Learn more about AAA’s Official Daily Newspaper at EB 2015

The Anatomy Voice is the AAA Annual Meeting’s exclusive daily newspaper. By advertising in The Anatomy Voice, you will deliver your message to attendees and drive traffic to your booth. It’s a great way to tell readers about your location on the exhibit floor, extend invitations to your educational session, and make special product announcements.

Colleges and universities with faculty openings will want to advertise position announcements in The Anatomy Voice – a great opportunity to reach a wide audience through the print and digital versions.

Attendees will look to The Anatomy Voice for conference updates, association news, attendee interviews and session recaps.

In addition to onsite distribution, digital versions will be posted to AAA’s social media channels and the website.

If you have any questions about this great opportunity, please contact Jenn Waters at 240/401-6779 or jwaters@showdailies.com.

We look forward to seeing you in Boston!

What is The Anatomy Voice?
The official daily newspaper of the American Association of Anatomists’ Annual Meeting. Three issues will be published during EB 2015, Sunday through Tuesday. Each issue will feature previews and recaps of education sessions, association news, photos and attendee interviews.

How is The Anatomy Voice distributed?
Attendees will receive printed copies of The Anatomy Voice each morning as they enter the AAA meeting areas of the Boston Convention and Exhibition Center. Links to digital versions will be shared via AAA’s email and social media channels.

Who can advertise in The Anatomy Voice?
Companies exhibiting at EB 2015, AAA supporters, industry suppliers and academic institutions are invited to advertise in The Anatomy Voice. (Exhibiting at EB 2015 is not a requirement to advertise.)

Can we advertise faculty openings?
Yes. Please see page 2 for advertising rates and sizes. Institutions placing a position announcement will receive a 15% discount on advertising placements.

Are there editorial opportunities for advertisers?
Each advertisement placed in The Anatomy Voice entitles the company to submit one 300-word article for complimentary placement.

Can I run different ads in different issues?
Yes.

New for 2015:
Promote new products in the New Products Showcase. See page 3 for more information.
Place an ad in the new AAA daily email newsletter during EB 2015. See page 4 for more information.
The Anatomy Voice
March 28 – March 31, 2015
Boston, Massachusetts

Issue Dates
Sunday – March 29, 2015
Monday – March 30, 2015
Tuesday – March 31, 2015

Deadlines
March 13, 2015
Insertion Order deadline
March 20, 2015
Materials deadline

Contact
CustomNEWS
Jenn Waters
(240) 401-6779
jwaters@showdailies.com

Advertising Rates and Specifications

<table>
<thead>
<tr>
<th>Size</th>
<th>w x d</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>9.75&quot; x 14&quot;</td>
<td>n/a</td>
<td>n/a</td>
<td>$4,950</td>
</tr>
<tr>
<td>Page One Strip Ad</td>
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<td>n/a</td>
<td>n/a</td>
<td>4,750</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>9.75&quot; x 14&quot;</td>
<td>n/a</td>
<td>n/a</td>
<td>4,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>9.75&quot; x 14&quot;</td>
<td>n/a</td>
<td>n/a</td>
<td>4,350</td>
</tr>
<tr>
<td>Full Page</td>
<td>9.75&quot; x 14&quot;</td>
<td>$1,550</td>
<td>$2,950</td>
<td>4,250</td>
</tr>
<tr>
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<td>7&quot; x 10&quot;</td>
<td>1,350</td>
<td>2,550</td>
<td>3,750</td>
</tr>
<tr>
<td>Half Page</td>
<td>10&quot; x 7&quot;</td>
<td>1,250</td>
<td>2,350</td>
<td>3,450</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4 3/4&quot; x 7&quot;</td>
<td>750</td>
<td>1,350</td>
<td>1,950</td>
</tr>
</tbody>
</table>

• Rates include four-color charges.
• All rates are gross rates. Appropriate agency commissions apply.
• 15% off published rates available to AAA member institutions advertising faculty openings.

Specifications

• Sizes – Trim size is 11” wide x 15” high and printed on 50# offset (uncoated) stock. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If provided ads include crop marks, publisher will crop the image accordingly and reduce/enlarge to fit the ad size as needed.

• Files – High-resolution Adobe PDF files are strongly preferred. All fonts must be embedded. Files can be e-mailed, sent on a PC-readable CD, or posted to Dropbox or Yousendit (contact us for transfer procedure). All colors should be built out of CMYK process. Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Color reproduction is assured to generally-accepted industry standards for cold-web newspaper printing.
  • Proof – A printed proof of the file itself is recommended but not required - please request mailing address. If e-mailing the file, please send the proof by standard mail. Otherwise include it with the final package. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertisers will be billed at cost for time required to prepare files to above standards, author’s alterations, etc.

• Suggestions – For best reproduction: Maximum combined density of 240% with one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Add 10% undercolor removal for cyan. Type should be surprinted in areas having tint values of 30%. Four-color type reserves should not be smaller than 10 points,14 points if using a narrow font. Reverse out of at least 70% tone value in black, magenta, or cyan.

• Agency Commission – CustomNEWS will pay a standard 15% commission to recognized agencies.

• Materials – Please send all advertising materials to jwaters@showdailies.com. YouSendIt or Drop Box are the preferred methods for submitting files.
New Product Showcase

Every issue of *The Anatomy Voice* will feature a New Product Showcase section, offering exhibitors the opportunity to highlight new products on display at EB 2015.

- **Pricing per listing:** $550
  (Listings appear in all three issues.)
- **Listing Includes:**
  - Company name
  - Booth number
  - Product photo
  - Description (100 words max.)
  - Link to company website in digital version

- Listings will be organized alphabetically, by company name.
- New products must be on display in your EB 2015 booth.
- Payment: credit card or invoiced upon receipt of paperwork.

Company Information

Company Name: _____________________________________________________________
Contact: ____________________________________  Title: _________________
Street: _____________________________________________________________
City: ____________________________________  State: ________ Zip:  __________
Phone:  ________________________ E-mail: ____________________________________

Payment: via credit card (if not completed, invoice will be sent)

Total cost: ______________
Bill me or Charge to CC (circle): Visa, Mastercard, American Express or Discover
Account #: ________________________  Expiration Date: ___________
Billing address zip code: _____________

Signature/date

Please email or fax this form with payment information to: Jenn Waters, CustomNEWS;
(t) 240-401-6779; (f) 240-257-7171. Please e-mail listing content to Jwaters@showdailies.com.

New Product Showcase Deadlines:
- **Listing Forms:** March 3, 2015
- **Listing Content:** Product photo (hi-res); description; company name, booth # and website due to jwaters@showdailies.com by March 20, 2015.
AAA Annual Meeting Email Newsletter

Advertising space is available in a new daily highlights email that will be sent out during EB 2015. Each issue will contain a link to the digital version of the day’s AAA newspaper and important meeting information. Four ads will be accepted in each issue. Each ad will be linked to the advertiser’s website/webpage of choice.

Each day’s email is expected to have a distribution list of 2,500 and will include AAA members, EB attendees listing anatomy as their area of focus, perspective members and industry representatives.

Email Dates:
Saturday, March 28 • Sunday, March 29 • Monday, March 30 • Tuesday, March 31

Daily Ad Rates:
Square (120 px w x 150 px h): $400; $350, 2 or more placements
Banner ad (530 px w x 120 px h): $700; $650, 2 or more placements

Insertion Order deadline: March 13, 2015
Materials deadline: March 20, 2015

Payment: credit card or invoiced upon receipt of paperwork.

AAA Highlights
Sunday, March 29, 2015

Read Today’s issue of The Anatomy Voice

Meeting News

AAA Social Media Channels

(Mock-up. Not to scale).

Company Information

Company Name: _____________________________________________________________
Contact: ____________________________________  Title: ___________________
Street: _____________________________________________________________
City: ____________________________________  State: ________ Zip:  __________
Phone:  ________________________  E-mail: ____________________________________

Payment: via credit card (if not completed, invoice will be sent)

Total cost:  ______________
Bill me or Charge to CC (circle): Visa, Mastercard, American Express or Discover
Account #: ____________________________  Expiration Date: ___________
Billing address zip code: ________________

Signature/date

Ad Size:  ______________
Days Requested:  ______________

Please email or fax this form with payment information to:
Jenn Waters, CustomNEWS:
(t) 240-401-6779; (f) 240-257-7171.
Please e-mail advertisement to Jwaters@showdailies.com.

AAA Annual Meeting Email Newsletter

Insertion Order deadline: March 13, 2015
Materials deadline: March 20, 2015
Company Information

Company Name: _____________________________________________________________
Contact: ____________________________________  Title: _________________
Street: _____________________________________________________________
City: ____________________________________  State: ________ Zip: _________
Phone:  ________________________ E-mail: ____________________________________

Ad Agency Information (if applicable)

Agency: ____________________________________ Contact: ________________________________
Street: _____________________________________________________________
City: ____________________________________  State: ________ Zip: _________
Phone:  ________________________ E-mail: ____________________________________

Space Reservation

Number of Issues: ____________    Ad Size: ____________
Gross amount: ____________    Color: N/A (4C included in pricing)
Agency Commission (if applicable): ____________ Discounts (if applicable): ____________
Additional Editorial Costs: ___________   Additional digital edition costs: ____________
Net Amount: ____________
Payment:  □ Bill Me  □ Credit Card

Charge Information

Card (circle): Visa, Mastercard, American Express or Discover

Account #: ____________________________  Expiration Date: __________

___________________________________________
Signature

___________________________________________
Date

(Credit card payment required for all purchases under $500 and companies outside of the United States and Canada advertising in The Anatomy Voice.)