

# What's on the Horizon?

May 31 - June 3, 2022

New Orleans, Louisiana

## NCVH Daily Newspaper: Print and Digital Advertising

**What's on the Horizon?** is the official conference newspaper of the NCVH Annual Conference. Placing an advertisement delivers your message to healthcare professionals working together to provide the best care available to their patients. The NCVH audience includes cardiologists, surgeons, podiatrists, family physicians, nurses and allied health professionals.

**What's on the Horizon?** is published three times onsite during NCVH: Wednesday, Thursday and Friday. Each issue will be available throughout meeting areas, and also shared via a daily email newsletter to 30,000+ healthcare professionals, NCVH.org and NCVH's social media channels.

Increase booth traffic and promote your product line by advertising in **What's on the Horizon?** Each issue includes live editorial coverage of educational sessions and photos from the exhibit hall.

- Complimentary publication of one 300-word press release with each advertising placement.



**Digital-friendly letter-size format!**

## Advertising & Marketing Opportunities Include:

### Complimentary Press Release Publication

Each display advertisement purchase, quarter-page or larger, includes the complimentary publication of one 300-word press release in each issue that the ad appears.

### Page One Postcard

Reach attendees with a high-impact opportunity: page one postcard. Cost includes printing (5" x 7", coated card stock, two-sided) and placement on page 1 of the *What's on the Horizon?* issue of your choosing.

- Cost: \$2,900 per issue. One placement per day.
- The postcard will also appear in the digital version.

### Bellyband

Wrapped around the publication. Ask for specs and availability. One per issue.

- Cost: \$4,100 per issue.

### NCVH Email Newsletter: Digital Advertising

A daily email newsletter with show daily links, conference news, photos and the day's schedule will be sent to more than 30,000 healthcare professionals nightly during the conference. Opportunities available in pre-, onsite and post-conference marketing emails. *See page 3 for details.*

- Banner ad (530 px w x 120 px h): \$750, (1x); \$1,400, (2x); \$1,800 (3x)

### Promote Products

Every issue of *What's on the Horizon?* will feature a Product Showcase section. *See page 3 for details.*

- Cost: \$850 per product

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## 4C Advertising Rates and Sizes

• All rates are gross. Appropriate 15% agency commissions apply.	Size	w x d	1x	2x	3x
	Back Cover	8/12" x 11"	NA	NA	\$5,400
	Inside Front Cover	8/12" x 11"	NA	NA	\$4,900
	Front Page Strip Ad	7 1/2" x 2"	NA	NA	\$4,700
	Two-page Spread	17" x 11"	\$3,400	\$6,600	\$9,000
	Full Page	8/12" x 11"	\$1,700	\$3,300	\$4,500
	Half Page Vertical	3 1/2" x 10"	\$1,400	\$2,700	\$3,900
	Half Page Horizontal	7 1/2" x 5"	\$1,200	\$2,300	\$3,300
	1/4 Page	3 1/2" x 5"	\$800	\$1,500	\$2,100

Reach both in-person and virtual attendees through print & digital advertising opportunities.

## Specifications

• **Sizes** – Trim size is 8.5" wide x 11" high and printed on 60# offset (coated) stock. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If provided ads include crop marks, publisher will crop the image accordingly and reduce/enlarge to fit the ad size as needed.

• **Files** – High-resolution Adobe PDF files are strongly preferred, but TIFF, JPEG, EPS with clipping paths, Adobe Illustrator, and Adobe InDesign files (with all accompanying graphics and fonts) are also accepted. Quark files cannot be accepted. All fonts must be embedded. Files can be e-mailed, sent on a PC-readable CD, or posted to our ftp site (contact us for transfer procedure). All colors should be built out of CMYK process. Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Color reproduction is assured to generally-accepted industry standards.

• **Proof** – A printed proof of the file itself is strongly recommended with submission of disk or e-mail. Otherwise include it

with the final package. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertisers will be billed at cost for time required to prepare files to above standards, author's alterations, etc.

• **Alternating Artwork** – Advertisers are invited to change their artwork in each issue. If doing so, please send separate PDF files for each issue rather than one file with multiple pages. Include the appropriate issue number in the file's name.

• **Suggestions** – For best reproduction: Maximum combined density of 240% with one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Add 10% undercolor removal for cyan. Type should be surprinted in areas having tint values of 30%. Four-color type reserves should not be smaller than 10 points, 14 points if using a narrow font. Reverse out of at least 70% tone value in black, magenta, or cyan.

• **File Submission** – Please contact CustomNEWS for FTP information.

• **Other information** – CustomNEWS pays a standard 15% commission to recognized agencies.

## Issue Dates

Wednesday, June 1

Thursday, June 2

Friday, June 3

## Deadlines Advertising

Space: May 13

Materials: May 20

## Postcard & Bellyband

Space: May 11

Materials: May 18

## Email Advertising

Space: May 13

Materials: May 20

## Contact

Jenn Waters, CustomNEWS

(240) 401-6779

[jwaters@showdailies.com](mailto:jwaters@showdailies.com)

# What's on the Horizon?

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## Product Showcase

Every issue of *What's on the Horizon?* will feature a Product Showcase section, offering exhibitors the opportunity to highlight products being featured at your booth during NCVH.

- **Pricing per listing:** \$850 (net)
- **Listing Includes:**
  - Company name
  - Booth number
  - Product photo
  - Description (100 words max.)
  - Link to company website in digital version

- *Listings will be organized alphabetically, by company name.*
- *Payment: credit card or invoiced upon receipt of paperwork.*
- *Products introduced after January 1, 2022, will have a graphic indicating it is a new product placed next to its listing.*

### New Product Showcase Deadlines:

**Listing Forms:** May 13, 2022

**Listing Content:** Email product photo (hi-res); description; company name, booth # and website to [jwaters@showdailies.com](mailto:jwaters@showdailies.com) by May 20, 2022



## NCVH Conference Email Newsletter

Advertising space is available in a new daily email newsletter that will be sent out nightly during the NCVH Annual Conference. Each issue will contain a link to the digital version of *What's on the Horizon?*, conference highlights and important meeting information. Four ads will be accepted in each issue. Each ad will be linked to the advertiser's website/web page of choice.

Each email will have a distribution list of apx. 30,000 recipients, including NCVH attendees, healthcare professionals and industry representatives.

### NCVH 2021 stats:

Average number of recipients: 29,400

Average open rate: 12.1%

Average click-thru rate: 2%

### Email Dates (emails will be sent out by 10 a.m. CST):

• Wednesday, June 1 • Thursday, June 2 • Friday, June 3

### Daily Ad Rates, Banner ad (530 px w x 120 px h):

\$800 net per placement, \$1,800 net for all three days

**Insertion Order deadline:** May 13, 2022

**Materials deadline:** May 20, 2022



# What's on the Horizon? Advertising Insertion Order

Submit Insertion Order to:  
CustomNEWS  
Phone: (240) 401-6779  
Email: jwaters@showdailies.com

## Company Information

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Accounts Payable E-mail: \_\_\_\_\_

## Ad Agency Information (if applicable)

Agency: \_\_\_\_\_ Contact: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Space Reservations

### Onsite Issues:

Number of Issues: \_\_\_\_\_ Ad Size: \_\_\_\_\_ Gross amount: \_\_\_\_\_  
Agency Commission (if applicable): \_\_\_\_\_ Net Amount: \_\_\_\_\_

### Product Showcase Listings:

Number of Listings: \_\_\_\_\_ Net amount: \_\_\_\_\_

### Email Advertising:

Days Requested: \_\_\_\_\_ Net amount: \_\_\_\_\_

Total Due:  
\_\_\_\_\_

Payment: \_\_\_\_\_ Bill Me Now \_\_\_\_\_ Bill me on 6/3/2022 \_\_\_\_\_ Credit Card

## Charge Information

Account #: \_\_\_\_\_ CSV #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Billing address zip code: \_\_\_\_\_

Signature  
\_\_\_\_\_

Date  
\_\_\_\_\_

**Cancellation Policy:** Advertisers cancelling after April 1, 2022 will be billed for 50% of the total net cost. Advertisers cancelling after May 1, 2022 will be billed for 100% of the total net cost.