



*San Diego*

# Strengthen your meeting's presence

Reach a full spectrum of medical professionals, including hematologists, oncologists, biostatisticians, transplant nurses, researchers and investigators, pharmacists, physicians and other allied health professionals, at the 2012 BMT Tandem Meetings with your advertisement in the official Doctor's Bag.

## **BMT Tandem Meetings**

San Diego, California  
February 1-5, 2012



# Official BMT Tandem Meetings Doctor's Bag

## Dear Exhibitor:

We are pleased to partner with Ascend Integrated Media in producing and distributing the BMT Tandem Meetings Doctor's Bag. The Doctor's Bag provides high-profile recognition for your company and offers a proven method for showcasing your products and services while driving traffic to your booth. Delivered to attendees' hotel rooms when they are most receptive to your message, the Doctor's Bag is the first thing they see as they prepare for a new day at the Meetings. The Doctor's Bag premium offers high visibility and exclusivity.

To secure your space in the Doctor's Bag, I encourage you to contact Suzee Dittberner, your medical sales specialist, at 913-344-1420 or [sdittberner@ascendintegratedmedia.com](mailto:sdittberner@ascendintegratedmedia.com).

We look forward to seeing you in San Diego.

Best regards,

Thomas L. Joseph, MPS, CAE  
Executive Director  
American Society for Blood  
and Marrow Transplantation (ASBMT)

Sherry L. Fisher  
Associate Director of Development  
Center for International Blood  
& Marrow Transplant Research (CIBMTR)



## Audience and Distribution

Delivered to host hotel rooms in the morning and placed outside attendees' doors as they plan their itineraries for the day

## Content

Showcase your literature, promotional items and product giveaways

## Insert information

<b>Delivery date:</b>	Feb. 2, 2012
<b>Rate:</b>	\$3,500 per insert, per day
<b>Quantity:</b>	1,200*
<b>Insert sizes:</b>	Maximum size is 8-1/2" x 11" Maximum weight is 2 oz

## Insert Deadlines

Space reservation/  
prototype/payment due:

**Dec. 30, 2011**

Materials due:

**Jan. 13, 2012**

**Restrictions:** Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your sales representative for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctor's Bag to be delivered on a particular day. Ad materials subject to BMT approval. See mechanical specifications for more information.

\*Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

## Put your message on the bag itself

Your logo and message is inserted into a clear pocket on one side of the bag. **\$5,780**

## Bag Premium Deadlines

Space reservation/  
prototype/payment due:

**Dec. 30, 2011**

Materials due:

**Jan. 13, 2012**

**Contact your medical media account manager today to reserve your preferred placement.**

Suzee Dittberner  
913-344-1420  
Fax: 913-344-1492

[sdittberner@ascendintegratedmedia.com](mailto:sdittberner@ascendintegratedmedia.com)

All rates are net. Cancellations are nonrefundable. This product is in compliance with 2011 PhRMA standards and ACCME guidelines.

# ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC  
All advertising subject to BMT Tandem Meetings approval.

## 2012 BMT TANDEM MEETINGS

Please complete the following information:

Advertiser: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_

Billing Information:  Agency  Advertiser \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### 2012 BMT Tandem Meetings Doctor's Bag

Job # 12523

Feb. 2 Bag Insert \_\_\_\_\_ \$3,500  
Feb. 2 Bag Premium \_\_\_\_\_ \$5,780

Please write your initials next to selected opportunities. Total Amount \$ \_\_\_\_\_

#### Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

#### Option to pay by credit card

VISA  MasterCard  American Express  Discover Expiration Date \_\_\_\_\_

Card Number \_\_\_\_\_

Authorized Signature \_\_\_\_\_

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title \_\_\_\_\_

PO# (if necessary) \_\_\_\_\_

Ascend Integrated Media LLC • 7015 College Blvd., Suite 600 • Overland Park, KS 66211

## 2012 BMT TANDEM MEETINGS

San Diego • February 1-5, 2012



#### Doctor's Bag insert deadlines

Space reservation/prototype/  
payment due: Dec. 30, 2011  
Materials due: Jan. 13, 2012

#### Doctor's Bag premium deadlines

Space reservation/prototype/  
payment due: Dec. 30, 2011  
Materials due: Jan. 13, 2012

#### Sales contact

**Suzee Dittberner,**  
Account Manager, Medical Media  
913-344-1420  
Fax: 913-344-1492  
[sdittberner@ascendintegratedmedia.com](mailto:sdittberner@ascendintegratedmedia.com)

Please send insertion orders to:  
Ascend Integrated Media LLC  
Attn: Suzee Dittberner,  
Account Manager, Medical Media  
7015 College Blvd., Suite 600  
Overland Park, KS 66211  
913-344-1420  
Fax: 913-344-1492  
[sdittberner@ascendintegratedmedia.com](mailto:sdittberner@ascendintegratedmedia.com)  
[www.ascendintegratedmedia.com](http://www.ascendintegratedmedia.com)

Please contact Suzee Dittberner for instructions on sending ad materials.

**Please remit payments to:**  
Ascend Integrated Media LLC  
P.O. Box 870939  
Kansas City, MO 64187-0939



Sign and return to:  
**Suzee Dittberner**  
Ascend Integrated Media LLC  
7015 College Blvd., Suite 600  
Overland Park, KS 66211  
Fax: 913-344-1492  
[sdittberner@ascendintegratedmedia.com](mailto:sdittberner@ascendintegratedmedia.com)

# 2012 BMT Tandem Meetings Doctor's Bag

Thank you for your interest in advertising in an Ascend Integrated Media product. For more information, contact your medical media account manager.

Suzee Dittberner  
913-344-1420  
Fax 913-344-1492

[sdittberner@ascendintegratedmedia.com](mailto:sdittberner@ascendintegratedmedia.com)

## Send insertion orders and correspondence to:

Ascend Integrated Media LLC  
Attn: BMT Tandem Meetings  
7015 College Blvd., Suite 600  
Overland Park, KS 66211  
[www.ascendintegratedmedia.com](http://www.ascendintegratedmedia.com)  
Fax 913-344-1492

## Submit insert prototype for approval to:

Ascend Integrated Media  
7015 College Blvd., Suite 600  
Overland Park, KS 66211

## Remit payments to:

Ascend Integrated Media LLC  
P.O. Box 870939  
Kansas City, MO 64187-0939



# Mechanical specifications

## Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at [www.swop.org](http://www.swop.org) or [www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html](http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html).
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

## Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.adobe.com).
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

## Unacceptable file types

- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media sales representative.

## Submitting digital files

- Contact your Ascend Integrated Media representative for your upload instructions and unique login and password.

## Proofs

- Contract proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at [www.swop.org](http://www.swop.org). Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

## Submitting required proofs

- Mail proofs to:  
Ascend Integrated Media LLC  
Attn: BMT Tandem Meetings 2012  
7015 College Blvd., Suite 600  
Overland Park, KS 66211  
913-469-1110

## How to participate in the Doctor's Bag

1. Reserve space in the Doctor's Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by ASBMT and CIBMTR. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by ASBMT and CIBMTR regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via email to your Ascend Integrated Media account manager or submit two copies by overnight service to Ascend Integrated Media LLC, 7015 College Blvd., Suite 600, Overland Park, KS 66211.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Integrated Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Integrated Media office, or you may incur additional costs. The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Integrated Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Integrated Media will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

## Doctor's Bag — important notes

- All advertising is subject to the approval of BMT.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctor's Bag inserts.
- The Doctor's Bag price is based on an average-sized paper insert. Contact an Ascend Integrated Media account manager for other options and pricing.
- An insert is considered one 8-1/2" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 4 oz. This includes, but is not limited to, items such as: all types of product samples (bottles, bars or packets); pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles, clips, pins or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctor's Bag to be delivered on a particular day.
- Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

## Please remit payments to:

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