2018
ADVERTISING OPPORTUNITIES

Print

PROGRAM GUIDE
• Features general Annual Meeting information, including sessions, speakers, awards, and maps
• Covers 2, 3, 4 / ROB
• Distribution of 17,000

GUIDE TO POSTER SESSIONS AND EXHIBITS
• Covers all information relating to the exhibit hall, including poster session details, abstracts, and exhibitor information.
• Distribution of 7,500 at AACR kiosks, exhibit entrance, registration, and other key locations
• All 3 cover positions available as well as run of book

PRINT PACKAGE
• Advertise in both the Program Guide and Guide to Poster Sessions and Exhibits

PUBLICATIONS SPECIAL COLLECTIONS
• 10 print collections across all 8 journals
• Distribution of 2,500
• Additional option for web version banner advertising, running from April to December, 2018

Digital

DAILY ALERTS
• Alerts feature breaking conference news and program updates
• Responsive design for mobile and tablet users
• Advertorial story design
• One email per day for length of conference - 5 days
• Sent to all attendees - 18,000+
• Four positions available

Ad specs:
570 pixels x 360 pixels
72 dpi in a jpeg format
Headline - up to 44 characters
Body - up to 30 words
4 positions
2 sizes (1 or 2 column)

MOBILE APP
• Splash Screen - 1280x1280, 72 dpi
• Home Screen - 680x80, 72 dpi
• Shared Session Pages banner - 680x80, 72 dpi
• Rotated between Sponsors
• Contact representative for rates
• All png format, max 200 kb

“BEST OF” PRINT AND DIGITAL EDITION
• Includes most-cited papers published in 2016 from all eight AACR journals.
• Print circulation: 5,000
• Distributed at kiosks at convention center
• Option to display logo on kiosk with cover purchase package
• Covers and Run of Book available
• Cover 4 with banner ad in digital edition

For More Information, Contact
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