





ACC.19™

68<sup>th</sup> Annual Scientific Session & Expo  
Saturday, March 16 – Monday, March 18, 2019  
New Orleans

# Mechanical Specifications

## Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at [www.swop.org](http://www.swop.org) or [www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html](http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html).
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Submit full-page spreads as a single-page file.

## Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.adobe.com).
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Type 1 and Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

## Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media account manager.

## Submitting digital files

You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time please contact your Ascend Integrated Media account manager.

## Proofs

Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at [www.swop.org](http://www.swop.org). Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

## Submitting color proofs

### Mail proofs to:

Ascend Integrated Media LLC  
Attn: ACC.19  
7171 W. 95th St., Suite 300  
Overland Park, KS 66209  
913-469-1110

## Doctors Bag restrictions

Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctors Bag to be delivered. Ad materials subject to ACC approval. Handling fees for shipments received by hotels may apply.

## Materials required for Digital Doctors Bag insert

- PDF of the same insert in the physical doctors bag
- Maximum ad file size is 3MB
- Company or product URL
- Include PI pages within the PDF or may link to a URL
- Multi-page inserts to be submitted as single page PDFs. May be converted to a flipbook for an additional fee.

## Important notes for all products

- All advertising is subject to ACC approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- All quantities are based on projected attendance and room blocks.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, the publisher is not responsible for lost or damaged advertising materials after publication.

## ATTENDEE WELCOME GUIDE

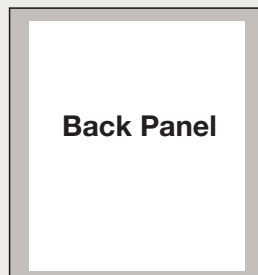
### Ad sizes and dimensions (width x height)

Bleed: 7-1/4" x 7-1/4"

Trim: 7" x 7"

Safety/Live Area:

6-1/2" x 6-1/2"



# ACC.19 Meeting Advertising Policies and Materials Submission Procedures

All ads, inserts and promotional items require approval by ACC. Please allow five business days for approval. Advertisers must not print materials, send emails, or go live with websites, before approval is received. ACC is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

Submit a copy of your ad/insert/promotional item via email for approval. Please indicate the name of the exhibiting company and provide the name of the meeting in the Subject line of the email. Email Valerie Workman: [vworkman@ascendmedia.com](mailto:vworkman@ascendmedia.com).

Item	Prototype Due	Ad materials/Promotional or Insert Materials Due	Maximum Weight	Maximum Dimensions
Pre-Meeting Mailer	Jan. 14, 2019	Jan. 28, 2019	1 oz.	8.5" x 11"
Doctors Bag Premium	Jan. 25, 2019	Feb. 8, 2019	2 oz.	8.5" x 11"
Attendee Welcome Guide	Jan. 18, 2019	Feb. 1, 2019	N/A	7" x 7"
Doctors Bag Insert	Feb. 4, 2019	Feb. 18, 2019	2 oz.	8.5" x 11"
Individual Door Drop	Feb. 14, 2019	March 14, 2019	N/A	N/A

Inserts are considered to be one 8-1/2" x 11" printed piece, with a maximum weight of 2 oz. for the Doctors Bag and a maximum weight of 1 oz. for the Pre-Meeting Mailer. Inserts not meeting that criteria are considered "bulk" items, and are subject to additional fees. This includes, but is not limited to, items such as product samples (bottles, bars or packets); non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

## A \$500 late fee will be charged for materials received after the deadline.

Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

For a non-paper insert/promotional item, please send three samples of the item for approval. The item received for approval must be identical to the item that will be distributed. ACC will review bulk items on a case-by-case basis.

Send to: Valerie Workman | Ascend Integrated Media, 7171 W. 95th St., Suite 300 | Overland Park, KS 66212 | 913-344-1307

**\*Please include the following information with the insert/promotional item for approval: Name of Advertiser/Exhibiting Company, Insert/Promotional Item Title, Planned Insertion Date.**

After your inserts are approved, ship them to be received by the materials deadline(s) above. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box shipped. Please do not ship the full quantity to Ascend Integrated Media, or you may incur additional costs. The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Integrated Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Integrated Media will not be responsible for shortages due to an incorrect number of inserts received. For Doctors/Educators Bags and Individual Door/Room Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

Handling fees for shipments received by hotels may apply.

## PLEASE MAKE NOTE OF THESE IMPORTANT ADVERTISING POLICIES:

- Only exhibitors and companies/organizations holding approved industry events and/or approved CME/CNE/CE-certified activities may advertise.
- All signed agreements are firm. Cancellations are not accepted for cancelled booth space or events.
  - Advertiser/exhibitor is responsible for confirming venue information (e.g., room names and/or numbers, address, phone number, website) with the venue (or with ACC for convention center functions).
- All materials promoting industry events must include the following statement:
  - This event is not part of ACC.19, as planned by its Program Committee, and does not qualify for continuing medical education (CME), continuing nursing education (CNE) or continuing education (CE) credit.
- All materials promoting Independent Certified Sessions must include the following statement:
  - This educational activity is not part of ACC.19; however, the content was reviewed and approved by the ACC.19 Program Committee.
- The term "Scientific Session" may not be used in reference to an industry event or an Independent Certified Session.
- The ACC and ACCF logos, names, insignia and other identifying marks may not be used on any exhibitor or advertiser marketing, promotional or booth materials, either inside or outside the exhibit area.
- ACC will grant a limited, non-exclusive, non-transferable license to ACC.19 exhibitors and advertisers to use the ACC.19 logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's or advertiser's participation at ACC.19. The exhibitor shall utilize the ACC logo consistent with the ACC.19 Logo and Language Usage Guidelines, available at [www.expo.acc.org](http://www.expo.acc.org).
- For additional guidance, please see the ACC.19 Rules, Regulations, Terms & Conditions; the ACC.19 Independent Certified Sessions Guidelines; the ACC.19 Prime Time Event Guidelines; the ACC.19 Ancillary Event Guidelines; the ACC.19 Industry-Expert Theater Guidelines; the ACC.19 Innovation Stage Guidelines; and/or the ACC.19 Interactive Learning Lab Guidelines.