

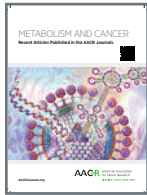


APRIL 25-30 • MCCORMICK PLACE CONVENTION CENTER

# ADVERTISING OPPORTUNITIES/SPECIFICATIONS

## PRINT OPPORTUNITIES

### AACR Journals Topical Collections



- 9+ unique collections of selected articles from the AACR journals covering a wide range of topics in cancer science and medicine

**Topics may include:**

- Tumor Evolution
- Tumor Metabolism
- Tumor Microenvironment
- Developmental Therapeutics
- Immuno-oncology
- AI and Data Science
- Prevention and Early Detection
- Clinical Research and Trials
- Cancer Health Disparities

#### Ad Opportunities

- Distribution of 3,500 at kiosks in high-traffic areas at the convention center and the AACR Publications Booth
- Digital banner advertising also available. Please inquire for pricing.

#### Ad Specifications

- 8.125" x 10.875" with .125" bleed
- Format: PDF, JPG, TIF, EPS, or AI
- Resolution: 300 dpi
- CMYK; no spots or RGB

#### Material Deadline

March 7, 2025

#### Rates

Run of Book (ROB) - All issues .....	\$3,000
Single issue Sponsor.....	\$2,500
Covertip - All Issues.....	\$6,000
(supplied)	
Cover 2.....	\$3,500
Cover 3.....	\$3,250
Cover 4.....	\$3,750

### Cancer Hallmarks Collection



The Cancer Hallmarks define a set of fundamental functional properties that are acquired in the process of tumor progression and that enable cancer cells to adopt these capabilities. Since the first description of the Hallmarks by Douglas Hanahan and Robert Weinberg in 2000, this model has been expanded to include other core features of malignant tumors. In 2022, the most recent update to the Hallmarks provided yet further dimensionality, adding four more defining characteristics of tumors: nonmutational epigenetic reprogramming, polymorphic microbiomes, senescent cells, and unlocking phenotypic plasticity. The AACR Journals proudly present this collection of Cancer Hallmarks-related content, including new Reviews related to the Hallmarks authored by thought leaders and recent Research Articles from across our journal portfolio.

#### Ad Opportunities

- Covers 2, 3, 4, ROB, and covertip available
- Distribution of 1,000 at kiosks in high traffic areas at the convention center and the AACR Publications Booth

#### Ad Specifications

- 8.125" x 10.875" with .125" bleed
- Format: PDF, JPG, TIF, EPS, or AI
- Resolution: 300 dpi
- CMYK; no spots or RGB

#### Material Deadline

March 7, 2025

#### Rates

ROB.....	\$1,995
Cover 2.....	\$2,695
Cover 3.....	\$2,395
Cover 4.....	\$3,495
Covertip (supplied).....	\$4,000

### Journal Awards Program



The Journal Awards Program, an essential part of the AACR Publications Program, recognizes outstanding researchers and their impactful studies published in the AACR journals. This annual initiative seeks to celebrate and show appreciation for those whose unwavering commitment to advancing scientific knowledge aligns harmoniously with the AACR's mission.

#### Ad Opportunities

- Single sponsor: "Supported by" on the cover, cover 4, signage at the AACR Journals Reception, and logo on Awards website
- Covers 2 and 3 positions available
- Distribution of 1,000

#### Ad Specifications

- 8.125" x 10.875" with .125" bleed
- Format: PDF, JPG, TIF, EPS, or AI
- Resolution: 300 dpi
- CMYK; no spots or RGB

#### Material Deadline

March 7, 2025

#### Rates

Single Sponsor.....	\$5,500
Cover 2.....	\$1,895
Cover 3.....	\$1,725

For more information, contact Maura Paoletti.  
[maura.paoletti@wt-group.com](mailto:maura.paoletti@wt-group.com)  
 443-512-8899, ext. 110

# DIGITAL OPPORTUNITIES

## Daily Alerts

- Promote your presence at the Annual Meeting and drive traffic to your booth
- Delivered by AACR directly to the inbox of registered attendees
- Email features important conference news, program updates, and late-breaking information
- Six spots available per email (advertiser selects spot and day to determine rate; subject to availability)
- Top banner and advertorial story style placements available
- Shortened or vanity URLs or links with UTM code will not be accepted



## Digital Specifications

- Spots 1-4
  - 570 x 360 pixels
  - 72 dpi in a JPG format
  - Headline: Up to 44 characters
  - Body: Up to 30 words
- Top banner/Mid Leaderboard: 728 x 90 and 320 x 50 pixels

## Material Deadline

**March 7, 2025**

## Rates

Premium Banner .....	\$5,450
Spot 1.....	\$4,750
Spot 2.....	\$4,250
Mid Leaderboard .....	\$3,925
Spot 3.....	\$3,250
Spot 4.....	\$2,750

## Mobile App

### Package A

- Limited to one Advertiser
- Receives 100% SOV of Splash Page
- Receives 50% SOV of Session and Home Page
- Receives ONE Push Notification
- Receives Featured Exhibitor Recognition
  - Booth highlighted with logo on the digital map in Mobile App
  - Listed in Featured Exhibitor drop down in Exhibitor Listing in Mobile App



### Package B

- Limited to five advertisers
- Receives 10% SOV of Session and Home Page
- Receives one Push Notification
- Receives Featured Exhibitor Recognition
  - Booth highlighted with logo on the digital map in Mobile App
  - Listed in Featured Exhibitor drop down in Exhibitor Listing in Mobile App

## Digital Specifications

- Splash Screen: 1280 x 1280 pixels, 72 dpi with transparent background
- Shared Home and Session Page Banners - 640 x 160 pixels, 72 dpi
  - Landing page URL, mobile optimized recommended
  - Text must be readable at 320 x 80 pixels
  - Map Logo: high res pdf logo
  - Notifications: text limits and guidelines
  - Image background color should be web hex code (e.g. #5c5cef)
- All PNG format, max 200KB

## Material Deadline

**March 12, 2025**

## Rates

Package A .....	\$40,000
Package B .....	\$16,500

## Featured Exhibitor

- Limited to four exhibitors (booth size 20' x 20' or larger)
- Booth highlighted with logo on the digital map in Mobile App
- Listed in Featured Exhibitor drop down in Exhibitor Listing in Mobile App
- Receives one push notification to be sent by AACR through the Mobile App

## Rates

Featured Exhibitor .....	\$3,000
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## Push Notification

- Limited availability (15 in total)
- One push notification to be sent by AACR through the Mobile App
- Advertiser must select time slot from provided schedule (contract required to secure time slot)

## Rates

Push Notification .....	\$2,000
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## CONVENTION CENTER KIOSKS

- Strategically located around the convention center in high-traffic area where attendees can pick up print content from the AACR Journals
- Advertiser may supply logo and QR code
- Advertiser receives a ROB (4C) ad in the Special Collections

## Rates

Single.....	\$4,000
Multiple .....	\$3,000 ea.

For more information,  
contact Maura Paoletti.  
maura.paoletti@wt-group.com  
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