



ADVERTISING

ISPAN 2022 –Program Guide \$1750 – \$2,000

Place an ad in the ISPAN 2022 meeting program guide and your marketing message will reach over 300+ participating plastic surgical nurses. This is the main reference for all ISPAN attendees and members and will be referred to several times throughout the year.

The program guide contains the daily agenda, educational session descriptions, exhibitor/sponsor listings and product descriptions as well as the ISPAN board and committee listings.

Submission Deadline: **August 1, 2022**

Publication Date: **September 5, 2022**

Please note that all premium ads in the program guide are in full color.

- Inside front (full page).....\$2,000
- Inside back (full page).....\$1,750

Printing and Production

Program Guide Advertisement Specifications

The printing and production guidelines are designed to facilitate the submission, review, and approval of print advertisements for ISPAN. The guidelines will walk you through the process of preparing your materials for print production. If you have questions about preparing your content for submission, please e-mail ISPAN admin@ISPAN.org for clarification or more information.

General Requirements

A high resolution (press quality) .pdf with all fonts embedded or converted to outlines is preferred. All artwork must be high resolution and saved in CMYK format. Color graphics and images saved as RGB, Lab, indexed color, or duotones are not acceptable. Line art images, such as logos and fonts, must be converted to outlines. You must include all supporting files/fonts with your materials.

All fees and artwork must be submitted by **August 1, 2022.**

Program guide ad sizes:

Mechanical specifications (inches, decimal)

	Width	Height
TrimSize.....	5.5”	8.5”
Full Page (with bleed).....	5.75”	8.75”
½ Page (horizontal).....	5.25”	4.25”

Please note:

It is the responsibility of the advertiser and/or its advertising agency to submit all ads according to the specifications listed above. ISPAN cannot be held responsible for publication errors originating from design or incorrect file submissions.



ISPAN Newsletter / ISPAN web advertising

Show support for ISPAN by advertising in the newsletter. Newsletters are distributed quarterly to all ISPAN members. Your ad will be seen by over 1,540 subscribers. Content must be submitted by July 20, 2022.

Rates:

Full page (Lead Banner)	\$1,200
½ Page (Tower ad)	\$ 780
⅓ Page (Bottom Banner)	\$ 600
¼ Page (Half Banner Bottom)	\$ 540

General Requirements

1. All artwork must be high resolution and saved in CMYK format.
2. Color graphics & images saved as RGB, Lab, indexed color, or duotones are not acceptable.
3. Line art images, such as logos & fonts, must be converted to outlines.
4. You must include all supporting files/fonts with your materials.
5. Artwork must be in PC format.
6. Digital ad materials must be provided as Illustrator (.ai/.eps) or Photoshop (.psd/.tif).

Option	Description	Dimensions in Pixels
Lead Banner	Sits on top of page under header graphic	580 x 90
Tower	Sits in right column	145 x 300
Bottom Banner	Sits at bottom of page just above footer	580 x 90
Half Banner Bottom	Sits at bottom of page just above footer	290 x 90

Ad Conversion Table

PDF	eNews
1/3 page	Lead Banner
1/2 Page	Tower
1/3 Page	Bottom Banner
1/4 Page	Half Banner Bottom

If you have any questions, please contact us directly at the ISPAN administrative office:

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 Phone: 978-927-8330; fax: 978-524-0498; industry@ISPAN.org