



THE PREMIER GI CLINICAL MEETING
AND POSTGRADUATE COURSE

ACG 2009 Doctor's Bag

The ACG Doctor's Bag is delivered to select hotels and placed on attendees' doors early each morning. Your insert reaches attendees when they are the most receptive to your message in this daily delivery of select advertising literature, promotional items and product giveaways.

Your insert

- Drives increased traffic to your booth and attendance at official satellite events
- Gets your message to thousands of attendees' rooms every day
- Promotes your products

Deadlines

September 11, 2009 – Ad Space/Prototype/Payment

September 18, 2009 – Ad Materials Due

Advertising Information

DISTRIBUTION DATES

- October 23 & 24, 2009 at hotels (same bag, both days)
- October 25, 2009 at hotels (first day of exhibits)
- October 26, 2009 at hotels (10% of the quantity is to allot for hotel room block growth)

QUANTITY

2,700 for both days
2,300
2,300

- Rates**
- 1x Rate – \$4,850 per item, per day
 - 2x Rate – \$4,700 per item, per day
 - 3x Rate – \$4,400 per item, per day

Insert Specifications

Maximum dimension is 8-1/2" x 11", maximum weight is 4 ounces

How to Participate in the ACG Doctor's Bag

1. Reserve space in the ACG Doctor's Bag by the September 11, 2009 deadline.
2. A prototype must be submitted to TriStar Publishing for final approval by September 11, 2009.

Submit prototypes to TriStar via e-mail, fax, or overnight service to: Paige Allton

Email: pallton@tristarpub.com; Fax: (913) 491-4202

Overnight prototype packages: TriStar Publishing, Inc., 7285 W. 132nd Street, Suite 300, Overland Park, KS 66213

3. TriStar will notify you of approval. If changes are necessary, a copy of the corrected insert must be re-submitted and TriStar will notify you of final approval.
4. All inserts must be shipped to arrive by September 18, 2009. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
5. Do not ship bag inserts to the TriStar office. The advertiser will be responsible for cost incurred to ship to the insertion fulfillment house.



Special Notes

- Circulation is based on projected attendance and room blocks at the time of rate card printing.
- The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
- A minimum of four pieces must be reserved per day for bag delivery to occur.
- TriStar to provide shipping labels.
- Due to stringent hotel labor policies, TriStar Publishing is not held liable for a hotel's failure to deliver to rooms in the designated hotel blocks. There will be no discounts or refunds given.
- Price based on an average-sized insert. Insert fee is subject to change at publishers discretion.
- Due to weight and bulk of magazines, newspapers and other publications, distribution will not be permitted in the bag.
- Inserts are quoted individually and are subject to availability and approval of ACG.
- A minimum \$500 late fee will be charged for materials received after the specified due date.
- Payment due upon space commitment.
- All signed agreements are firm. No cancellations accepted.
- No agency commission or cash discounts permitted.
- All advertisement is subject to approval by ACG.
- TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar shall refund all monies paid for participation in the publication or service. TriStar is not obligated to offer or replace the cancelled publication or service with any other advertising vehicle.



Place your advertising now!

I am ready to reserve space in:

- ACG 2009 Doctor's Bag
- I have questions; please call me

NAME _____

COMPANY _____

TELEPHONE _____

FAX _____

E-MAIL _____

AUTHORIZED SIGNATURE _____

For reservations contact:

Darcey Tenbrink
dtenbrink@tristarpub.com

Nan Blunk
nblunk@tristarpub.com

Melanie DeHoff
mdehoff@tristarpub.com

TriStar Publishing, Inc.
Tel. (913) 491-4200
Fax (913) 491-4202

Send payments to:

Accounts Payable
TriStar Publishing, Inc.
7285 W. 132nd Street
Suite 300

Overland Park, KS 66213

*Payment must be in the form of a check
or wire services are available.*

