



American Academy of  
Hospice and Palliative Medicine

Annual Assembly of the  
AAHPM and HPNA  
February 16-19, 2011  
Vancouver Convention Centre  
Vancouver, BC, Canada

## Program Book Advertising Opportunity

Advertising in the 2011 Program Book for the Annual Assembly of the American Academy of Hospice and Palliative Medicine and the Hospice and Palliative Nurses Association offers you concentrated exposure to more than 2,000 physicians and nurses involved in Hospice and Palliative Medicine who are expected to attend the 2011 meeting. The program book is the complete listing of educational sessions, presenters, meeting events, and exhibit activities. It is a valuable tool for all meeting attendees and they refer to it often.

Take advantage of this opportunity to place your message in the hands of over 2,000 leaders in the field of hospice and palliative medicine. To reserve space, contact the AAHPM sales department.

*Note: Ad sizes/specs subject to change.*

<u>Display B&amp;W</u>	<u>Specifications</u>	<u>Exhibitor Rate*</u>
Full Page	5.5" x 8.5"	\$825
1/2 page (H)	5.5" x 4.25"	\$650

**Color is available for an additional fee of \$500.**

Trim size	6" x 9"
Bleed Size	6.25" x 9.25"

### **Covers (includes Four-Color Process)**

Back Cover	\$1,750
Inside Front Cover	\$1,650
Inside Back Cover	\$1,550

Special Positions Extra 10% per page

**\*Nonexhibitor Rate Extra 10%**

Agency commission 15% for accounts paid within 30 days.

**Printing Specifications:** The program book is printed DocuTech using a 110-line screen and is perfect bound. Halftone images should be 1,200ppi.

**Ad Materials:** Digital composite ads are acceptable in EPS or PDF formats, with all images and fonts embedded; and TIFF or JPEG formats at 1,200 ppi with no compression applied. Our printing methods produce "pleasing" color, so we do not require a high-end color proof. If you have more exacting color requirements, please send a match print or color-calibrated professional proof.

**Please forward all ad materials to  
Randi Romanek at rromanek@aahpm.org**

### **Contact:**

American Academy of Hospice and  
Palliative Medicine  
Randi Romanek, National Sales Manager  
4700 W. Lake Avenue  
Glenview, IL 60025-1485  
847/375-4848, Fax 847/375-6457

**Space closing: December 1, 2010**

**Material closing: December 1, 2010**

*No cancellations will be accepted after the space closing date.*