



CAPTURE THE ATTENTION OF PROSPECTS  
AT THE 2016 ASCRS-ASOA  
SYMPOSIUM & CONGRESS  
NEW ORLEANS, LA - MAY 6-10, 2016

**ASCRS-ASOA TODAY IS THE TELEVISION  
NEWS & INFORMATION PROGRAM FOR THE  
ASCRS—ASOA SYMPOSIUM & CONGRESS.  
MAY 6-10 -- 2016 -- NEW ORLEANS, LA**

**FOUR UNIQUE PROGRAMS PLAY CONTINUOUSLY  
IN HOTELS; IN THE CONVENTION CENTER; AND ON  
DAILY HOTEL SHUTTLE BUSES, BROADCASTING  
ESSENTIAL MEETING NEWS AND INFORMATION TO  
A CAPTIVE AUDIENCE.**



**Take advantage of the power of  
daily television meeting news  
programs to:**

- Amplify your message in an uncluttered environment
- Direct traffic to your booth with strong call-to-action messaging
- Promote your brand or announce a new product
- Enhance your overall presence at the meeting

**ASCRS-ASOA TODAY and all  
Advertisements play:**

- 2-3 times per hour on daily convention shuttle buses during peak operating hours, reaching the majority of attendees in a captive setting
- In more than 5000 hotel rooms 24/7
- On monitors in high traffic areas in the convention center



### Contact Us

Please contact me to discuss how we can help you achieve your meeting goals:  
Ernie McCarren  
Director of Sales  
Newsday Communications  
[Ernie@NewsdayCommunications.com](mailto:Ernie@NewsdayCommunications.com)  
571-266-1722 x614

Watch a Segment from  
ASCRS-ASOA TODAY 2015



Don't worry about  
ad production! We  
can produce your ad  
for a small fee.

**PREVIOUS AD EXAMPLES**



Ads or ad  
materials due:

April 8, 2016

# Unmatched Exposure to a Captive Audience

*Meeting attendees view the programs and your  
ads as they ride shuttle buses between their  
hotels and the convention center*

## 2016 AD RATES

**10 second spot - \$4900**

**15 second spot - \$5720**

**20 second spot - \$6350**

**30 second spot - \$9450**

(Includes one free 10-second ad spot)

**60 second spot - \$17,500**

(Includes one free 15-second ad spot)

- You can provide your own ad, or we can produce one for you for a small additional fee, including music and/or voiceovers
- Ad formats include: Video ad, animated ad, or "slideshow" style ad
- Additional ad lengths and special programming can be priced upon request
- Testimonial ads and ads with a strong call to action are highly recommended
- Premium positioning in show opening or closing is also available for an additional fee

## **SPECIAL OFFER**

**\$4160**

**300 SF BOOTHS  
OR LESS**

- 10 second spot, static graphic "slide show" style ad
- Maximum of 2 slides, including music
- Newsday will produce ad free of charge if advertiser provides graphics and copy



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**Newsday is the official production and sales partner for ASCRS-ASOA 2016.**

**Newsday can also provide video production services for exhibitors. Please let us know how we can help.**