

# APHON Advertising Opportunities

## Enhance your visibility and drive attendees to your booth at the APHON 41st Annual Conference and Exhibit.

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting APHON attendees to your booth at the annual conference through promotional materials in the conference Program Guide, the Room Drop Program, the Exhibit Hall Passport Program, or all three!

### 2017 APHON Conference Program Guide Advertising

Advertising in the conference program guide offers you concentrated exposure to more than 900 professionals dedicated to promoting optimal nursing care for children, adolescents, and young adults with cancer and blood disorders and their families.

The conference program guide is distributed to all attendees at registration and includes the conference schedule and a complete list of the educational sessions and descriptions, poster presentations, and exhibitors. APHON attendees refer to this guide often onsite at the conference and throughout the year, giving your ad repeated exposure.

#### Closing Deadline for Space

June 1, 2017

(No refunds will be made after the space-closing date.)

#### Closing Date for Ad Materials

June 30, 2017

Size	Dimensions	Exhibitor Rate*	Nonexhibitor Rate*
Full page (w/ bleed)	8.5" x 11" (1/8" bleed)	\$975	\$1,110
Full page (w/o bleed)	7.5" x 10"	\$975	\$1,110
1/2 page (horizontal)	7.5" x 5"	\$700	\$815
1/2 page (vertical)	3.5" x 10"	\$700	\$815

All rates are for black-and-white ads; add \$600 for four-color process. Inserts are available on request. \*Rates are agency commissionable for accounts paid within 30 days.

#### Cover Rates (include four-color)

Back cover	\$1,925
Inside front cover	\$1,825
Inside back cover	\$1,735

#### Cover Specifications

Live area	7.5" x 10"
Trim size	8.5" x 11"
Bleed size	8.75" x 11.25"

#### Ad Materials

Ads are accepted in EPS or PDF formats, with all images and fonts embedded; TIFF and JPG formats should be 300 dpi with no compression applied.

#### To Submit Ad Materials

E-mail artwork files to Terri Berkowitz at [tberkowitz@aphon.org](mailto:tberkowitz@aphon.org).

I will submit a conference program guide ad and agree to be billed according to my specifications below.

Ad Size \_\_\_\_\_

Color \_\_\_\_\_

Total Cost \_\_\_\_\_

### Room Drop Program

Reach your audience with a special delivery right to APHON conference attendees' hotel rooms! A room drop is a great way to connect with attendees, brand your product, and drive foot traffic to your exhibit.

Please submit a quantity of 550 pieces to APHON headquarters (address below) no later than July 21, 2017. Payment must be received prior to the meeting to ensure literature will be included in room drop.

I will participate in the Room Drop Program at a total fee of \$3,500.

### Exhibit Hall Passport Program

Participate in this program in the Exhibit Hall that directs attendees to your specific booth! Attendees will be given a list of exhibitors and asked to get their passport stamped to be eligible for special prize drawings in the exhibit hall. Reach your audience with this special and fun program—a great way to connect with attendees and drive foot traffic to your exhibit.

I will participate in the Passport Program at a total fee of \$650.

(Please print or type)

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Submitted By \_\_\_\_\_ Title \_\_\_\_\_

Date \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Payment Information

CC # \_\_\_\_\_ Exp \_\_\_\_\_ \$ \_\_\_\_\_

Check # \_\_\_\_\_ \$ \_\_\_\_\_ Date \_\_\_\_\_



#### Return to:

APHON, Terri Berkowitz, 8735 W. Higgins Road, Suite 300, Chicago, IL 60631-2738  
[tberkowitz@aphon.org](mailto:tberkowitz@aphon.org)