



# ANNUAL MEETING 2023

APRIL 14-19 • ORANGE COUNTY CONVENTION CENTER

## ADVERTISING OPPORTUNITIES/SPECIFICATIONS

### PROGRAM GUIDE

- Features general Annual Meeting information, including sessions, speakers, exhibitors, awards, and maps
- Covers 2, 3, 4 / Run of book (ROB) positions available
- Distribution of 10,000

### PUBLICATIONS SPECIAL COLLECTIONS

- 10+ unique collections of selected articles from the AACR journals covering a wide range of topics in cancer science and medicine
- Distribution of 2,000 at kiosks in high-traffic areas of convention center
- Additional option for web version banner advertising, running through end of 2023. Please inquire for pricing.

### “BEST OF” PRINT AND DIGITAL EDITION

- Includes most-cited papers published in 2021 from the AACR journals
- Print circulation: 3,000
- Distribution at kiosks in high-traffic areas at the convention center
- Covers 2, 3, 4 / Run of book (ROB) and covertip available
- Cover 4 with banner ad in digital edition

### Convention Center Kiosks

- Strategically located around the convention center in high-traffic area where attendees can pick up print content from the AACR Journals

### MOBILE APP

- Two packages available
  - **Package A**  
Limited to one advertiser
    - Receives 100% of the splash page banner, 50% of session page and home page banners, and Featured Exhibitor recognition
  - **Package B**  
Limited to five advertisers
    - Receives 10% of the session page and home page banners, and Featured Exhibitor recognition

### DAILY ALERTS

- Promote your presence at the Annual Meeting & drive traffic to your booth
- Delivered by AACR directly to the inbox of all attendees
- Email features important conference news, program updates, & late breaking information
- Six spots available per email (advertiser selects spot & day to determine rate; subject to availability)
- Premium banner and advertorial story style placements available

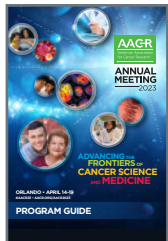
- Advertiser may supply logo and QR code
- ROB (4C) ad in “The Best of AACR Journals” included

Program Guide	Rate
ROB (4C)	\$4,225
Cover 2 (4C)	\$5,525
Cover 3 (4C)	\$4,925
Cover 4 (4C)	\$7,925
Special Collections	Rate
ROB (4C)	\$6,000
Mobile App	Rate
Package A	\$35,000
Package B	\$10,000
Daily Alerts	Rate
Spot 1	\$4,525
Spot 2	\$3,625
Spot 3	\$3,125
Spot 4	\$2,625
Spot 5	\$2,125
Premium Banner	\$5,275
Best of Print and Digital Editions	Rate
ROB	\$2,175
Cover 2	\$2,825
Cover 3	\$2,525
Cover 4	\$3,925
Cover Tip (supplied)	\$10,000
Convention Center Kiosks	Rate
Single	\$7,500
Four (exclusive sponsor)	\$20,000

For more information, contact **Maura Paoletti**.  
maura.paoletti@wt-group.com | 443-512-8899, ext. 110

# ADVERTISING OPPORTUNITIES/SPECIFICATIONS (cont'd)

## Print Specifications



### PROGRAM GUIDE

- 6" x 9" with .125" bleed
- Format: PDF, JPG, TIF, EPS, or AI
- Resolution: 300 dpi
- CMYK; no spots or RGB
- **Material Deadline: February 20, 2023**



### PUBLICATIONS SPECIAL COLLECTIONS

- 8.125" x 10.875" with .125" bleed
- Format: PDF, JPG, TIF, EPS, or AI
- Resolution: 300 dpi
- CMYK; no spots or RGB
- **Material Deadline: February 25, 2023**



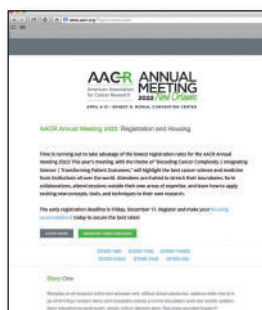
### "THE BEST OF THE AACR JOURNALS"

- 8.125" x 10.875" with .125" bleed
- Format: PDF, JPG, TIF, EPS, or AI
- Resolution: 300 dpi
- CMYK; no spots or RGB
- **Material Deadline: February 25, 2023**

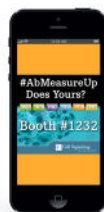
## Digital Specifications

### DAILY ALERTS

- 570 pixels x 360 pixels
- 72 dpi in a JPG format
- Headline: Up to 44 characters
- Body: Up to 30 words
- 4 positions
- 2 sizes (1 or 2 column)
- Premium banner: 728 pixels x 90 pixels
- **Material Deadline: February 22, 2023**



DAILY ALERT



SPLASH PAGE



SESSION PAGE

### MOBILE APP

- Splash Screen: 1280 pixels x 1280 pixels, 72 dpi with transparent background
- Shared Home and Session Page Banners - 640 pixels x 160 pixels, 72 dpi
  - Landing page url, mobile optimized recommended
  - Text must be readable at 320 x 80 pixels
  - Image background color should be web hex code (e.g. 5c5cef)
- All PNG format, max 200 kb
- **Material Deadline: March 1, 2023**

### PUBLICATIONS SPECIAL COLLECTIONS

- 728 x 90, 300 x 250, and 300 x 600 pixels, 72 dpi
- GIFs, JPEGs, and SWFs accepted
- Max size 99KB
- **Material Deadline: March 25, 2023**

### "THE BEST OF THE AACR JOURNALS" DIGITAL EDITION

- 728 pixels x 90 pixels, 72 dpi
- GIFs, JPEGs, and SWFs accepted
- Max size 99KB
- **Material Deadline: February 25, 2023**

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