ADVERTISING RATES AND DEADLINES

- Annual Meeting Preliminary Program/ Registration Brochure
- Annual Meeting Final Program

Build your brand name and direct physicians to your exhibit booth by advertising in these two important publications!

- The Preliminary Program/Registration Brochure features sessions and events that will take place at the Annual Meeting. Prospective attendees receive this program as a helpful registration tool in planning their participation at the upcoming conference. It will be mailed in June, 2013.
- The Final Program features the entire scientific program for the conference, including abstracts and reference materials, making it useful to attending physicians for years to come. It will be distributed onsite to all attendees.



CIRCULATION

Preliminary Program:

6,000+ physicians, including all ASDS members, plus US physicians with an interest in dermatologic surgery

Final Program:

800+ distributed in the physician registration bags

ROB POSITIONS	RATE				
Ad Unit	Non-Bleed	Bleed	B&W	4-C	
Full page ROB	7.5" x 10"	8.5" x 11.125"	\$1100	\$1980	
1/2 Page Vertical (ROB)	3.625" x 10"	4.25 x 11.125"	800	1650	
1/2 Page Horizontal (ROB)	7.5" x 5"	8.5" x 5.125"	800	1650	
PREMIUM POSITIONS					
Inside Front Cover	7.5" x 10"	8.5" x 11.125"	n/a	\$2500	
Inside Back Cover	7.5" x 10"	8.5" x 11.125"	n/a	2400	
Back Cover	7.5" x 10"	8.5" x 11.125"	n/a	2600	
Opposite Table of Contents	7.5" x 10"	8.5" x 11.125"	n/a	2200	
Opposite Welcome Letter	7.5" x 10"	8.5" x 11.125"	n/a	2600	
Bellyband			n/a	\$8500	
Includes bellyband print	tina plus one 4	-color ROB page.			

DEADLINES	Space Reservataions Due	Ad Materials Due	Publication Date
Preliminary Program/ Registration Brochure	May 15, 2013	May 22, 2013	June 2013
Final Program	Aug. 28, 2013	Sept. 4, 2013	Oct. 3-6, 2013

DIMENSIONS

Trim size 8.25" x 10.875" Bleed size 8.5" x 11.125" Safe/Live Area 7.75" x 10.375"

Please use the Advertising Space Reservation Form on page 17

Send space reservations to: Dana Brown, Trade Show and Ad Sales Specialist

dbrown@asds.net, phone 847-956-9136, fax 847-956-0999

Send ad materials to: anne@allodidesigns.com (20MB max; for larger files, call for ftp instructions)

ASDS c/o Anne Allodi Designs, Inc., 2609 School Dr., Rolling Meadows, IL 60008

phone 847-342-9092