

Advertising Opportunities 2025

APRIL 3-5 | NEW ORLEANS, LA

ERNEST N. MORIAL
CONVENTION CENTER



INSIDE

DIGITAL

- Onsite Industry Guide
- Email Opportunities

PRINT

- Literature Bag

ACP | Internal Medicine
Meeting



MASTERING MEDICINE TOGETHERSM

ONSITE INDUSTRY GUIDE

VIEW THE 2024 ONSITE INDUSTRY GUIDE HERE

Promote your presence and showcase your support of ACP in this digital attendee resource highlighting the industry activities taking place during the Internal Medicine Meeting 2025.

DEADLINES*

February 26 Ad space/payment
March 5 Ad materials due

**Deadlines are subject to change pending final distribution dates*

FORMAT

Responsive online publication

DISTRIBUTION

Delivered to ACP members and attendees via dedicated association-delivered emails (approximately 6,000 recipients)

CONTENT

- Welcome Letter
- Convention Center Map
- Schedule-at-a-Glance
- Explore the Exhibit Hall
- Exhibitor Lists
- Symposia Schedule and Descriptions
- Innovation Theater Schedule and Descriptions
- ACP Resource Highlights
- Doctor's Challenge Promotion
- And More!

TRAFFIC ACQUISITION PLAN

2024 METRICS



5:29

Average Visit Length



33,000+

Page Views

The Onsite Industry Guide will be promoted through the following customized marketing initiatives, designed to increase impressions and optimize ROI.

EMAIL

- Promoted in three association-delivered emails



MOBILE APP

- Link on official meeting app



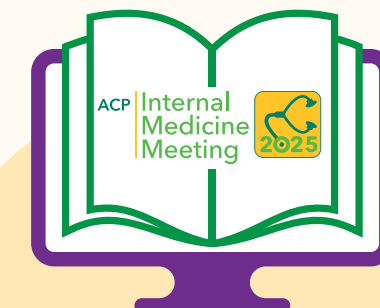
ASSOCIATION WEBSITE

- Dedicated landing page
- Link in sidebar navigation
- Call-to-action on Visit Exhibit Hall page
- Links on Symposia and Innovation Theater pages

PREMIUM ADVERTISING

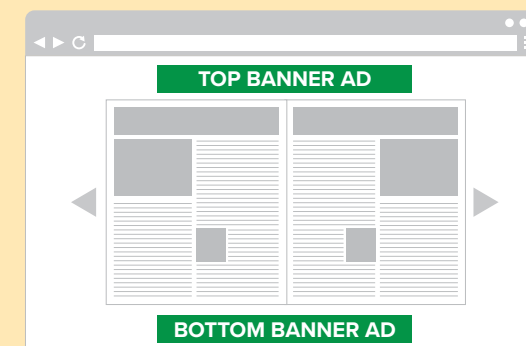
	Left of Cover	\$11,805
	Front Cover Banner <small>Includes a full-page ad Front cover banner will not display on emails.</small>	\$11,465
	Inside Front Cover	\$10,700
	Two-Page Spread	\$13,615
	Across from Schedule-at-a-Glance	\$7,845
	Across from Innovation Theater Schedule	\$7,985
	Across from Industry-Supported Symposia Schedule	\$7,985
	Across from Welcome Letter	\$7,490
	Inserts (5) <small>Placement of digital inserts may vary.</small>	\$7,190 per insert

**Please refer to page 8 for No Implied Endorsement language pertaining to Innovation Theaters and Industry-Supported Symposia*



INCREASE YOUR VISIBILITY

Purchase this Top and Bottom Banner package to be seen on a run-of-book spread, or upgrade your full-page buy to receive maximum exposure.



Top and Bottom Banner (run-of-book)
\$5,300

Top and Bottom Banner Upgrade
\$4,120

**Top Banner Ads do not display on mobile devices.*

ADVERTISING RATES



Full-page
\$7,130



Half-page Vertical
\$6,240



Half-page Horizontal
\$6,240



Quarter-page
\$4,635



Showcase
\$260

EMAIL OPPORTUNITIES

Deliver your message directly to thousands of ACP members and attendees by placing your ad in three association-delivered emails promoting the Onsite Industry Guide. Receive a full-page ad in the Onsite Industry Guide with your email banner ad buy.



DISTRIBUTION AUDIENCE

Delivered to Internal Medicine Meeting attendees (approximately 6,000 recipients)



DISTRIBUTION DATES*

- Email 1: March 18
- Email 2: March 25
- Email 3: April 1

*Dates may vary slightly



DEADLINES

February 19 Ad space/payment
February 26 Ad materials due

2024 METRICS



67%
Total Open Rate
Industry benchmark 23.7%*



8.06%
Average CTR
Industry benchmark 3.0%*



32.4%
Unique Open Rate



ADVERTISING RATES*

Banner A	\$16,070
Banner B	\$14,885
Banner C	\$13,030
Banner D	\$11,695

*Includes a full-page ad in the Onsite Industry Guide



SPECIAL NOTES

- Rates include banner ads visible in all emails and a full-page ad in the Onsite Industry Guide digital publication.
- Email banners must link to the advertiser's full-page ad in the Onsite Industry Guide digital publication.
- Corporate and product advertising is permitted.
- Email banners promoting products must include "Visit us at booth #" and have the prototype approved prior to agreement.
- Ad creatives or URLs changing out will incur additional fees. Contact your Media Strategist to discuss scope of work and associated costs.
- ACP reserves the right at its sole discretion to refuse any sponsorship on the basis of ACP policies, rules, and regulations.
- ACP reserves the right to include additional content or advertising opportunities.

View this in a browser if you are having trouble viewing this email.

2025 INTERNAL MEDICINE MEETING

Email Banner A



Click here to view the Onsite Industry Guide

Email Banner B

Email Banner C

Email Banner D

If you are no longer interested in receiving these emails, you can unsubscribe instantly.

For illustration purposes only.

PLUS FULL PAGE AD



LITERATURE BAG

If you're looking to bag some big traffic for your booth or event, you won't want to miss this high-impact opportunity to put your message directly in attendees' hands as they begin their days at the convention center!

DISTRIBUTION METHOD

Distributed during registration and at the Exhibit Hall entrances by friendly and energetic handout personnel.

DISTRIBUTION DATES

April 2–3 (One bag distributed over two days)

QUANTITY

4,000

ADVERTISING RATES

\$8,755

DEADLINES

February 12 Ad space/prototype/payment
February 26 Printed inserts due

PROTOTYPE SUBMISSION

Submit prototypes through the TriStar ad portal. For questions, contact Meagan Holloway, mholloway@tristarpub.com.

SPECIAL NOTES

- Refer to page 8 for No Implied Endorsement language pertaining to Innovation Theaters and Industry Supported Symposia.
- Advertisers are responsible for printing and shipping inserts to the designated fulfillment center.



PREMIUM ADVERTISING – EXCLUSIVE

Brand the outside of the Literature Bag with your corporate or product logo and booth number. This opportunity includes one promotional insert placed inside the Literature Bag. Exclusive to one sponsor, this sought-after position will be visible to all attendees.

DISTRIBUTION

Distributed during registration and at the Exhibit Hall entrances by friendly and energetic handout personnel.

DEADLINES

January 15	Ad space/payment
January 29	Logo artwork due
February 12	Insert prototype due
February 26	Printed inserts due

ADVERTISING RATE

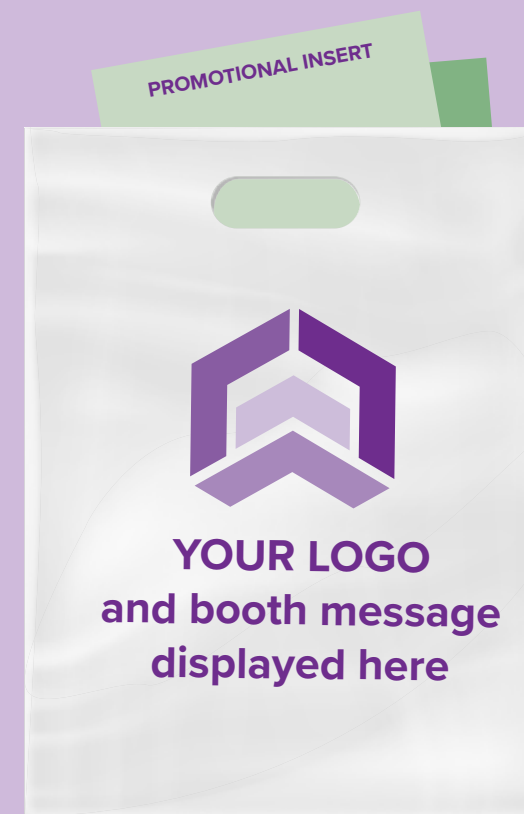
\$11,540

SPECIFICATIONS

- Specifications will be provided upon inquiry and/or space commitment
- The participating advertiser is allotted a maximum of three colors for graphics, including black
- The participating advertiser is responsible for printing and shipping inserts to the designated fulfillment center

BONUS VISIBILITY

All Innovation Theater supporters receive a ¼ page, full color ad ad in the Onsite Industry Guide when purchasing a Literature Bag insert.



Bag images for illustration purposes only.



SPECIAL NOTES, TERMS, AND CONDITIONS

LITERATURE BAG INSERTS

1. All inserts must be submitted to TriStar for advance approval by ACP. A copy of the insert must be approved by ACP regardless of prior approval for other promotional opportunities at the meeting.
2. TriStar will notify you of approval. If changes are necessary, a copy of the corrected insert must be resubmitted and TriStar will notify you of final approval.
3. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped. TriStar is not liable for distribution failures should the advertiser incorrectly fill out or choose not to use the supplied shipping label. For questions related to material receipt, please contact TriStar.
4. All shipments must be sent directly to the insertion facility. The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
5. Do not ship bag inserts to the TriStar office. The advertiser will be responsible for the cost incurred to ship to the insertion fulfillment house.
6. A minimum of five pieces must be reserved per day for bag delivery to occur.
7. Insert specifications: maximum dimensions are 8 1/2" x 11"; maximum weight is four ounces.
8. Price based on an average-sized insert. Insertion fee is subject to change at publisher's discretion or pending advertiser's selection of collateral to be distributed.
9. Due to weight and bulk of magazines, newspapers, and other publications, distribution of these items will not be permitted in the Literature Bag.
10. Supporter to supply all printed advertising materials.

GENERAL NOTES

1. All advertisements are subject to advance approval by ACP.
2. ACP reserves the right to update the rate card based on project developments.
3. Advertising purchases will not increase sponsorship level with ACP.
4. The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
5. The advertiser and/or its agency (representative) assumes liability for all advertising content published by TriStar Event Media. The advertiser and/or its agency (representative) grants TriStar the rights and license to use, reproduce, transmit and distribute all creative material supplied by or on behalf of the advertiser.
6. Digital ad units are considered sponsorship advertising. The analytics presented are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. TriStar will not credit the advertiser based on data shortfalls from the analytics presented.
7. TriStar Event Media does not offer any guarantees regarding non-human traffic, which is consistent with industry standards for sponsorship advertising. Spam filtering to remove invalid clicks and impressions is executed via the Google Ad Manager platform; TriStar relies on Google to implement best practices and standards to reduce invalid traffic for quality reporting.

8. TriStar Event Media does not offer viewability threshold guarantees. Viewability is dependent on device type and ad unit. When developing its advertising inventory, TriStar prioritized placements that provide the strongest ROI and visibility.
9. Email circulation includes both domestic and international recipients. For specific targeting opportunities, inquire with your Media Strategist.
10. TriStar shall provide metric reporting in accordance with its standard for best practices. Any metric requests made outside of the standard reporting period may be subject to service fees. For information regarding reporting timelines and expectations, direct inquiries to the assigned TriStar Media Strategist. TriStar reserves the right to modify its standard reporting practices, including the scope and frequency of metric reporting. All metric data reports shared by TriStar shall be treated as confidential information.
11. Insertion and purchase orders are subject to all terms and conditions included in the publisher's rate card.

FINANCIAL CONSIDERATIONS | TERMS AND CONDITIONS

1. Ad agreements are considered firm and non-cancelable upon receipt of any of the following: email confirmation, signed agreement, insertion or purchase order, payment.
2. The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due and payable to TriStar Event Media.
3. No agency commission or cash discounts permitted. Rate card prices are NET.
4. Full payment is due from the responsible party no later than 30 days after receiving tear sheets or proof of advertisement when applicable.
5. Additional fees may be incurred for non-compliance with the shipping instructions or failure to fully complete the shipping label provided.
6. A minimum \$650 late fee will be charged for materials received after the specified due date. Digital assets received after the extended materials deadline may not be included in all scheduled traffic drivers. Inclusion is contingent on the types of creatives, complexity of setup, association approval, etc.
7. Digital ads requiring reformatting/manipulation by TriStar on the advertiser's behalf will incur a minimum fee of \$500, with final cost to be determined by the scope of work.
8. TriStar will be diligent in providing the highest quality products and services. TriStar will not provide any refunds or discounts on advertisements due to issues beyond the publisher's control.
9. All invoices are payable in USD and may be paid via check, ACH, credit card or wire transfer. TriStar will charge an additional 3 percent to the total purchase price for credit card payments. Wire transfers will be subject to a \$40 processing fee. TriStar cannot waive these fees.
10. Invoices that have not been paid within 45 days are deemed past due and may accrue a 3 percent late fee.
11. TriStar reserves the right to contact the agency/representative's client and association for all outstanding balances if the agency's account is delinquent. However, no action on the part of TriStar shall relieve the agency of its liability for outstanding amounts due.

12. TriStar reserves the right to prohibit future advertising if an account is past due 90 days. Advertisers/sponsors with delinquent accounts will lose their right of first refusal and their right to be waitlisted for opportunities of interest.
13. TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar shall refund monies paid for participation in the publication or service. TriStar is not obligated to offer or replace the canceled publication or service.
14. Circulation is based on projected registration and participation in the event at the time of rate card creation. There will be no monetary adjustment should numbers change.

NON-EXHIBITOR ADVERTISING

Companies must be an official Exhibitor, Innovation Theater, or Industry-Supported Symposia supporter of the Internal Medicine Meeting 2025 to participate in the advertising opportunities listed.

NO IMPLIED ENDORSEMENT

- Innovation Theaters and Industry-Supported Symposia are considered unofficial programs (not supported by ACP). Therefore, there can be no implication in any promotional materials, or during these events, that sessions are connected with Internal Medicine Meeting 2025, are presented in cooperation with ACP, or are endorsed by ACP. You may not use such phrases as "presented during," "presented in conjunction with," or "prior to" Internal Medicine Meeting 2025.
- The use of "Internal Medicine Meeting 2025" is strictly prohibited with the following exceptions only:
 - Exhibit Booths: May refer to "Internal Medicine Meeting 2025" when stating booth numbers.
 - Innovation Theaters: May refer to program as "in the Exhibit Hall at Internal Medicine Meeting 2025".
 - Required disclaimer statements for Innovation Theaters and Industry-Supported Symposia (see below).
- The use of the ACP name, logo, or seal is strictly prohibited from all promotional materials.

DISCLAIMER STATEMENTS

(required on all advertisements)

Innovation Theaters:

"This event is not a part of the official Internal Medicine Meeting 2025 Education Program and does not offer CME credit."

Industry-Supported Symposia:

"This event is not a part of the official Internal Medicine Meeting 2025 Education Program. CME credit is provided by organizations other than ACP."

READY TO ADVERTISE?

FOR RESERVATIONS, CONTACT:



Hilary Bair
Sr. Media Strategist
hbair@tristarpub.com
913-491-4200, ext.496



DON'T SEE WHAT YOU ARE LOOKING FOR?

We welcome innovative ideas that add value to the meeting and attendee experience while achieving your organization's visibility and awareness goals. Contact Hilary Bair, Senior Media Strategist, to discuss your custom solution!

FILE SUBMISSION SPECIFICATIONS

ACCEPTABLE FILE FORMATS

- Adobe InDesign
- Fonts: Packaged, outlined or embedded
- Images dpi and ppi are ad buy specific
- Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK for print, RGB for digital

UNACCEPTABLE PROGRAMS

- Corel Draw
- Microsoft Publisher
- Microsoft Word and Microsoft PowerPoint

SUBMITTING FILES (DIGITAL & PRINT)

Contact your TriStar representative for login information and upload instructions.

Don't forget to submit! Late fees will be assessed for any materials received after the specified deadline.

Deviation from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.

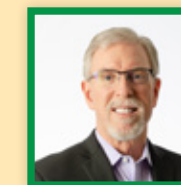
AD SPECIFICATION & MATERIAL SUBMISSION CONTACTS:

ONSITE INDUSTRY GUIDE / LITERATURE BAG ADVERTISING



Meagan Holloway
Project Manager
mholloway@tristarpub.com
913-491-4200, ext. 225

EMAIL ADVERTISING



Steve Smyth
Digital Ad Operations Manager
ssmyth@tristarpub.com
913-491-4200, ext. 453



T: 913-491-4200

TriStarEventMedia.com

SEND ADVERTISING PAYMENTS TO

Accounts Payable

TriStar Event Media, LLC
7285 W. 132nd Street, Suite 300
Overland Park, KS 66213

PAYMENT OPTIONS

Payments may be made via check, ACH, wire transfer, or credit card. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. Wire transfers will be subject to a \$40 processing fee. These fees cannot be waived.