

# IVC

April 17 – 19, 2008

Miami InterContinental Hotel

# International Vein Congress Daily News

Dear IVC Exhibitor:

Thank you for your commitment to the International Vein Congress: In-Office Techniques (IVC) meeting in Miami.

As your company begins to develop its marketing strategy for IVC, we hope you will consider advertising in the *International Vein Congress Daily News*, the meeting's exclusive convention newspaper. By advertising in *International Vein Congress Daily News*, exhibitors can get their message to attendees, extend invitations to satellite events and drive traffic to their booth. It's also a great way to make special product announcements.

Three issues of the *International Vein Congress Daily News* will be published in Miami. Each issue will be actively distributed to attendees each morning as they enter sessions and the IVC exhibit area.

Conference attendees have learned to depend on *International Vein Congress Daily News* for meeting details. Shouldn't your ad be here too? Onsite issues contain features about conference events along with articles on seminars, information about exhibitors and much more!

Additionally, *International Vein Congress Daily News* advertisers are guaranteed placement of a 300-word press release for each daily ad purchase, doubling your company's exposure. Remember, you will be reaching a vital, engaged and interested audience of decision-makers and buyers at precisely the right time.

Enclosed you will find ad rates and a copy of last year's publication. All inquiries, payments and ad materials should be sent to our publisher, CustomNEWS, Inc., 4341 Montgomery Ave., Bethesda, MD 20814. If you have any questions about this great opportunity, we invite you to contact Editor Jenn Hess at (800) 627-8723 or [jhess@showdailies.com](mailto:jhess@showdailies.com).

We look forward to seeing you in Miami, and in the *International Vein Congress Daily News*.

Sincerely,

Natalie Anderson-Hernandez  
Meeting Manager

## Double Your Message

*International Vein Congress Daily News* advertisers are guaranteed placement of one 300-word press release for each daily ad purchase, increasing your company's exposure.



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Exhibitors looking to get their message out to attendees won't want to miss this great advertising opportunity. Reach attendees each morning as they head off for sessions or enter the exhibit hall.

Attendees will be relying on *International Vein Congress Daily News*, for the latest conference news, session previews and recaps. What better way to tell them about your company than an advertisement in each issue of *International Vein Congress Daily News*.

## Advertising Rates and Specifications

Size	w x d	1x	2x	3x
Back Cover*	10" x 14"	n/a	n/a	\$5,100
Page One Strip Ad*	10" x 2"	n/a	n/a	\$4,850
Inside Front Cover*	10" x 14"	n/a	n/a	\$4,500
Full Page	10" x 14"	\$1,600	\$3,000	\$4,200
Half Island	7" x 10"	\$1,400	\$2,600	\$3,600
Half Page	10 x 7"	\$1,325	\$2,450	\$3,375
1/4 Page	4 3/4" x 7"	\$900	\$1,600	\$2,100

\* Preference given to 4C advertisers.

• Four-color: Add \$700 per issue.

• All rates are gross rates. Appropriate agency commissions apply.

### Issue Dates

Thursday  
April 17, 2008

Friday  
April 18, 2008

Saturday  
April 19, 2008

### Deadlines

April 4, 2008  
Insertion Order deadline

April 11, 2008  
Materials deadline

### Contact

Jenn Hess,  
CustomNEWS  
(800) 627-8723  
jhess@showdailies.com

### Specifications

• **Sizes** – Trim size is 11" wide x 15" high and printed on 60# offset (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, but TIFF, JPEG, EPS with clipping paths, Adobe Illustrator, and Adobe InDesign files (with all accompanying graphics and fonts) are also accepted. 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 for cold-web newspaper printing.

• **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 to the address listed on the insertion order form. 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.

• **Other information** – IVC *Daily News* will pay a standard 15% commission to recognized agencies.



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# International Vein Congress Daily News Advertising Insertion Order

## 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: \_\_\_\_\_ Color:  B/W  4C  
Agency Commission (if applicable): \_\_\_\_\_  
Net Amount: \_\_\_\_\_  
Payment:  Bill Me  Credit Card

## Charge Information

Card (circle): Visa, Mastercard, American Express or Discover

Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Fax or mail this Insertion Order to:

CustomNEWS  
4341 Montgomery Avenue  
Bethesda, MD 20814  
Phone: (800) 627-8723  
Fax: (301) 841-0040