

MEDIA KIT

Boston

**MARCH
28-31
2012**

**AMERICAN ACADEMY
OF AUDIOLOGY**

**Audiology
NOW!**



Advertising Packages and Rates

Advertising has no effect on priority points.

www.audiologynow.org

The official convention Web site for AudiologyNOW! 2012, featuring online registration and information on sessions, learning labs, the expo hall, events, housing, and more. Attendees regularly visit this Web site from November through the end of AudiologyNOW!.

Only 7 ad spaces available.

- Ad buttons are 222 x 330.
- Ad impressions pull randomly from 7 ads running.
- Average total ad impressions per month 18,233.
- Ads sold on a first come first, serve basis

First right of refusal deadline for audiologynow.org is July 7, 2011.

Artwork due October 19, 2011.

Nov. 1, 2011–March 31, 2012 \$1,050 net

ProgramNOW!

The official program for AudiologyNOW!, this piece is one of the most widely used tools by attendees. This program features schedules and descriptions of all the learning labs taking place at AudiologyNOW!, times and descriptions of events, opening and closing of Audiology Solutions and more.

ProgramNOW! is the official program of AudiologyNOW! and is distributed to every attendee at registration.

Space reservation due January 11, 2012.

Art due January 18, 2012.

Full Page	\$4,000
Half Page	\$3,000
Quarter Page	\$2,100

Full color included

Premium placement options on next page.

- Covers, Tabs, and Full-Page Bleed:
Final Size: 8.625" x 11.125"
Trim: 8.375" x 10.875"
Live Area: 7.875" x 10.375"
- Full Page Non-Bleed: 7" x 9.75"
- Half Page: 7" x 5" (no bleed)
- Quarter Page: 3.5" x 5" (no bleed)

Daily Newspaper

The daily newspaper is distributed on-site at AudiologyNOW! in multiple locations.

This 8-page newspaper will be published daily at AudiologyNOW!, with all the advertising space being pre-sold. There is limited space in each of the two issues, so reserve your space early.

Ad space will be sold on a first-come, first-served basis. Each day has the following space available:

- One full-page back cover
- Two half pages
- Two quarter pages

First right of refusal for Daily Newspaper due July 7, 2011.

Space reservation due February 28, 2012.

Art due March 2, 2012.

Full-Page Back Cover	\$1,320
Half Page	\$770
Quarter Page	\$440

Cost per ad, per issue

- Full Page: 10" x 13" (no bleed)
- Half Page: 10" x 6.5" (no bleed)
- Quarter Page: 5" x 6.5" (no bleed)

Questions?

Contact Heather Troast
at 800-501-9571 ext 124
or heather.troast@theYGSgroup.com

ProgramNOW! Premium Placement Options

Covers, tabs, and more available for ProgramNOW!

Premium Placement

All ProgramNOW! premium placement costs are in addition to cost of ad. Premium placement available only with purchase of full-page ad. All premium placement positions are first right of refusal.

First right of refusal deadline for ProgramNOW! is July 7, 2011.

All Covers: Inside Front, Inside Back, and Back	\$21,500
First Right of Refusal—Phonak	
Inside Front Cover	\$7,500
Inside Back Cover	\$7,000
Back Cover	\$8,000
Across From Table of Contents	\$4,500
Reserved Pages	\$700
<i>Example: First page in Audiology Solutions Section</i>	in addition to ad cost

BEST DEAL

Tabs (five opportunities available)

Tabs include full-color ad placement on front and back of ProgramNOW! tab. Tabs printed on heavier stock.

First right of refusal deadline for ProgramNOW! is July 7, 2011.

Schedule-at-a-Glance Tab	\$5,000
Friday and Saturday Tabs	\$8,000
<i>Includes tabs for both days (Four ad pages)</i>	
Wednesday and Thursday Tabs	\$8,000
<i>Includes tabs for both days (Four ad pages)</i>	
Educational Programs Tab	\$5,000
Audiology Solutions Tab	\$6,000