

INTERNAL MEDICINE 2009 NEWS

Recruitment • Physician Product & Services • CME

Each year, the American College of Physicians (ACP), the world's largest medical specialty organization, holds its national medical conference in a major US city. Internal Medicine 2009 will be held April 23-25 in Philadelphia, PA. With more than 260 CME offerings presented, Internal Medicine 2009 will attract more than 7,000 physicians of internal medicine or one of its subspecialties, medical students, and other health professionals from the US and around the world.

Internal Medicine 2009 News

Internal Medicine 2009 News is the official publication of Internal Medicine 2009. *Internal Medicine 2009 News* provides timely information from leadership meetings, summaries of the keynote address and other highlighted sessions, exhibit hall listings and map, last minute schedule changes, and other pertinent information to increase the satisfaction of physicians attending the three-day meeting. Attendees rely on *Internal Medicine 2009 News* to make last-minute plans, review the previous day's lectures, or choose the symposia they want to attend.

Advertising in *Internal Medicine 2009 News* ensures that your message is seen by this year's attendees and the leadership of ACP.

- Increase traffic to your booth
- Advertise your industry-supported symposia
- Announce new products

Internal Medicine 2009 News Insert Options

Internal Medicine 2009 News offers two high-profile insert options to present your message.

Tabloid Raffle Advisory Insert

ACP will include a date-specific raffle advisory on heavy stock in each *Internal Medicine 2009 News*. This single tabloid-size insert will extend one-half inch beyond the top and right edges of the newspaper and will be identified with daily raffle information. The front side of the insert will be printed with your tabloid-size advertisement. The back side will contain information about the raffle prizes and the location of the raffle booth. Attendees will have to register daily to be eligible for daily prize drawings. Past years' experience has shown that attendees are eager to participate in these ACP-sponsored raffles. Your advertisement will receive high-priority attention.

A-Size Insert or Blow-In

You may provide an A-size or smaller insert or a blow-in for inclusion in *Internal Medicine 2009 News* each day. This option provides you with the opportunity to announce your product, booth, or symposium in full color to our attendees. Or, you could provide a printed reference card with valuable information for our attendees to use in their practices.

Premium Positions

Internal Medicine 2009 News offers a variety of premium positions, including belly bands. Because *Internal Medicine 2009 News* is printed in two sections, there are twice as many opportunities for most premium positions.

Hospital Medicine Section

Internal Medicine 2009 News is printed in two sections with a separate section highlighting hospital medicine sessions and news. Additional opportunities for premium positions, such as a second back cover, are available. If hospitalists are your primary target, do not miss this chance to present your message to them.

Color Charges

Description	Cost
4 Color	\$ 1,020
Second	\$ 505
Matched	\$ 650

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Expanded Distribution

ACP publishes *Internal Medicine 2009 News* on Wednesday with a combined Wednesday-Thursday issue. The subsequent two issues are published on Friday and on Saturday. Our publication schedule allows attendees to preview the latest news about sessions and see your advertisements upon their arrival in Philadelphia, PA, prior to the official start of Internal Medicine 2009 on Thursday morning.

Daily placement of *Internal Medicine 2009 News* on the buses that attendees ride to the Philadelphia Convention Center enables physicians to read your message every morning en route to Internal Medicine 2009. In addition, as in past years, *Internal Medicine 2009 News* will be handed out to attendees as they walk into the lobby and placed in strategically located bins. Attendees will have no trouble keeping current on meeting news and your news.

Special Offer

When you advertise in the March 2009 issue of *Annals of Internal Medicine*, *ACP Hospitalist*, and/or *ACP Internist*, you will receive a 10% discount off the same ad in *Internal Medicine 2009 News*. Ads must be identical and equivalent to full page size in *Annals* and *ACP Hospitalist* to qualify. If desired, ACP will blow up "A" size page advertisements to tabloid size in *Internal Medicine 2009 News* for an additional charge of \$300 per page.

Internal Medicine 2009 News Insertion Rates

Tabloid	\$8,700
"A" Size	\$5,960
3/4 Page.....	\$6,630
1/2 Page.....	\$5,520
1/4 Page.....	\$4,305

Insert Options

Insert	Rate for single day	Rate for all 3 days
Raffle Advisory Insert	\$10,815	\$28,840
2 page, A-size insert or Blow-In	\$7,570	\$18,540

Premium Positions

	Rate
1. Back Covers (2)	\$15,005/page for 3 days
2. Inside Front Cover (2)	\$15,005/page for 3 days
3. Center Spread 2 pages (2)	\$11,505/page for 3 days
4. Front cover Strip Ad (2"x10") (2)	\$9,630/page for 3 days
5. Belly Band	\$11,090/day
(does not include the belly band printing)	\$30,900 for 3 days

Important Dates

Publication	Issue	Closing Date
<i>Internal Medicine 2009 News</i>	April 23-25	March 15, 2009

Mechanical Specifications

Ad Unit Size	Non-Bleed Width x Depth	With Bleed Width x Depth	
Tabloid Page	9 3/4" x 13 3/4"	11" x 15"	
"A" Size Page	7 1/8" x 10"	8 1/16" x 10 5/8"	
3/4 Page Horizontal	9 3/4" x 10"	-	
3/4 Page Vertical	7 1/8" x 13 1/2"	-	
1/2 Page Horizontal	9 3/4" x 7 1/8"	11" x 7 1/2"	<i>Internal Medicine 2009 News</i>
1/2 Page Vertical	4 1/2" x 13"	-	uses Web offset reproduction.
1/4 Page Vertical	4 3/4" x 7 1/8"	5 1/2" x 8 1/8"	Trim size: 11 x 15" (1/8" trim
1/4 Page Horizontal	7 1/8" x 4 1/2"	8 1/16" x 6"	on all sides).
Belly Band	5" (high) x 25" (long)		

ACP CAREER CONNECTIONSM

Physicians Connecting with Positions

acponline.org/careers

**DON'T BE
BLINDED**

BY OTHER SITES

Career Opportunities

Comprehensive, up-to-date listing of career openings nationwide.

Profiles

Physicians can build, edit and store their profile.

CV

Physicians may upload and store their detailed CV.

Search Jobs

Physicians can search positions that suit their criteria.

Early Job Notifier

Physicians receive e-mails of posted jobs meeting their criteria.

Apply for Jobs

Physicians click on your ad and submit their profile and CV.

Career Resources: Career Counseling

Articles and information to assist physicians in their job search.

Residency Database

Information on residency programs.

Non ACP CME/Conferences/Meetings

Listing of meetings to attend for CME Credit.

CONTACT INFORMATION

Advertising Sales

For additional information or to place an ad contact:

Northeast, Southeast and Great Lakes Regional Sales:

MARGARET GARDNER

Advertising Account Executive

800-523-1546 ext. 2768

215-351-2768 (phone)

215-351-2685 (fax)

mgardner@acponline.org

Northwest, Southwest & Mountain Regional and International Sales:

MARIA FITZGERALD

Advertising Sales Representative

800-523-1546 ext. 2667

215-351-2667 (phone)

215-351-2738 (fax)

mfitzgerald@acponline.org

North and South Central Regional Sales:

RYAN MAGEE

Advertising Sales Representative

800-523-1546 ext. 2557

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215-351-2641 (fax)

rmagee@acponline.org

Advertising Support

Diane Batalsky

215-351-2647 (phone)

215-351-2685 (fax)

dbatalsky@acponline.org

Paula Bayard

215-351-2671 (phone)

215-351-2738 (fax)

pbayard@acponline.org

Van Tu

215-351-2728 (phone)

215-351-2685 (fax)

vtu@acponline.org

Reprints

Reprints of ACP publications are available in print form and for online use by contacting:

Helen Canavan, *Reprint Coordinator*

215-351-2663 (phone)

215-351-2686 (fax)

hcanavan@acponline.org

Insertion Orders

Insertion orders must be received typed via mail, fax or e-mail.

Send Ads to

Advertising Department

American College of Physicians

190 N. Independence Mall West

Philadelphia, PA 19106-1572

ACP Job Placement Center

Vera Bensch

215-351-2630 (phone)

215-351-2686 (fax)

vbensch@acponline.org