

# 17<sup>th</sup> EFORT Congress 2016

www.efort.org/geneva2016



**swiss orthopaedics**

A combined programme in partnership with swiss orthopaedics



## 17<sup>th</sup> EFORT Congress

A combined programme in partnership with swiss orthopaedics  
Geneva, Switzerland: 01-03 June 2016

# Deliver your sales message and build booth traffic every day of the congress.

### Advertise in the 2016 EFORT Daily News

Reach more than 7,000 orthopaedic and trauma surgeons and healthcare professionals with EFORT Daily News, the only official newspaper of the 17<sup>th</sup> EFORT Congress. The congress Daily News is reported live on site, printed overnight and distributed each morning to all attendees. It's the reference attendees need for timely reports on congress activities, including news, session updates, member activities, special events and more.

- Drive traffic to your booth
- Maximize your company and product visibility
- Get immediate access to buying decision makers

For details of additional cost benefits during EFORT to those quoted overleaf contact [alan.cole@efort.org](mailto:alan.cole@efort.org)



Wednesday, 01 June



Thursday, 02 June



Friday, 03 June

# One rate secures all 3 issues

- One rate covers all 3 issues with copy change and targeted messaging for 3 different adverts – one per day.
- Booking this option alongside any other sponsorship opportunity guarantees and secures additional benefits. Ask your sales contact.

Size	Non-bleed/ Live Area (w x h)	Trim Size (w x h)	Bleed Size (w x h)	4-Color Rate 3 Issues - NET
King page	10" x 13" 25.4 cm x 33.02 cm	11" x 14" 27.94 cm x 35.56 cm	11¼" x 14¼" 28.575 cm x 36.195 cm	14,000 CHF
½ page (Island)	7½" x 9¾" 19.05 cm x 24.765 cm	7⅞" x 10" 20.0025 cm x 25.4 cm	8⅛" x 10¼" 20.6375 cm x 26.035 cm	9,325 CHF
¼ page (Vertical)	4 <sup>23</sup> / <sub>32</sub> " x 5⅞" 11.9856 cm x 14.9225 cm			5,830 CHF
⅛ page (Horizontal)	4 <sup>23</sup> / <sub>32</sub> " x 2⅞" 11.9856 cm x 7.3025 cm			3,500 CHF

Premium Positions	4-Color Rate 3 Issues - NET
Cover 4 (Back cover)	21,000 CHF
Cover 2 (Inside front cover)	17,500 CHF
Cover 3 (Inside back cover)	15,750 CHF

**Note:** An additional production fee of 300 CHF, will apply to advertisements that change between issues.

Promotional Opportunities	4-Color Rate 3 Issues - NET
Belly Band	29,000 CHF
Cover Tip	25,650 CHF
Front Page Banner Ad	11,650 CHF

Space Reservation: 15 April 2016

Materials Due: 27 April 2016

## Reserve your ad space today!

Hurry, premium positions are limited.

**Publisher's and Representative's Liability:**  
The Publisher and Advertising Sales Representative will not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to war, acts of God, strikes, accidents or any circumstances beyond the Publisher's control.

**Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the book, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

**Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

### For booking, contact:

**Patrick Duffey**  
Vice President, Sales and Marketing  
Surgery and Related Sciences  
SLACK Incorporated  
6900 Grove Road  
Thorofare, NJ 08086-9447  
(856) 848-1000 x262  
(800) 257-8290  
pduffey@slackinc.com

**Alan Cole**  
Business Development Manager  
Tel +41 21 343 4413  
alan.cole@efort.org

**EFORT Head Office**  
ZA La Pièce 2  
1180 Rolle  
Switzerland  
Fax +41 21 343 4411  
www.efort.org

### Send materials to:

**ATTN: Carolyn Boerner**  
SLACK Incorporated  
6900 Grove Road  
Thorofare, NJ 08086-9447  
(856) 848-1000 x355  
(800) 257-8290  
cboerner@slackinc.com