

What's on the Horizon?

May 29 - 31, 2024

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/net 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/net 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) (net costs)

Promote Products

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

- Cost: \$850/net per product

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4C Advertising Rates and Sizes

• All rates are net.

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

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.



Issue Dates

Wednesday, May 29
Thursday, May 30
Friday, May 31

Deadlines Advertising

Space: May 10
Materials: May 17

Postcard & Bellyband

Space: May 8
Materials: May 15

Email Advertising

Space: May 10
Materials: May 27

Contact

Jenn Hess
(508) 530-2787

jhess@showdailies.com

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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, 2024, will have a graphic indicating it is a new product placed next to its listing.*

Product Showcase Deadlines:

Listing Forms: May 10, 2024

Listing Content: Email product photo (hi-res); description; company name, booth # and website to jhess@showdailies.com by May 17, 2024



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.

Email Dates (emails will be sent out by 1 p.m. CST):

• Wednesday, May 29 • Thursday, May 30 • Friday, May 31

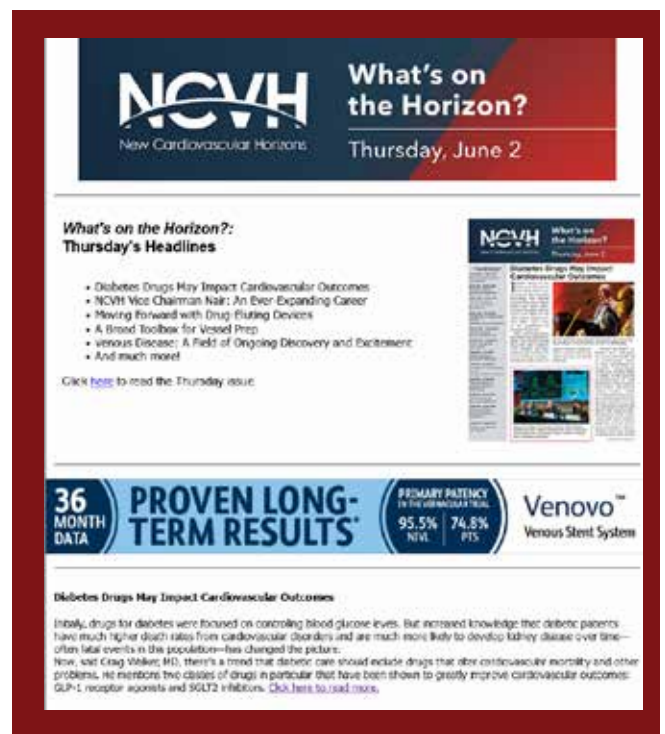
Daily Ad Rates, Banner ad (530 px w x 120 px h):

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

Insertion Order deadline: May 10, 2024

Materials deadline: May 17, 2024

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



What's on the Horizon? Advertising Insertion Order

Submit Insertion Order to:
Jenn Hess
Phone: (508) 530-2787
Email: jhess@showdailies.com

Company Information

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

Space Reservations

Onsite Issues:

Number of Issues: _____ Ad Size: _____ Net Amount: _____

Product Showcase Listings:

Number of Listings: _____ Net amount: _____

Email Advertising:

Days Requested: _____ Net amount: _____

Payment Information

Payment: _____ Bill Me Now _____ Bill me on 5/31/2024 _____ Credit Card

If you select CC, you will receive an invoice as well as a link directly from Authorize.net/Chase bank. Please note that 3.5% processing fee will be added to your invoice.

Signature

Date

Cancellation Policy: Advertisers cancelling after April 1, 2024 will be billed for 50% of the total net cost. Advertisers cancelling after May 1, 2024 will be billed for 100% of the total net cost.

Deadlines Advertising

Space: May 10
Materials: May 17