

Plan to Advertise in the 2010 NAMS Daily News

Want to reach your target audience at the 2010 Annual Meeting of The North American Menopause Society? Here's an opportunity you can't afford to miss!

Marketers of products and services in the menopause field can deliver their important messages to more than 1,500 multidisciplinary menopause experts who attend this leading scientific meeting. All it takes is an advertisement in *NAMS Daily News*—the newspaper for the 2010 Annual Meeting, being held at the Sheraton Chicago Hotel & Towers, October 6-9, 2010.

We hope you will consider advertising in *NAMS Daily News* when you create your 2010 marketing plan.

Don't Miss This Unique Opportunity

- *NAMS Daily News* is the only Annual Meeting publication offering the opportunity for paid advertising (*Annual Meeting Program* and *Exhibit Guide* contain ads only from Premier Partners).
- *NAMS Daily News* is a hit with attendees — your advertisement will get noticed.
- Our publisher offers value-conscious advertising rates — see reverse.
- Samples and electronic versions of *NAMS Daily News* from the 2009 Annual Meeting are available for you to review.
- Be a part of this once-a-year opportunity!

NAMS Daily News – distributed daily!

Why advertise in the meeting newspaper? Simply put, it's a great return on your advertising dollar.

NAMS Daily News will be published each morning during the conference—with “live” conference news coverage. The daily newspaper is provided free to all attendees, and is chock full of news and features of interest to all readers. This high-quality newspaper is the first place attendees will turn for breaking news, “man-on-the-street” interviews, and announcements. And its tabloid style will ensure that your ad is not buried.

We'll have the first issue in the meeting briefcases, distributed to all attendees when they arrive, and the

following issues will be personally distributed by hand in the meeting area hallways. Everyone will read *NAMS Daily News* and take copies back to the office for colleagues. Be a part of it!

Cost-effective promotion

Use this once-a-year opportunity to connect with the movers and shakers in the menopause health arena. Tell new customers about your products and services. Re-establish contact with existing clients. Raise awareness in your industry. If you are exhibiting, offer conference specials and drive traffic to your exhibit booth. Get your company's news out to the right audience!

Please see the reverse side for the value-conscious rates that are affordable by even the smallest of marketers.

NAMS Daily News San Diego, CA
Issue 2 • Thursday October 1, 2009

Thursday's Highlights
7:15 - 8:15 AM: "Dear Dr. Utian"
8:30 - 9:00 AM: Continued Registration for Annual Meeting Registration
9:00 - 10:00 AM: Plenary Symposium #1
10:00 - 11:15 AM: Plenary Symposium #2
11:15 - 12:15 PM: Plenary Symposium #3
12:15 - 1:15 PM: Plenary Symposium #4
1:15 - 2:15 PM: Plenary Symposium #5
2:15 - 3:15 PM: Plenary Symposium #6
3:15 - 4:15 PM: Plenary Symposium #7
4:15 - 5:15 PM: Plenary Symposium #8
5:15 - 6:15 PM: Plenary Symposium #9
6:15 - 7:15 PM: Plenary Symposium #10

Dr. Utian to Deliver Keynote Address Today
Wendy H. Utian, MD, PhD, DChMed, NCME, Honorary Founding President of The North American Menopause Society (NAMS), Executive Director of the Society and its research. Dr. Utian will discuss the general public, and healthcare providers. He will also discuss the future of menopause-related medicine.

Attend Tonight's President's Reception & Poster Session
Join us for a special evening of networking and celebration. The reception is sponsored by Eli Lilly and Company.

Text Your Questions to Speakers During Plenary Symposium #4
Have something you want to ask? Text your question to the speaker during the Plenary Symposium #4. Questions can also be submitted via text to the other Plenary Symposia.

Reach 2010 Annual Meeting Attendees at Precisely the Right Time

Each issue of *NAMS Daily News* will be distributed at the Manchester Grand Hyatt in meeting areas. Each on-site issue will feature the latest news and photos from the NAMS Annual Meeting.

Issue Dates

Wednesday,
October 6, 2010

Thursday,
October 7, 2010

Friday,
October 8, 2010

Deadlines

September 8, 2010
Insertion Order deadline

September 15, 2010
Materials deadline

Contact

Jenn Hess,
CustomNEWS
(800) 627-8723
jhess@showdailies.com

Advertising Rates and Specifications

Size	w x d	1x	2x	3x
Back Cover*	9.75" x 14"	n/a	n/a	\$5,800
Page One Strip Ad*	9.75" x 2"	n/a	n/a	\$4,900
Inside Front Cover*	9.75" x 14"	n/a	n/a	\$4,500
Full Page	9.75" x 14"	\$1,750	\$3,200	\$4,000
Half Island	7" x 10"	\$1,500	\$2,750	\$3,400
Half Page	10 x 7"	\$1,275	\$2,350	\$3,000
1/4 Page	4 3/4" x 7"	\$950	\$1,550	\$1,950

- * Preference given to 4C advertisers.
- Four-color: Add \$750 per issue.
- All rates are gross rates. Appropriate agency commissions apply.

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, but TIFF, JPEG, EPS with clipping paths, Adobe Illustrator, and Adobe InDesign files (with all accompanying graphics and fonts) are also accepted. All fonts must be embedded. Files cannot be password protected. Files can be e-mailed, sent on a PC-readable CD, or posted to our ftp site (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 strongly recommended with submission of disk or e-mail. If e-mailing the file, please send the proof by standard mail to the address listed on the insertion order form. 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.

- **Other information** – All advertising is contingent upon NAMS approval. *NAMS Daily News* will pay a standard 15% commission to recognized agencies.

NAMS Daily News
Advertising
Insertion Order



Advertising Space Reservation

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: B/W 4C
Agency Commission (if applicable): _____
Net Amount: _____
Payment: Bill Me Credit Card

Charge Information

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

Account #: _____ Expiration Date: _____

Signature

Date

Fax or mail this Insertion Order to:
CustomNEWS
4341 Montgomery Avenue
Bethesda, MD 20814
Phone: (800) 627-8723
Fax: (301) 841-0040