



IMSH 2018
January 13-17, Los Angeles, CA

Advertising Opportunities

www.ssih.org/IMSH2018

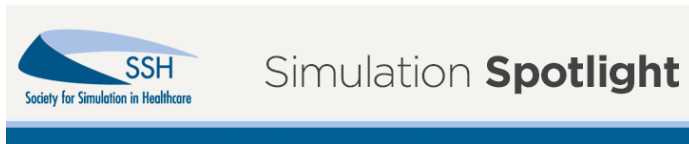
Thank you for your interest in advertising during IMSH 2018. There are four options for Advertising: The Society for Simulation in Healthcare journal; Simulation Spotlight; SSH Website and IMSH Show Daily.

A. Simulation in Healthcare



Please contact Lippincott Williams & Wilkins for rates and availability to advertise in SSH's journal. Michael Kokell, Michael.Kokell@wolterskluwer.com and 646-674-6453/646-341-3699 (mobile)

B. Simulation Spotlight



This weekly email is distributed to all SSH Members. For advertising opportunities, contact our publishing partner Multiview, Colby Horton, chorton@multibrief.com

C. SSH Website Ads



BOX ADS are on placed on the right side of the SSH homepage and left side of select interior pages. This is nearly run of site on www.ssih.org. Availability is limited, as only 15 are offered per year. Space is 250p x 250p. To learn more, contact Multiview at 972.402.7023 jsmith@multiview.com

D. IMSH Show Daily

IMSH Show Daily space reservations: Tom Reil, tom@tsmpartners.com, 707-291-7304



Show Daily Magazine

IMSH Is the Premier Event for the Healthcare Simulation Channel

The official IMSH 2018 *Show Daily* offers a unique high-impact advertising opportunity to build your brand awareness with all the IMSH participants during the event.

3 LIVE ISSUES

IMSH 2018 Show Daily Advertising Rates

Rates include insertion in all three days, January 14, 15, 16, 2018

STANDARD POSITIONS

AD SIZE

Full Page	\$4,500
Half Page (horizontal)	2,750
Half Page (vertical)	2,750
Quarter Page	1,800

PREMIUM POSITIONS

AD SIZE

Cover II	\$4,950
Cover III	4,950
Cover IV	6,000
Cover Strip (1/4 horizontal)	4,750
1/2 Cover Wrap (4/C one side)	7,500

ADVERTISING DEADLINES & SCHEDULE

DECEMBER 22, 2017: Advertising Reservation Deadline

JANUARY 5, 2018: Material Deadline

JANUARY 14, 15, 16, 2018: IMSH Show Daily Issue Dates

SHOW DAILY SPECIFICATIONS

Magazine trim size 8-1/2" x 11"

AD SIZES

Full Page	8-1/2" x 11"
Half Page (horizontal)	8-1/2" x 5-1/2"
Half page (vertical)	4-1/4" x 11"
Cover Wrap	8-1/2" x 4"
Cover Strip	8-3/4" x 2-1/2"

WIDTH x HEIGHT

Bleed Ads: Add 1/8" on each side to dimensions shown for bleed ads. (bleeds only available on half page size or larger, cover wrap and cover strip positions)
Safety Margin: Keep all live non-bleed images 1/4" from trim edges

Ad Space Reservations

Contact Tom Reil now to reserve your space:

Tom Reil

Tel: 707-291-7304
tom@tsmpartners.com

Digital Bonus

Buy an ad in the print show daily and your ad will be included in each digital version for FREE—reaching far past the event's walls.

FREE OFFER

Change your advertising materials each day at no additional charge.

Press Releases

Submit your releases, and product news to mark@tsmpartners.com for consideration in *Show Daily*.