- 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 mid-May 2014.

• 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 at the meeting to all medical attendees.

| San Diego |
|---------------------------------------------|
| 2014 ASDS ANNUAL MEETING November 6-9 |

CIRCULATION

Preliminary Program:

Mails in late May to over 5,500 cosmetic and reconstructive dermatologic surgeons, including all practicing ASDS members and residents.

Final Program:

Distributed at the meeting in the physician registration bags to an expected 900+ attendees.

| 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 | 2200 | | |
| | Bellyband Includes bellyband print | ting plus one | 4-color ROB page. | n/a | \$8500 | | |
| | | | | | | | |

| DEADLINES | Space Reservations Due | Ad Materials Due | Publication Date |
|-----------------------------------------------|---------------------------|------------------|------------------|
| Preliminary Program/ Registration Brochure | April 24, 2014 | May 1, 2014 | Mid-May, 2014 |
| Final Program | Sept. 19, 2014 | Oct. 3, 2014 | Nov. 6-9, 2014 |

DIMENSIONS

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

Send space reservations to:

Dana Brown, Trade Show and Ad Sales Specialist

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

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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