Print Opportunities

PROGRAM GUIDE
- Features general Annual Meeting information, including sessions, speakers, awards, and maps
- Covers 2, 3, 4 / ROB
- Distribution of 19,000

GUIDE TO POSTER SESSIONS AND EXHIBITS
- Covers all information relating to the exhibit hall, including poster session details, abstracts, and exhibitor information.
- Distribution of 5,000 at AACR kiosks, exhibit entrance, registration, and other key locations
- All 3 cover positions available as well as run of book

PUBLICATIONS SPECIAL COLLECTIONS
- 15 print collections across all 8 journals
- Distribution of 3,000 at kiosks in high-traffic areas of convention center
- Additional option for web version banner advertising, running from April to December, 2019

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

Digital Opportunities

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 2017 from all eight AACR journals.
- Print circulation: 5,000
- Distribution at kiosks in high-traffic areas at the 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,
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