Reach AAA Attendees and Members!

*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. (Exhibiting at EB 2017 is not a requirement to advertise in *The Anatomy Voice*.)

Academic institutions will find the *The Anatomy Voice* to be a great vehicle to promote education programs, fellowships and employment opportunities, as you’ll reach a wide audience through the print and digital versions.

Attendees turn to *The Anatomy Voice* for conference updates, association news, attendee interviews and session recaps. Copies flew off the shelves at EB 2016 in San Diego! *(Estimated print circulation: 1,000/issue.)*

In addition to onsite distribution, digital versions will be sent to 2,500+ daily via an email newsletter to AAA members and AAA attendees, and also 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 Chicago!

View *The Anatomy Voice* issues from EB 2016

**Daily Emails:**

**Sunday**

**Monday**

**Tuesday**

*Emails had an avg. open rate of 34.7% (sent to apx. 2,550 recipients) and avg. click-thru rate of 7.3%.***
Issue Dates
Sunday – April 23, 2017
Monday – April 24, 2017
Tuesday – April 25, 2017

Deadlines
April 7, 2017
Insertion Order deadline
April 14, 2017
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>
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</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>
<td>9.75&quot; x 2&quot;</td>
<td>n/a</td>
<td>n/a</td>
<td>4,750</td>
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<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>
<td>Half Island</td>
<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>

Classified/Recruitment Ads $200/issue (100-word limit)

- 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/educational programs (1/4 page ad or larger).

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 surprised 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 and other industry suppliers the opportunity to highlight new products targeted at anatomy professionals (EB attendees and AAA members).

- **Pricing per listing:** $600 (Listings appear in all 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.**
- **Payment:** credit card or invoiced upon receipt of paperwork.

**Company Information**

Company Name: ________________________________
Contact: ________________________________
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
AAA Annual Meeting Email Newsletter

Advertising space is available in a daily highlights email that will be sent out during EB 2017. 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, one premium placement at the top of the email and three within the body. Each ad will be linked to the advertiser’s website.

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:
Sunday, April 23 • Monday, April 24 • Tuesday, April 26

Daily Ad Rates:
Top Banner ad (600 px w x 150 px h): $700; $650 per ad, multi-issue rate
Banner ad (530 px w x 120 px h): $600; $550, per ad, multi-issue rate

Insertion Order deadline: April 7, 2017
Materials deadline: April 14, 2017

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: ________________

Days Requested: ___________________

Signature/date

Please email or fax this form 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: April 7, 2017
Materials deadline: April 14, 2017
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): _________
Net Amount: ____________
Payment:   Bill Me   Credit Card

Charge Information

Card (circle): Visa, Mastercard, American Express or Discover   Billing Zip Code: ____________
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.)

Cancellation Policy:
Advertisers cancelling after March 15, 2017 will be billed for 50% of the total net cost. Advertisers cancelling after April 6, 2017 will be billed for 100% of the total net cost.)