

OFFICIAL VENDOR

AACR American Association for Cancer Research

# ANNUAL MEETING 2024 • SAN DIEGO

APRIL 5-10 • SAN DIEGO CONVENTION CENTER



# ADVERTISING OPPORTUNITIES/SPECIFICATIONS

## Print Opportunities

### AACR JOURNALS TOPICAL 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 at the convention center
- Digital banner advertising also available. Please inquire for pricing.

### Ad Specifications

- 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 16, 2024**

### Rates

Run of Book (ROB) - All issues .....\$6,000  
 Single issue Sponsor.....\$2,500  
 Single issue Sponsor - Covertip.....\$7,500 (supplied)

core features of malignant tumors. In 2022, the most recent update to the Hallmarks provided yet further dimensionality, adding four more defining characteristics of tumors: nonmutational epigenetic reprogramming, polymorphic microbiomes, senescent cells, and unlocking phenotypic plasticity. The AACR Journals proudly present this collection of Cancer Hallmarks-related content, including new Reviews related to the Hallmarks authored by thought leaders and recent Research Articles from across our journal portfolio.

### Ad Opportunities

- Covers 2, 3, 4, ROB, and covertip available
- Distribution at kiosks in high traffic areas at the convention center

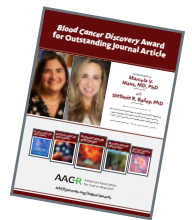
### Ad Specifications

- Distribution of 1,000
- 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 16, 2024**

### Rates

ROB.....\$1,995  
 Cover 2.....\$2,695  
 Cover 3.....\$2,395  
 Cover 4.....\$3,495  
 Covertip (supplied).....\$6,000

### JOURNAL AWARDS PROGRAM



The Journal Awards Program, an essential part of the AACR Publications Program, recognizes outstanding researchers and their impactful studies published in the AACR journals. This annual initiative seeks to celebrate and show appreciation for those whose unwavering commitment to advancing scientific knowledge aligns harmoniously with the AACR's mission.

### Ad Opportunities

- Single sponsor: "Supported by" on the cover, and signage
- Covers 2, 3, and ROB positions available

### Ad Specifications

- Distribution of 1,000
- 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 16, 2024**

### Rates

ROB.....\$1,595  
 Single Sponsor.....\$5,000  
 Cover 2.....\$1,895  
 Cover 3.....\$1,725



### CANCER HALLMARKS COLLECTION

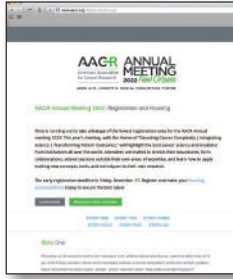
The Cancer Hallmarks define a set of fundamental functional properties that are acquired in the process of tumor progression and that enable cancer cells to adopt these capabilities. Since the first description of the Hallmarks by Douglas Hanahan and Robert Weinberg in 2000, this model has been expanded to include other

For more information, contact **Maura Paoletti**.  
[maura.paoletti@wt-group.com](mailto:maura.paoletti@wt-group.com) | 443-512-8899, ext. 110

# Digital Opportunities

## DAILY ALERTS

- Promote your presence at the Annual Meeting and drive traffic to your booth
- Delivered by AACR directly to the inbox of registered attendees
- Email features important conference news, program updates, and late-breaking information
- Six spots available per email (advertiser selects spot and day to determine rate; subject to availability)
- Premium banner and advertorial story style placements available
- Shortened or vanity URLs or links with UTM code will not be accepted



## Digital Specifications

- Spots 1-5
  - 570 x 360 pixels
  - 72 dpi in a JPG format
  - Headline: Up to 44 characters
  - Body: Up to 30 words
- Premium banner: 600 x 74 and 320 x 50 pixels
- Material Deadline: **February 13, 2024**

## Rates

Premium Banner .....	\$5,350
Spot 1.....	\$4,650
Spot 2.....	\$3,725
Spot 3.....	\$3,225
Spot 4.....	\$2,675
Spot 5.....	\$2,175

## MOBILE APP

### Package A

- Limited to one Advertiser
- Receives 100% SOV of Splash Page
- Receives 50% SOV of Session and Home Page
- Receives ONE Push Notification



- Receives Featured Exhibitor Recognition
  - Booth highlighted with logo on the digital map in Mobile App
  - Listed in Featured Exhibitor drop down in Exhibitor Listing in Mobile App

### Package B

- Limited to Five Advertisers
- Receives 10% SOV of Session and Home Page
- Receives ONE Push Notification
- Receives Featured Exhibitor Recognition
  - Booth highlighted with logo on the digital map in Mobile App
  - Listed in Featured Exhibitor drop down in Exhibitor Listing in Mobile App

## Digital Specifications

- Splash Screen: 1280 x 1280 pixels, 72 dpi with transparent background
- Shared Home and Session Page Banners - 640 x 160 pixels, 72 dpi
  - Landing page URL, mobile optimized recommended
  - Text must be readable at 320 x 80 pixels
  - Map Logo: logo size for the featured exhibitor map logos
  - Notifications: text limits and guidelines
  - Image background color should be web hex code (e.g. #5c5cef)
- All PNG format, max 200KB
- **Material Deadline: February 21, 2024**

## Rates

Package A.....	\$40,000
Package B.....	\$15,000

## PUBLICATIONS SPECIAL COLLECTIONS

### Digital Specifications

- 728 x 90, 300 x 250, and 300 x 600 pixels, 72 dpi
- Format: GIFs, JPEGs, and SWFs accepted
- Max size 99KB
- **Material Deadline: February 16, 2024**

# Convention Center Kiosks

- Strategically located around the convention center in high-traffic area where attendees can pick up print content from the AACR Journals
- Advertiser may supply logo and QR code
- Advertiser receives a ROB (4C) ad in the Special Collections

## Rates

Single.....	\$6,000
Multiple .....	\$5,000

# Additional Mobile App Opportunities

## FEATURED EXHIBITOR

- Limited to FOUR exhibitors (booth size 20' x 20' or larger)
- Booth highlighted with logo on the digital map in Mobile App
- Listed in Featured Exhibitor drop down in Exhibitor Listing in Mobile App

## Rates

Featured Exhibitor .....	\$2,500
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## PUSH NOTIFICATION

- Limited Availability (15 in total)
- One push notification to be sent by AACR through the Mobile App
- Advertiser must select time slot from provided schedule (contract required to secure time slot)

## Rates

Push Notification .....	\$1,500
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