



# 2017 ASHP Midyear Clinical Meeting

## December 3 – 7, 2017 Orlando, FL

## Advertising Rates & Specifications

- News & Views – Daily Publication
- Midyear Clinical Meeting Program
- New: News & Views Cover Page Bottom Banner



**INSIDE**

**GET TIPS ON RESIDENCY SHOWCASE**  
Residency program directors offer tips on the Residency Showcase. Page 2

**MEET ASHP'S TREASURER, HOUSE CHAIR**  
Get to know the elected members of the ASHP Board of Directors. Page 7

**STAY CONNECTED**  
#ASHP16  
@ASHPOfficial

# News & Views section A

MONDAY, DECEMBER 5      DECEMBER 4-8, 2016 • LAS VEGAS, NV

### FEDERAL FORUM

## Opioid Crisis an Action Item for Pharmacy

**T**he national epidemic of opioid addiction and death is a fast-moving public health crisis and a call to action for pharmacists, U.S. Public Health Service Commander Christopher M. Jones told attendees on Sunday at *The ASHP 2016 Federal Forum*.

Jones, the keynote speaker, is Director of Science Policy at the Office of the Assistant Secretary for Planning and Evaluation at the U.S. Department of Health and Human Services.

"This is the most pressing public health issue that's facing the United States," he said. Jones said federal data indicate that the rate of opioid-related deaths quadrupled from 2009 to 2014.

The recent emergence of potent synthetic fentanyl in U.S. communities has become a major problem, Jones said. Federal data show that in 2014, the number of deaths from exposure to synthetic fentanyl exceeded deaths related to the use of prescription fentanyl. He said the unpredictable effects of synthetic fentanyl are driving this deadly phenomenon.

Jones said the opioid epidemic is compounded by a lack of education and training for healthcare providers on how to use opioids appropriately — and when not to use them. There are opportunities, he said, for pharmacists to educate physicians about potential problems with their opioid prescribing.

This past year, the federal government launched the population-focused National Pain Strategy, and the Centers for Disease Control and Prevention released guidelines for opioid prescribing and use.

Jones, interviewed after his keynote speech, urged pharmacists outside of the federal government to learn about their institution's pain management portfolio.

Then ask, "What are the opportunities there to improve the provision of evidence-based pain care?" Jones said. "I think pharmacists are particularly good at doing that type of activity."

Jones said the treatment of addiction is a critical component of any comprehensive pain management program. And he said data indicate that pharmacists can play an important role in the medication-assisted treatment of opioid addiction.



**Commander Christopher M. Jones, Pharm.D., MPH**

ASHP President Lisa M. Gersema, who spoke before Jones, urged attendees to use the ASHP Guidelines on Preventing Diversion of Controlled Substances to help establish and improve opioid management programs. ■

### Today's Schedule

**6:30 a.m. – 9:00 a.m.:** Veterans Affairs Residency Open Forum

**7:30 a.m. – 8:00 p.m.:** Personnel Placement Service

**9:00 a.m. – 10:30 a.m.:** Opening Session and Keynote

**10:45 a.m. – 11:45 a.m.:** Student Posters

**11:00 a.m. – 12:00 p.m.:** Pharmacy Technician Meet-and-Greet Networking Session

**11:00 a.m. – 3:00 p.m.:** Exhibit Program

**11:15 a.m. – 12:15 p.m.:** Networking sessions

**11:15 a.m. – 12:15 p.m.:** ACEP Update 2016

**11:30 a.m. – 3:00 p.m.:** Student programming

**12:00 p.m. – 1:00 p.m.:** Student Posters

**12:30 p.m. – 1:30 p.m.:** ASHP-PAC Donors Luncheon

**12:30 p.m. – 1:30 p.m.:** Networking sessions

**1:00 p.m. – 4:00 p.m.:** Residency Showcase

**2:00 p.m. – 2:30 p.m.:** Donald E. Francke Medal Lecture

**2:00 p.m. – 4:45 p.m.:** Management case studies

**2:00 a.m. – 5:15 p.m.:** Educational programming

**2:30 p.m. – 4:00 p.m.:** Professional Posters

**3:30 p.m. – 4:30 p.m.:** Networking Session – Expanding Pharmacy Services Across Care Transitions

**4:30 p.m. – 5:30 p.m.:** Student programming

**4:30 p.m. – 5:30 p.m.:** Community Pharmacy Residency Open Forum

**4:30 p.m. – 5:30 p.m.:** Regional Residency Conference Planners Meeting

**4:45 p.m. – 5:45 p.m.:** International Registrants Gathering and Reception

### OPENING SESSION

## Peyton Manning to Share Insights on Success

**T**he NFL's only five-time Most Valuable Player, Peyton Manning, will share his insights on teamwork, leadership, motivation, and keys to his success when he takes the stage this morning at the Mandalay Bay Events Center to deliver the Opening Session's keynote address.

Afterward, he will answer questions during a moderated Q&A.

The Opening Session will also feature ASHP President Lisa M. Gersema, award presentations, and acknowledgment of an awardee. Overflow seating, with large screens showing the presentations at the Opening Session, will be available on Level 2 in Mandalay Bay Ballrooms EF and GH.

The following awards will be presented:

- ASHP Board of Directors' Donald E. Francke Medal — to Lee C. Vermeulen, lead planner for the 2008 Global Conference on the Future of Hospital Pharmacy and former leader in the International Pharmaceutical Federation
- ASHP Board of Directors' Distinguished Leadership Award — to Mary Ann Klechermes, Vice Chair and Professor in the Department of Pharmacy Practice, Chicago College of Pharmacy at Midwestern University, Downers Grove, Ill.
- CEO Award for Staff Excellence — to Bruce Hawkins, Editorial Director in the Practice Standards Division, ASHP Office of Policy, Planning and Communications

A representative of the recipient of the ASHP Research and Education Foundation 2016 Award for Excellence in Medication Safety will be recognized. This award was presented during a private event on Sunday evening, after presstime. ■



**AHFS Clinical Drug Information**  
View a demo and pick up a cup of espresso at **BOOTH 1765**

**Advertising Representatives**  
**Cunningham Associates**  
 180 Old Tappan Rd.  
 Old Tappan, NJ 07675  
 (201) 767-4170  
 TEAMASHP@cunnasso.com



## Placing an ad in the ASHP Midyear Clinical Meeting News & Views:

- Advertise in the 2017 ASHP News & Views and increase your visibility at the 52<sup>nd</sup> annual ASHP Midyear Clinical Meeting & Exhibition
- Protects and enhances your booth investment
- Gives you direct access to more than 20,000 attendees at the Midyear Clinical Meeting of the American Society of Health-System Pharmacists, the largest gathering of pharmacists in the world
- Maximizes your on-site effectiveness and long-term recognition

## ASHP Midyear Clinical Meeting News & Views is:

- The only official daily print publication
- Exclusive – only exhibitors may advertise
- Displayed on custom racks throughout the convention center and handed out by professional personnel

## ASHP Midyear Clinical Meeting News & Views offers:

- Live daily coverage of meeting activities (with a schedule of events)
- Five times more exposure than any other publication (Publication dates are December 3, 4, 5, 6 & 7)

## Advertising Rates

Size	Dimension (Width x Height)	Black & White (5 issues)	Four Color (5 issues)
Full Page	10 1/4" x 14"	\$13,775	\$15,925
Jr. Page/Island	7 1/2" x 10"	\$11,150	\$12,900
1/2 Page	10 1/4" x 7" or 5" x 14"	\$8,600.15	\$9,925
1/4 Page	5" x 7"	\$5,900	N/A
1/8 Page	5" x 3"	\$4,225	N/A

**Second Color Available: \$995**

**Metallic Inks: \$675**

**Premium Positions Available**

Fourth Cover: 50%

Second Cover: 35%

**New: Bottom Banner Ad**

A 2-inch high banner advertisement across the bottom of the cover page.

Cost: \$15,000 gross/\$12,750 net (All 5 days!)

## Agency Commission

15% of gross billing on space, color and preferred position

## Restrictions

Advertising in the News & Views is limited to exhibitors and is subject to Statement of Advertising Policy and subject to the approval of ASHP

## Cancellation Policy

Ads cannot be cancelled after the closing date for space

## Contact Information

For Space Reservations and Insertion Orders:

Jim Patis/Kevin Dunn  
Cunningham Associates  
180 Old Tappan Road  
Old Tappan, NJ 07675  
201-767-4170; (Fax) 201-767-8065  
E-mail: TEAMASHP@cunnasso.com

## For Reproduction Materials:

Nasrine Sabi  
Advertising Manager, ASHP  
4500 East-West Highway, Suite 900  
Bethesda, MD 20814  
301-664-8677; Fax: 301-634-5777  
E-mail: nsabi@ashp.org

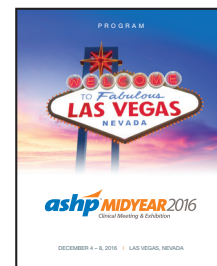
## Closing Dates

**Advertising Space: October 23, 2017**

**Digital Ad Materials: October 30, 2017**

## ASHP 2017 Midyear Clinical Meeting Program

- A free-standing program available on a limited sponsor basis
- Distributed to all registrants
- Contains complete information on all meeting activities
- Used extensively by attendees to navigate the Midyear Clinical Meeting
- Sponsorship amount: \$45,000 per sponsor (Includes a one page 4c ad)



For sponsorship information contact  
TEAMASHP@cunnasso.com

# Advertising Specifications

## Digital Materials Required:

- PDF/X-1a files required for all ads. View specifications at [www.swop.org](http://www.swop.org).
- Or <http://www.adobe.com/designcenter/acrobat/articles/ac6pdfx.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 (12pt offset).
- Only one ad per PDF document.

## Document Setup:

- QuarkXPress or Adobe InDesign should be used for ad layouts.
- For info 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 JPEG 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 not to exceed 300%.
- Black Text 12 pt. or smaller should be black only (C=0%, M=0%, Y=0%, K=100%).

## Unacceptable File Types

Microsoft's Word, Excel, Powerpoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, please contact Nasrine Sabi, ASHP production.

## Proofs

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

*Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided they do not meet the defined specifications of the publication. While every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.*

## Materials, Proofs and Production Questions:

Nasrine Sabi  
Advertising Manager, ASHP  
4500 East-West Highway, Suite 900  
Bethesda, MD 20814  
301-664-8677; Fax: 301-634-5777  
E-mail: [nsabi@ashp.org](mailto:nsabi@ashp.org)

## Publication Size:

11 3/8" x 15"

- Newspaper ads do not bleed.
- All dimensions are width x height.
- Newspapers do not take a final bindery trim.

Full-Page spreads  
21 1/2" x 14"  
(1" gutter)

Covers –  
And Full Page  
10 1/4" x 14"

Junior Page -  
7 1/2" x 10"

Half Page  
Horizontal  
10 1/4" x 7"

Half  
Page  
Vertical  
5" x  
14"

Quarter Page  
5" x 7"

Spotlight Ads  
5" x 3"