

NASS SHOW DAILY: NEW FOR 2010

NASS SHOW DAILY

The daily is distributed to attendees walking in to the convention center as well as available on racks placed throughout the center. The daily showcases live coverage and current event information during the meeting.

- Reach nearly 4,000 spine care professionals daily.
- Drive traffic to your booth daily with your three issue ad buy.
- Capture attendees' attention through multiple advertising messages.
- Showcase a new product launch.

NASS Daily Single Buy Rates (3 issues)

Back Cover	\$9,500
Inside Front Cover	\$8,000
Inside Back Cover	\$7,000
Full Page	\$6,000
Junior Page	\$5,500
Half Page	\$4,250

Publication Dates: October 6–8, 2010

Deadlines

Reservation/payment due: September 3, 2010

Materials due: September 10, 2010

SHOW DAILY BELLY FLAP

Get your message front and center with a stitched belly flap on the front cover of the show daily. Your message will be the first the viewer sees. Stitched belly flap is sold on a per day basis. Advertiser to provide the printed belly flap.

\$12,000 per day

SHOW DAILY DISTRIBUTION RACKS

Place your company logo and booth number on five official daily distribution racks at prime locations throughout the convention center.

\$21,000

Deadlines

Reservation/payment due: August 9, 2010

Materials due: August 16, 2010

SPECIFICATIONS

NASS Show Daily

Covers and Full Page
10.25" x 14"

1/2 Page Horizontal
10.25" x 7"

1/2 Page Vertical
5" x 14"

Junior Page
7.5" x 10"

Belly Flap

Total size: 16.625" x 4"
(5" flap on the back +
11.375" front flap +
.25" trim on the front)

Fold over

Show Daily Distribution Racks



Available ad space:

Side panels: 11.5" wide x 43.875" high

Note:

Include 1" bleed around all artwork.

FINAL PROGRAM, SPINE LINE, COMBINATION PACKAGES

ANNUAL MEETING FINAL PROGRAM BOOK

Distributed onsite, the Annual Meeting Final Program is the exclusive publication that includes the complete scientific program for the meeting. It also includes information about the electronic posters, author index, guest speakers, event highlights, meeting room floor plans, shuttle service and NASS resource center.

Full page	\$3,400
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Deadlines

Reservation/payment due: July 19, 2010

Materials due: August 2, 2010

SPINE LINE

SpineLine is the clinical and news magazine of the North American Spine Society. Each bimonthly issue examines current topics and delivers quality content on cutting edge issues. Approximately 5,500 physicians and surgeons, researchers, physician assistants, physical therapists, nurse practitioners and other allied health professionals receive *SpineLine*.

Pre-show Issue (Sept/Oct) Full Page	\$2,520
Post-show issue (Nov/Dec) Full Page	\$1,400

Deadlines

Sept/Oct Issue

Reservation/payment due: July 19, 2010

Materials due: August 2, 2010

Nov/Dec Issue

Reservation/payment due: September 17, 2010

Materials due: October 1, 2010

SPECIFICATIONS

Final Program Book and *SpineLine*

Full Page

Bleed: 8.75" x 11.25"

Trim: 8.5" x 11"

COMBINATION PACKAGES

Two Show Issue Packages

Package A: Onsite	\$8,460
<i>Final Program Full Page</i>	\$3,060
<i>Show Daily Full Page (3 days)</i>	\$5,400
Package B: Onsite	\$7,985
<i>Final Program Full Page</i>	\$3,060
<i>Show Daily Junior Page (3 days)</i>	\$4,925
Package C: Pre-show/Onsite	\$5,328
<i>Sept/Oct SpineLine Pre-show Issue</i>	\$2,268
<i>Final Program Full Page</i>	\$3,060

Three Show Issue Packages

Package D: Pre-show/Onsite	\$9,536
<i>Sept/Oct SpineLine Pre-show Issue</i>	\$2,016
<i>Final Program Full Page</i>	\$2,720
<i>Show Daily Full Page (3 days)</i>	\$4,800
Package E: Pre-show/Onsite	\$8,995
<i>Sept/Oct SpineLine Pre-show Issue</i>	\$2,016
<i>Final Program Full Page</i>	\$2,720
<i>Show Daily Junior Page (3 days)</i>	\$4,259
Package F: Pre-show/Onsite/Post-show	\$5,856
<i>Sept/Oct SpineLine Pre-show Issue</i>	\$2,016
<i>Final Program Full Page</i>	\$2,720
<i>Nov/Dec SpineLine Post-show Issue</i>	\$1,120

Note: All rates are based on four-color advertising.

All rates are net.

No cancellations accepted.

CORPORATE SUPPORT OPPORTUNITIES

CORPORATE SUPPORT

Functions

Presidential Guest Speaker	\$25,000
Keynote Speaker	\$25,000

Only one company per each function. Company's logo will be displayed in Final Program and on signage.

Location

Cyber Café (Approx. 16 computers)	\$20,000
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Company name/logo on banner above area.

Advertising

Hotel Key Card Holder	\$20,000*
Bus Wrap (Partial)	TBA*
Pocket Guide	\$10,000*
Company logo in exhibitor listing in Final Program	\$500

* Cost of production additional.

Specialty Items

Conference Tote Bags	\$25,000*
Conference Padfolio	\$15,000*

* Only one company per item. Company's logo displayed in a clear sleeve on the bag or an insert placed in item. Cost of production additional.

Scholarship

Resident-Fellow Travel Scholarship	\$2,500 each
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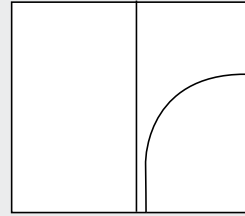
SPECIFICATIONS

Hotel Key Card Holder



Front and Back Covers

Bleed: 3" x 4.75"
Trim: 2.75" x 4.5"



(Open view)

Pocket Guide

Front Cover Panel, Front and Back

Bleed: 4.25" x 7.25"
Trim: 4" x 7"

