posted on the day of publication to the home page of the ACEP website, ACEP.org. PLUS each issue will remain posted for 90 days following the close of the Assembly.

### 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**  
Digital materials are required. High Resolution PDF files are preferred.  
Media accepted CD-ROM or ad may be transmitted to our FTP site.  
Please call Yvonne Evans at 240-221-2410 for username and password.  
File name must include name of product.  
Digital files will not be altered.  
All files must be 100%.  
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 Yvonne Evans at 240-221-2410.
- Color Proofs**  
Provide two high-end digital proofs 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:

*ACEP Scientific Assembly 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:

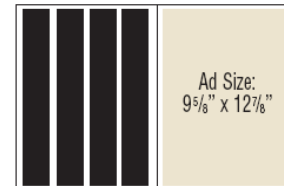
*ACEP Scientific Assembly News*  
 Elsevier Society News Group  
 5635 Fishers Lane, 6th Floor  
 Rockville, MD 20852  
 Attn: Yvonne Evans  
 Tel: 240-221-2410  
 Fax: 240-221-2543  
 or e-mail [y.evans@elsevier.com](mailto:y.evans@elsevier.com)  
 for FTP instructions request.

### Mechanical Specifications

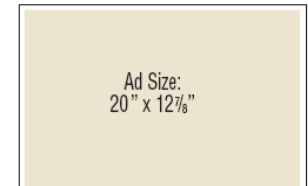
- 1/8 Page: 4-3/4" wide x 2-7/8" long (not shown)
- 1/16 Page: 2 1/4" wide x 2 7/8" long (not shown)
- 3/4 Horiz. Spread: 20" wide x 10" long (not shown)
- 1/2 Horiz. Spread: 20" wide x 6 3/4" long (not shown)

King-size Page

King-size Spread



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



Ad Size:  
20" x 12 7/8"

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

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

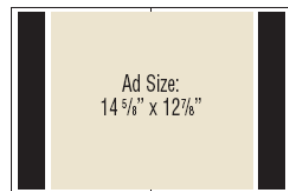
3/4 Vertical Page

3/4 Vertical Spread

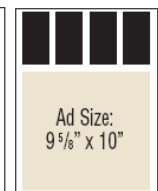
3/4 Horizontal Page



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



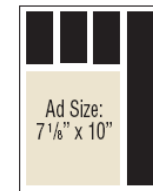
Ad Size:  
14 5/8" x 12 7/8"



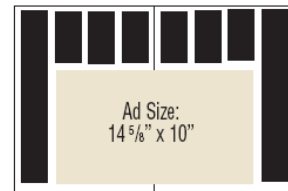
Ad Size:  
9 5/8" x 10"

Island Page

Island Spread

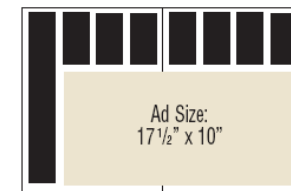


Ad Size:  
7 1/8" x 10"



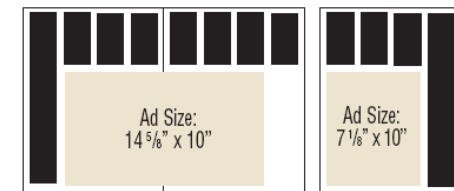
Ad Size:  
14 5/8" x 10"

Island Page + 3/4 Page Horizontal



Ad Size:  
17 1/2" x 10"

Island Spread + Island Page



Ad Size:  
14 5/8" x 10"

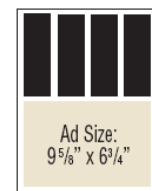
Ad Size:  
7 1/8" x 10"

1/2 Vertical Page

1/2 Horizontal Page



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



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

1/4 Vertical Page

1/4 Horizontal Page

1/4 Page Column



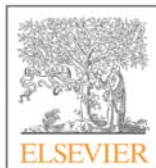
Ad Size:  
4 3/4" x  
6 3/4"



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



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



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 SOCIETY  
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