

AACC ANNUAL MEETING 2012 & CLINICAL LAB EXPO

Annual Meeting Website Ads

★ *The show experience starts here, so you should be here, too!* ★

The Annual Meeting Website is the first place attendees go when planning to visit the AACC Annual Meeting & Clinical Lab Expo, which will be in Los Angeles July 15-19 2012.

In months leading up to the meeting, these pages receive a steady stream of past and future attendees. With an average of 55,000 page views of 1½ minutes each from May through July — you'll be in the right place, at the right time to reach your target audience.

Your ad will appear on the following 4 pages:



Annual Meeting Landing Page
overview of the meeting



Registration Page
complete registration details



Conference Program Page
plenary speakers info and conference details



Hotel & Travel Page
hotel & travel info with links to housing bureau

SPECS

Ad Dimensions: 120 px (w) x 380 px (h)
Media Accepted via: Email, FTP
File formats: GIF, JPEG, (60K max.)
Include clickthrough URL.
Site URL: www.aacc.org/events/2012am/

Send email and questions to:
aacc@scherago.com

- One price/4 locations
- Highly targeted audience
- Make an early impression

Total Page Views (for all 4 locations)
(May-July 2011) **167,500**

Average Page Views
(May-July 2011) **55,000/mo.**

COST (only 5 ads will be sold)
1 month (if only June or July) **\$4,000 /mo.**
2 or more months **\$2,000 /mo.**