



American Society of Clinical Oncology

# ASCO DAILY NEWS

An Annual Meeting  
Publication of the  
American Society of  
Clinical Oncology



2010 Annual Meeting  
Chicago, Illinois  
June 4-8, 2010

**ADVERTISING RATES AND SPECIFICATIONS**

# 2010 DISPLAY ADVERTISING RATES/DIMENSIONS

(Rates are NET Agency Commission)

AD SIZE	Dimensions (Width x Height)	Black & White (3 Issues)	Four Color (3 Issues)
Full Page	10-1/4" x 14"	\$10,325	\$13,185
3/4 Page	7-5/8" x 14" or 10-1/4" x 9"	\$9,040	\$11,720
Jr. Page-Island	7-1/2" x 10"	\$7,725	\$10,275
1/2 Page	10-1/4" x 7" or 5" x 14"	\$6,000	\$8,395
1/4 Page	5" x 7"	\$3,890	N/A

\* Publication size = 10-7/8" x 15" - All ads are non-bleed and therefore will have a white border.

\* Spread ads that require blank space between the ad and the PI information will be charged the 3/4 page rate for those pages affected.

\* Premium positions available – 4th cover (\$6,590 premium) and 2nd cover (\$4,610 premium).

\* Inserts: ASCO Daily News is unable to accept inserts.

\* Switch Outs: Ads may be changed from day to day in sections "B" and "C" only. Ad units must be the same size. Cost is \$1,000 flat rate.

\* All advertising subject to the approval of ASCO

\* All advertising in the 2010 editions of ASCO Daily News is limited to companies exhibiting at or wait-listed for the 2010 ASCO Annual Meeting.

\* Publisher reserves the right to tag advertorials "ADVERTISEMENT."

## CLOSING DATES AND PAYMENT TERMS

Advertising Space and Payment:

March 1, 2010

Advertising Materials:

March 10, 2010

- NOTE: This is a meeting publication. Just as payment on your booth space is due prior to the meeting dates, so is your payment for ad space. All signed agreements are firm. No cancellations accepted after closing.

## CONTACTS

### Insertion Orders and Contracts:

Kevin Dunn/Jim Cunningham

Cunningham Associates

180 Old Tappan Road

Old Tappan, NJ 07675

Tel: (201) 767-4170

Fax: (201) 767-8065

E-Mail: kdunn@cunnasso.com

### Reproduction Materials:

Experience on Demand

Attn: Debby Easum

22330 West 44th Terrace

Shawnee, KS 66226

Tel: (913) 238-2758

E-Mail: deasum@experienceondemand.net



American Society of Clinical Oncology

## How ASCO Daily News can help you increase your visibility at The 46th Annual Meeting of the American Society of Clinical Oncology

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- **PROTECTS and ENHANCES your booth investment.**
- **GIVES YOU DIRECT ACCESS to 30,000 physicians at the 46th Annual Meeting of the American Society of Clinical Oncology.**
- **MAXIMIZES your on-site effectiveness and long-term recognition.**
- **ONLY OFFICIAL daily print publication.**
- **DISPLAYED on custom racks throughout the Convention Center and handed out by professional personnel.**
- **LIVE daily coverage of meeting activities (with schedule of events).**
- **THREE times more exposure than any other publication. Publication dates are June 5, 6, and 7, 2010.**

# ASCO Daily News

## Ad Specifications

### Digital Materials Required

- PDF/X-1a files required for all ads. View specifications at [www.swop.org](http://www.swop.org) or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
  - Fonts must be outlined or embedded.
  - All colors should be converted to CMYK (\*except black text).
  - Crop marks and color bars should be outside printable area (12pt offset).
- Only one ad per PDF document.

### Document Setup

- QuarkXPress or Adobe InDesign should be used for ad layouts. For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.adobe.com).
- Photoshop - 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, .tif or .eps format, binary encoding (no JPEG and no extra channels).
- Illustrator - outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (\*except black text); no PMS/Pantone colors.
- Ink density not to exceed 300%.
- \*Black Text 12 pt. or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- \*Reversed Text must be a minimum of 10 points.

### Unacceptable File Types

- Microsoft's Word, Excel, PowerPoint or Publisher and Adobe's Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact Kevin Dunn at Cunningham Associates.

### Submitting Digital Files

- Mail a disk and a proof to:
 

Experience on Demand  
Attn: ASCO Daily News  
22330 W. 44th Terr  
Shawnee, KS 66226  
(913) 238-2758

### Proofs

- **Contract Proofs** are required for all ads. A contract proof printed at 100% with registration marks and colorbars can be used for color accuracy, if SWOP® approved. View specifications online at [www.swop.org](http://www.swop.org). Without an accurate SWOP®-provided proof, Experience on Demand cannot be held responsible for the outcome of color on press.

### Submitting Required Proofs

- Mail a disk and a proof to:
 

Experience on Demand  
Attn: ASCO Daily News  
22330 W. 44th Terr  
Shawnee, KS 66226  
(913) 238-2758

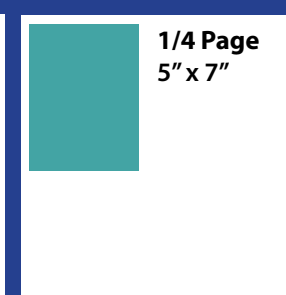
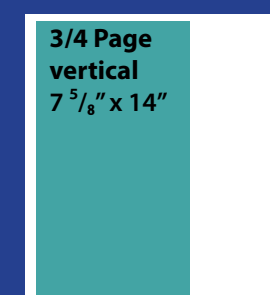
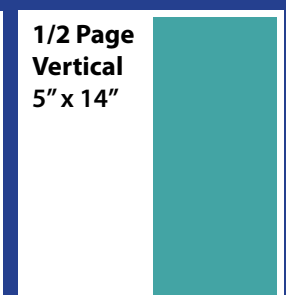
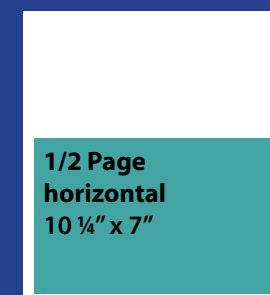
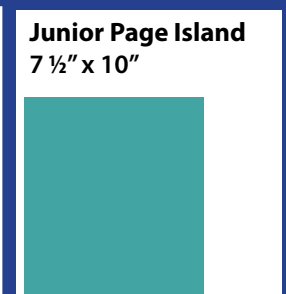
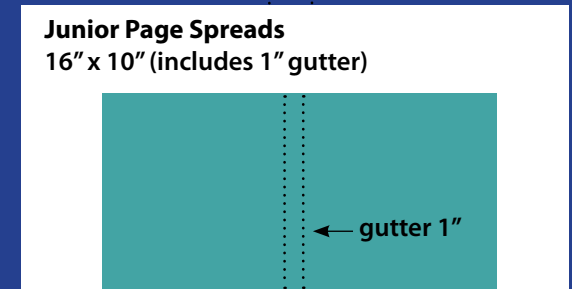
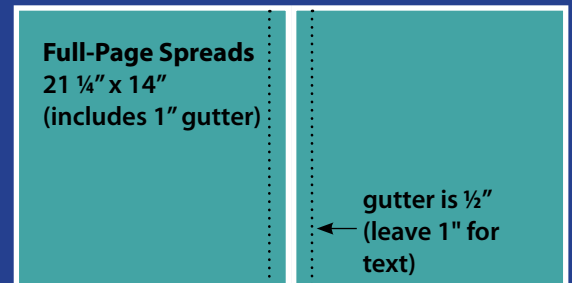
### Important Notes

- All advertising is subject to the approval of the association.
- A minimum \$500 late fee will be charged for materials received after the deadline.

*Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. While every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.*

## Publication size 10 7/8" x 15" (finished size)

- Newspaper ads do not bleed.
- All Dimensions are width x height.
- Avoid text in 1" gutter area



## ASCO Daily News 4th Day Edition 2010

- Will publish Tuesday June 8th.
- Will contain 8-16 pages with news and editorial centered on the previous day's events.
- This edition will be given out by personnel in the meeting areas just like the regular issues of the Daily News.
- Availability will be limited and space will be granted on a first-come, first-served basis.
- While there will be no exhibits on June 8th, ASCO will still hold symposiums, meetings and sessions.
- Advertising materials may be used in the 4th Day Edition if it ran in Daily News. Specs are exactly the same.
- Pricing is based upon a single day rate for ASCO Daily News with an additional 20% discount applied. Prices are as follows:

### RATES

(Note: Rates are NET Agency Commission)

AD SIZE	Black & White	Four Color
Full Page	\$2,755	\$3,530
3/4 Page	\$2,420	\$3,140
Jr. Page-Island	\$2,070	\$2,740
1/2 Page	\$1,595	\$2,240

### CLOSING DATES

Advertising Space and Payment:

March 1, 2010

Advertising Materials:

March 10, 2010

FOR INFORMATION OR TO RESERVE SPACE PLEASE CONTACT:

Kevin Dunn/Jim Cunningham  
Cunningham Associates  
180 Old Tappan Road  
Old Tappan, NJ 07675  
Tel: (201) 767-4170  
Fax: (201) 767-8065  
E-Mail: kdunn@cunnasso.com

# ASCO Daily News

## 2010 Annual Meeting WRAP-UP Issue

- Sent 2-3 weeks after the meeting is complete.
- Mailed to all ASCO members (27,000).
- 16 page tabloid that highlights the most significant events that occurred at the Annual Meeting.
- Advertising materials may be used in the Wrap-Up Edition if it ran in the Daily News or the 4th Day Edition.
- Advertising will be limited to 3-4 advertisers, providing exclusivity to those who participate.
- Space is limited to a maximum of two pages of four color advertising each, with openings offered on a first-come, first-served basis.

### RATES

(Note: Rates are NET Agency Commission)

AD SIZE	Dimensions (Width x Height)	Black & White	Four Color
Full Page	10-1/4" x 14"	\$10,325	\$13,185
3/4 Page	7-5/8" x 14" 10-1/4" x 9"	\$9,040	\$11,720
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1/2 Page	10-1/4" x 7" or 5" x 14"	\$6,000	\$8,395
1/4 Page	5" x 7"	\$3,890	N/A

**RESERVE YOUR SPACE EARLY TO ENSURE AVAILABILITY!!!!**

FOR INFORMATION OR TO RESERVE SPACE PLEASE CONTACT:

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**180 Old Tappan Road**  
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