

Advertising Prospectus: Congress Highlights A Supplement to ONS Voice

Reach more than 50,000 oncology nurses who are at the front lines of cancer care in this must-read publication that features cutting-edge information presented at the 2019 ONS Congress. Congress Highlights includes information on new treatments, symptom management, survivorship, and more. Look inside to learn more.



ONS 44TH ANNUAL
Congress

April 11-14, 2019 • Anaheim Convention Center • Anaheim, CA

**Growing
Together**
Transforming Care

Reach your target audience through Congress Highlights!

RATES/PRICING

Black and White Commercial Rates

- Full Page= \$5,177
- 1/2 Page= \$3,381

Premium Positions (in addition to B&W rate):

- Cover 2 = 50%
- Cover 4 = 50%
- Opposite table of contents = 20%

Color Ads (in addition to B&W rate)

- 4-Color = \$2,150 per page

SPECS

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Submit in PDF format CMYK + any PMS colors; indicate PMS colors on digital proof. Convert spot colors to CMYK or PMS. All fonts must be embedded. Images must be high resolution. File and proof should include bleeds and trim.

FILE FORMATS

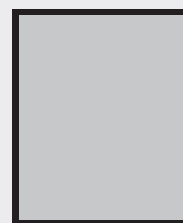
Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PDF version 1.3 (Acrobat 4); EPS; TIFF. All high-resolution images and fonts must be embedded. TIFF and EPS files must conform to the following minimum resolution specifications: grayscale and color images: 300 dpi; combination grayscale and color images: 500-900 dpi; line art (bitmap) images: 900-1200 dpi. Do not nest EPS files.

PAGE LAYOUT:

Files should be created according to the publication's trim, with a minimum bleed of 0.125" on all sides. Keep live matter 0.5" from trim. Crop marks and SWOP color bars must be included, position 0.5" outside trim. Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

All material should be supplied to the following specs:

- TRIM SIZE: 8.125" x 10.875"
- SPREAD TRIM SIZE: 16.25" x 10.875"
- BLEED: 0.125" (8.375" x 11.125")
- LIVE MATTER: 0.5" from trim and gutter (7.625" x 10.375")
- TYPE OF BINDING: Saddle stitched



Full Page
8.125" x 10.875"



1/2 Page • Horizontal
7" x 4.5"

*Sizes represent final trim size.
Please allow for a 1/8" bleed on all sides.

PDF files preferred (300 dpi or higher)

DEADLINE TO RESERVE SPACE: MAY 22, 2019

MATERIALS DEADLINE: JUNE 2, 2019

To purchase or for more information, contact our sales team.

Jennifer Shupe

312-673-5742 • jshupe@smithbucklin.

Amanda Strombeck

312-673-4844 • astrombeck@smithbucklin.



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2019 CONGRESS HIGHLIGHTS

SmithBucklin
330 N. Wabash Ave.
Chicago, IL 60611

Questions?
Contact Our Sales Managers

Jennifer Shupe
312-673-5742
jshupe@smithbucklin.com

Amanda Strombeck
312-673-4844
astrombeck@smithbucklin.com

Advertising Company Contact Information

Sponsoring company _____

Contact name _____

Address _____

City _____ State _____ Zip _____

Email _____

Website _____ Phone _____

Third-Party Contact Information

Third-party logistics company _____

Contact name _____

Address _____

City _____ State _____ Zip _____

Email _____

Website _____ Phone _____

Ad Size and Specs

Select Ad Size

- Full Page = \$5,177
- 1/2 Page = \$3,381

Select Premium Positions (in addition to B&W rate):

- Cover 2 (inside front cover) = 50%
- Cover 4 (back cover) = 50%
- Opposite table of contents = 20%

Color Ads (in addition to B&W rate)

- 4-Color = \$2,150 per page

TOTAL DUE: _____

Submit Your Payment

- Invoice Advertising Company
- Invoice Third Party

Send Check payable to ONS (tax ID #51-0183279) to	Oncology Nursing Society Exhibits P.O. Box 3500 Pittsburgh, PA 15230
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The advertiser's primary contact person will receive all correspondence pertinent to your advertisement and will be responsible for completing and returning items by the stated deadline. Ad space confirmations will not be issued until payment is received. You will receive information on where to send materials with your confirmation.

Terms of Agreement

- We agree to abide by all rules and regulations which are part of this application. This advertising application will become a contract upon authorized signature and ONS's acceptance and approval. Advertisement will not be confirmed without payment. Failure to make payment does not release the contracted from financial obligation.

Date _____

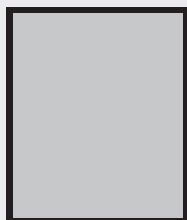
Authorized signature (required)* _____

Name/title (please print) _____

*Signature must come from advertiser.

Submit Your Contract

Email this application to jshupe@smithbucklin.com or astrombeck@smithbucklin.com
Do not mail contracts.



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7" x 4.5"

*Sizes represent final trim size. Please allow for a 1/8" bleed on all sides.

PDF files preferred (300 dpi or higher)

Advertisements that exceed size specifications will be reduced as necessary and billed to the advertiser at cost. Advertisers or ad agencies requesting modifications to previously supplied ad materials assume all risks and costs associated with modifications. The word "ADVERTISEMENT" will be placed on any advertising which, in the opinion of the publisher, resembles editorial matter. The publisher reserves the right to reject any advertisement which is not in keeping with association policy or publication standards.

To maintain production schedules, ONS reserves the right to reposition any advertisement that arrives past the closing date. Companies are liable for contracted total with signed contract. No refunds will be issued for cancellations, however advertisements may be pulled depending on date of request.