

e-News & Views

New Electronic Editions!

46th ASHP Midyear Clinical Meeting and Exhibition



Dear ASHP MCM Exhibitor:

How can you get your marketing message to many thousands of pharmacists in a timely, low-cost manner? Through advertising in the new electronic editions of the Midyear Clinical Meeting's newspaper, e-News & Views.

e-News & Views will be published twice: a preview edition will be e-mailed to American Society of Health-System Pharmacists members about a month before the December meeting and a wrap-up edition will be sent about a month after the meeting. The preview will snag readers' attention as they make plans for New Orleans and the wrap-up will remind readers of their great MCM experience.

These electronic editions will be the first place attendees turn for late-breaking news, feature articles, photographs and updated meeting information.

You will have the opportunity, through advertising in e-News & Views to increase traffic to your booth, invite attendees to your special events and announce your new products.

Advertising rates and mechanical specifications are printed on the reverse of this letter. All inquiries, payments and advertising materials should be directed to our publisher, John Carter, at CustomNEWS, 800-627-8723.

Thank you and we look forward to seeing you in New Orleans.

Cordially,

Dean J. Manke
VP, Marketing and Sales
American Society of Health-System Pharmacists

EXTEND YOUR REACH

e-News & Views consists of two electronic editions which will be e-mailed to the universe of ASHP members.

RAISE YOUR PROFILE

An advertisement in e-News & Views will insure your important marketing message is seen by pharmacy decision-makers.

STRETCH YOUR DOLLARS

Your e-News & Views ad is cost-effective because advertisers can use the material already produced for the printed editions.

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Preview
November 2011

Wrap-Up
January 2012

The American Society of Health-System Pharmacists' MCM convention e-newspaper is a one-of-a-kind opportunity for exhibitors and members to communicate their message before and after the New Orleans gathering. Exhibitors will reach ASHP members in the preview edition as they make plans for the New Orleans meeting. Advertisers in the wrap-up will reach ASHP members as they review what occurred in December. Advertisers in both editions can double their impact. The ASHP convention e-newspaper will reach pharmacy professionals at precisely the right time. These issues will help guarantee high visibility and maximum exposure for your company and its presence at the Midyear.

Size	W. x D.	1x	2x
Bellyband		NA	\$8,950
Page 3	9 3/4" x 14"	NA	2,975
Full Page	9 3/4" x 14"	\$1,700	1,925
Half Page Isl.	7" x 9 3/4"	1,500	1,750
Half Page	9 3/4" x 7"	1,300	1,575

Click to view an example of e-News & Views:

[http://www.nxtbook.com/nxtbooks/
customnews/ashp_eneews_sales/](http://www.nxtbook.com/nxtbooks/customnews/ashp_eneews_sales/)

Upgrade your ad with options such as:

Advertiser-supplied flash-incorporated advertising: \$200 one issue; \$400 two issues

Other options available. Contact us now!

DEADLINE — Preview Issue: Space and Ad Copy, Oct. 13, 2011

File preparation instructions available upon receipt of insertion order.

CONTACT: John Carter (800) 627-8723 TO RESERVE SPACE NOW!

Advertising Insertion Order

Company _____

Company Name: _____

Contact: _____ Title: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Ad Agency *(Please provide this information if appropriate)* _____

Agency: _____ Contact: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Ad Specifics _____

Num. Issues: _____ Size of Ad: _____

Total Gross Cost: \$ _____ Less Agency commission *(if appl.)*: \$ _____

Net amount: \$ _____ Bill me Credit Card *(see below)*

Special Instructions *(Indicate premium positions, eligible discounts, if appl.)*: _____

Fax, mail or e-mail this Insertion Order to:

Signature

Date



4341 Montgomery Avenue • Bethesda, MD 20814

FAX: (301) 841-0040 • Phone: (800) 627-8723

• jcarter@usae-e-mail.com

Charge Information

Visa MC Discover American Express

Account #: _____ Expiration Date: _____

Name of Cardholder: _____ Signature _____