



## Why Advertise in *VS Daily News*?

- Debuting at the 2019 Venous Symposium, *VS Daily News* will be the official daily newspaper of the conference.
- Advertising will increase awareness among attendees about your company's products and services.
- Drive booth traffic by promoting new products and demos.
- Each issue is actively distributed to attendees.
- Promote industry symposia and special events.
- Digital distribution grows the readership, with a daily email newsletter, the symposium website and social media.
- Receive the opportunity to publish one complimentary 300-word press release in each issue that your ad appears.

### Unique Advertising Opportunities:

#### Email Advertising

See page 2 for more information.

#### Product Showcase

See page 2 for more information.

## Attention Exhibitors

Print and digital advertising opportunities available in *VS Daily News*, the official daily newspaper of the Venous Symposium.

Display ads, product listing placements and email banner ads will increase awareness about your company's products and services, and maximize your investment as a symposium exhibitor.

Double your reach by submitting one 300-word press release for complimentary publication in each issue that your ad appears.

## Issue Dates

Thursday – April 11, 2019

Friday – April 12, 2019

Saturday – April 13, 2019

## Deadlines

**March 25, 2019**

Insertion Order deadline

**April 1, 2019**

Materials deadline

## Contact

CustomNEWS: Jenn Waters

(240) 401-6779

jwaters@showdailies.com

Attendees will pick up each issue of *VS Daily News* for the latest meeting news, schedule information, and the exhibitor list and floor plan. Editorial content will include:

- Interviews with Venous Symposium Course Directors;
- Previews of education sessions;
- A look back at the impact made by the symposium over the past 10 years;
- Latest news in the venous industry;
- Session recaps and live photography;
- Attendee profiles; and
- Much more!



The Official Daily Newspaper of the Venous Symposium

### Email Advertising: Reach Symposium Attendees & Healthcare Professionals

Advertise in a daily email sent to more than 4,500 physicians, allied health and non-clinicians with a professional interest in venous disease. Each email will include highlights, daily schedule and a link to the day's digital versions. Emails will be sent out daily by 10 a.m., Thursday through Saturday, during the Venous Symposium.

- Banner: 600 px w x 150 px h
- Cost: \$750 net per ad (1 per issue)
- Banner: 530 px w x 120 px h
- Cost: \$650 net per ad (3 per issue)

### Product Showcase: Promote Products and Services to Attendees

Every issue of *VS Daily News* will feature a Product Showcase section, offering exhibitors the opportunity to highlight products and services on display at the Venous Symposium.

- **Pricing per listing:** \$850
- **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.*

## Advertising Rates and Specifications

Size	w x d	1x	2x	3x
Back Cover	7.25" x 9.75"	n/a	n/a	\$6,100
Page One Strip Ad	7.25" x 2"	n/a	n/a	\$5,500
Inside Front Cover	7.25" x 9.75"	n/a	n/a	\$5,800
Full Page	7.25" x 9.75"	\$1,950	\$3,700	\$5,500
Half Page Vert.	4.5" x 9"	\$1,500	\$2,900	\$4,200
Half Page Hor.	7.25" x 4.5"	\$1,400	\$2,700	\$3,900
1/4 Page	3" x 4.5"	\$900	\$1,700	\$2,400

- All rates are gross rates, in U.S. dollars.
- Appropriate agency commissions apply.
- All rates include 4C.

### Specifications

- **Sizes** – Trim size is 8 1/4" wide x 10 3/4" high and printed on 60# gloss (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. 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. If e-mailing the file, please send the proof by standard 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.

- **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.

- **Agency Commission** – CustomNEWS will pay a standard 15% commission to recognized agencies.

- **Materials** – Please send all advertising materials to [jwaters@showdailies.com](mailto:jwaters@showdailies.com). YouSendIt or Drop Box are the preferred methods for submitting files.

# VS Daily News Advertising Insertion Order

Please return to  
Jenn Waters, CustomNEWS:  
Fax: 240/257-7171  
jwaters@showdailies.com  
Questions? 240/401-6779

## Company Information

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

## Ad Agency Information (if applicable)

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

## Space Reservation

Number of Issues: \_\_\_\_\_ Ad Size: \_\_\_\_\_  
Gross amount: \_\_\_\_\_  
Agency Commission (if applicable): \_\_\_\_\_  
Net Amount: \_\_\_\_\_  
Payment: \_\_\_\_\_ Bill Me Now \_\_\_\_\_ Bill Me on 4/13/19 \_\_\_\_\_ Credit Card

## Charge Information

Card type (Visa, Mastercard, American Express or Discover): \_\_\_\_\_  
Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
Zip code of credit card billing address: \_\_\_\_\_ CSV/CVV: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### Cancellation Policy:

Advertisers cancelling after  
March 1, 2019, will be billed  
for 50% of the total net cost.  
Advertisers cancelling after  
March 22, 2019, will be  
billed for 100% of the total  
net cost.