

Meeting News and Navigation Products

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Critical products that tell attendees what's happening at ACEP22

Icon Key



Pre-Meeting Mailer



Jump start your marketing!

Reaches ACEP22 attendees early as they begin to plan their time at the conference.

Reach: Approximately 4,500 pre-registered attendees and members.*

Content: Advertiser-supplied inserts, as well as essential information, such as meeting schedules, can't-miss features and exclusive onsite offers.

Distribution: Mailed in late August.

**If the in-person ACEP22 must be converted to virtual, the Pre-Meeting Mailer will be adjusted to reflect any virtual program and sent to approximately 4,500 virtual attendees and members. If inserts are specific to a booth or program, supporters are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*

Advertiser supplies printed materials. Ad materials are subject to ACEP approval. See Advertising Policies and Materials Submission form for more information.

A minimum of five inserts must be reserved in order to produce the Pre-Meeting Mailer.

INSERTION ORDER/SPECS

Insert Deadlines

Space reservation deadline: July 28, 2022

Materials due: Aug. 4, 2022

Rate

\$4,500 per insert



Meeting News Central

NEW PACKAGES FOR 2022!



Run-of-Site Banners include all display ads on the home page, channel pages and all articles pages!

A 24/7 central location for the ACEP22 ePreviews, eDailies and eHighlights, as well as sponsored content. As the push publications are read, each click on an article brings the reader to Meeting News Central.

View the Meeting News Central site

New format for ACEP22!

Ads rotate in all display ad positions throughout Meeting News Central during the entire event cycle.*

Ad banners will be on the home page and all channel pages to maximize your pageviews and impressions.

- Leaderboard (970 x 90)
- Mobile Leaderboard (300 x 50)
- Vertical (300 x 600)
- Rectangle (300 x 250)

Leaderboard and rectangle ads also appear on all article pages.

Five advertisers receive 20% SOV.

ACEP22 Newsroom

- Six native ad spots are available in a prominent position on the home page, titled "ACEP22 Newsroom" (see mock-up).
- Advertiser content can be (or include) white papers, videos or any other content you wish to share with readers.
- The ACEP22 Newsroom block will feature each advertiser's company name, image and headline.
- Each ACEP22 Newsroom story will rotate up and down the block, but also into a prominent standalone position on the home page, which will add a larger image and a story "teaser" to the above.
- Your ACEP22 Newsroom story links to your content of up to 1,000 words with a large hero image.
- The ACEP22 Newsroom block also appears on nearly all article pages.

Reach: 30,000 ACEP members and attendees via ePreviews, eDailies and eHighlights.

Content:

- Science presented at the conference
- Information on schedules of industry-supported educational programs
- Hot-button topics and can't-miss sessions

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Aug. 4, 2022

Materials due: Aug. 11, 2022

Deadlines are ongoing. Dates above are noted for maximum exposure.

Rates

ROS Banners (all available display ads on the home page and channel pages) \$15,000 (five available)

ACEP22 Newsroom \$6,500

Promote your industry program or booth with the ACEP22 Newsroom for huge visibility!

6,222 total users in 2021!

Data collected Oct. 1-Dec. 16, 2021.

*Length of advertiser exposure dependent on date of purchase.

Months of exposure!

Meeting News Central will launch in late August 2022. You can link your advertorials, programs and resources on this official ACEP branded site in your own promotions long after the event is over!

(Ads and content will remain on the site until the first ACEP23 ePreview is produced. Length of advertiser exposure dependent on date of purchase. Ads and content can be removed if requested.)



click to enlarge

View the ACEP21 Program!

Onsite Program and Career Guide

Put your message in the hands of ACEP22 attendees and members with this critical publication
Engage your brand with attendees as they navigate the meeting.

Reach: Onsite attendees.

Content:

- Content includes general meeting information, event schedules, educational programming, comprehensive exhibitor listings and maps.
- Includes a **Career Guide section** to assist attendees with managing their careers.
- The **Career Guide section** also includes names and booth numbers of all Staffing and Recruitment exhibitors.

Distribution: The Onsite Program and Career Guide is distributed to attendees at registration and throughout the convention center in multiple newsstands.

Print Premium Placement Details:

- Tabbed Divider** includes your ad displayed on a heavy card stock tabbed page leading a major section (Event Schedules, Education Programs, Exhibits or Career Guide).
- Cover Tip**** makes your message the first one readers see.
- Map Premium** includes:
 - Full Page ad adjacent to foldout map page
 - Your logo on the front cover of the foldout map page
 - Booth highlight on foldout map page
 - Banner ad on map page
- Two-Sided Bookmark**** is hand-inserted into the Onsite Program.
- Newsstand Premium** includes your branding on multiple Onsite Program newsstands throughout the convention center. *(Premium can be purchased with or without a full page in the Program.)*

***If the in-person ACEP22 must be converted to virtual, the Program content will be adjusted to reflect any virtual program and emailed to virtual attendees and members. Physical premiums such as maps and newsstands will be transitioned to digital premiums of equal value. If advertising is specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*

***Advertiser is responsible for printing and production fees.*

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: Aug. 8, 2022
Materials due: Aug. 15, 2022

Standard Placement Rates	
Full Page	\$7,450
Full Page PI (B&W)	\$6,100
Half Page (horizontal)	\$5,670
Third Page	\$3,225
Highlighted Listing with Logo	\$330

Premium Placement Rates	
Gate Fold Cover	\$18,200
Map Premium	\$13,420
Back Cover	\$10,430
Inside Front Cover	\$9,685
Inside Back Cover	\$9,685
Two-Sided Bookmark**	\$9,565
Cover Tip**	\$9,285
Tabbed Divider (one side)	\$9,950
Full Page Opposite Table of Contents	\$8,570
Newsstand with Full Page	\$12,500
Newsstand Only	\$9,500



click to enlarge

Attendee Welcome Guide

Your brand is front and center as the exclusive advertiser of this publication delivered to attendees as they arrive at their hotels!



Reach: 30,000 ACEP members and attendees at hotels and via a link in ePreview #2.*

Distribution:

- Onsite at select hotels' front desks and main lobbies
- Emailed as a link to all attendees and members via ePreview #2
- Also available on the front page of Meeting News Central

Content: Information and key details attendees need to get their experience at ACEP22 off to a great start.

Advertiser receives front cover banner logo recognition and the back cover ad of the printed guide, as well as front page branded exposure on Meeting News Central.

***If the in-person ACEP22 must be converted to virtual, the Attendee Welcome Guide content will be adjusted to reflect the virtual program and sent to all virtual attendees. If advertising is specific to a booth or program, supporter is encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*

INSERTION ORDER/SPECS


Deadlines
Space reservation deadline: Aug. 22, 2022
Materials due: Aug. 29, 2022

Rate
\$15,000
Exclusive advertising opportunity

Icon Key


 Traffic Building Products

 Reach all meeting attendees

 Reach all in-person attendees only

 Reach all ACEP members

 Push Product

 Personal Delivery

 Lead Generating Product

 Product has frequency

 Branding Product

*All ads are subject to ACEP approval.
All rates are net. No agency discounts apply. Cancellations are nonrefundable.
All quantities are based on projected attendance and room blocks.*