

What's on the Horizon?

May 28-30, 2025

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 send via email to jhess@showdailies.com or use a file transfer service.



Anniversary Celebration

A SPECIAL NCVH 25th Anniversary Celebration will take place at the Orpheum Theater, directly across the street from the Roosevelt Hotel valet entrance. Be sure to pack your special "silver" attire. Your NCVH name badge is required for entry into the Orpheum Theater.

Visit the Exhibit Hall

Wednesday, May 29
9:00 AM - 4:00 PM

Thursday, May 30
9:00 AM - 4:00 PM

Friday, May 31
9:00 AM - 4:00 PM

Champagne Year on Ice: NCVH Celebrates Landmark Year with 25th Anniversary



NCVH Chairman Craig Walker, MD, discusses the need to avoid amputation during the Fellows Course.

As New Cardiovascular Horizons celebrates its 25th anniversary, Founder and Chairman Craig Walker, MD, expresses pride, gratitude and awe at the way the event has continued to expand in size and importance. "We started this meeting for the right reasons," he said. "I think that's why it has grown. Most conferences would consider it really great if they passed the five-year mark. I could have never imagined this." The truth is, many others couldn't have imagined it, either. When Dr. Walker originally said he wanted to take a multidisciplinary approach—inviting surgeons, cardiologists, radiologists, podiatrists and anyone else that had a role in helping improve cardiovascular care, particularly for patients with peripheral arterial disease—he was told it would "never work." "It did work," he said. "And we developed a reputation as being the meeting that the doctors, the dieters, these are the doctors who are actually performing the procedures to save limbs and save lives, rather than those who just talk about it." That drew what he terms "blue-collar interventions," those who want to focus on improving the science and continuing to learn how to better treat

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Today at Noon in the Orpheum Room (May 29)

LIVE CASE LUNCH SYMPOSIUM: RADIAL REVOLUTION IS HERE

It's time to bring the radial revolution to peripheral intervention. Lead the revolution with us!

Co-Chair: Matthew Finn, MD

Co-Chair: Anish J. Thomas, MD

Co-Chair: Ramon M. Zeller, MD

Co-Moderator: Craig Walker, MD

Co-Moderator: Pradeep Nair, MD

Issue Dates

Wednesday, May 28
Thursday, May 29
Friday, May 30

Deadlines Advertising

Space: May 9
Materials: May 16

Postcard & Bellyband

Space: May 7
Materials: May 14

Email Advertising

Space: May 9
Materials: May 16

Contact

Jenn Hess
(508) 530-2787

jhess@showdailies.com

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May 28 - 30, 2025

New Orleans, Louisiana

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, 2025, will have a graphic indicating it is a new product placed next to its listing.*

Product Showcase Deadlines:

Listing Forms: May 9, 2025

Listing Content: Email product photo (hi-res); description; company name, booth # and website to jhess@showdailies.com by May 16, 2025



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 28 • Thursday, May 29 • Friday, May 30

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 9, 2024

Materials deadline: May 16, 2025

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 5/30/2025 _____ Credit Card

If you select CC, you will receive an invoice and a link directly from Authorize.net.

Please note that 3.5% processing fee will be added to your invoice.

Signature

Date

Cancellation Policy: Advertisers cancelling after March 15, 2025, will be billed for 50% of the total net cost. Advertisers cancelling after April 15, 2025 will be billed for 100% of the total net cost.

Deadlines

Advertising

Space: May 9

Materials: May 16