

PAINWEEK® | |

2011 Annual Meeting
September 7-10, 2011
The Cosmopolitan of Las Vegas
The Vegas Strip

EVENT PUBLICATION
dailynews

SPECIAL ISSUE
meetingwrap-up

ADVERTISING RATES
& SPECIFICATIONS

How PAINWeek® 11 Daily News can help you increase your visibility at the 4th Annual PAINWeek Meeting

- PROTECTS and ENHANCES your booth investment.
- MAXIMIZES your on-site effectiveness and long-term recognition.
- ONLY OFFICIAL daily print publication.
- DISPLAYED on custom racks throughout the Convention Center and handed out by professional personnel.
- LIVE daily coverage of meeting activities (with schedule of events).

The PAINWeek® 11 Meeting Wrap-Up special issue is full of expanded conference coverage and reaches a MDNG Pain Management Edition's large readership!

- POLY-BAGGED with the September/October issue of MDNG Pain Management Edition (36,767 circulation).
- A-SIZE MONOGRAPH that highlights the most significant events that occurred at the Annual Meeting.
- Bonus Distribution: PAINWeek wrap-up issue will be distributed from the MDNG: Pain Management and Primary Care booths for 1 year.

3 days
EVENT PUBLICATION
daily news



2011 Display Advertising Rates/Dimensions

PAINWeek advertising program includes placement in the 3 daily issues and the meeting wrap-up

Ad Size	Dimensions	Rate
Full page ad	Daily: 11.5" x 15"; Wrap-Up: 7.875" x 10.75"	\$7,500
1/2 Page ad	Daily: 11.5" x 6.75"; Wrap-Up: 7.875" x 5.125"	\$4,875
Color Charge		\$1,750

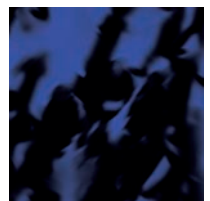
Billboard (cover tip)	Dimensions	Rate
Daily News	11.5" x 6"	\$6,500 (per issue)
Wrap-Up Issue	7.875" x 6"	\$25,000

- Daily News publication will be distributed on September 8th, 9th, and 10th.
- Publication sizes: DailyNews: 11.5" x 15"; Wrap-up Issue 7.875" x 10.75"
- Premium positions available – 4th cover (50% of B/W) and 2nd cover (35% of B/W).
- Inserts will be converted.
- Switch Outs: Ads may be changed from day to day, units must be the same size. Cost is \$1,000 flat rate.
- All advertising subject to the approval of PAINWeek
- All advertising in the 2011 editions of PAINWeek Daily News is limited to companies exhibiting at or wait-listed for the 2011 PAINWeek Annual Meeting.
- Publisher reserves the right to tag advertorials "ADVERTISEMENT."

Closing Dates and Payment Terms

Advertising Space and Payment: July 8, 2011
 Advertising Materials: August 12, 2011

NOTE: This is a meeting publication. Just as payment on your booth space is due prior to the meeting dates, so is your payment for ad space. All signed agreements are firm. No cancellations accepted after closing.



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 SPECIAL ISSUE
 meeting wrap-up



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