



IDWeek²⁰²⁰™ Daily News

The Official Daily Newspaper of IDWeek 2020

New Digital Advertising Opportunities Deliver Your Messages to 30,000+

Reach more than 30,000 infectious disease practitioners daily during IDWeek with advertising opportunities in the new official IDWeek daily newspaper and email newsletter.

Promote product and services, drive traffic to your booth, invite attendees to your special events and promote content downloads – your ads will be seen. You will also be reaching thousands of individuals unable to attend IDWeek, but want to hear about your offerings.

- **IDWeek Daily News:** The new IDWeek daily newspaper, published in a digital format, will highlight conference content with session previews and recaps, association news, exhibit hall details and much more. Advertising placements include display ads, product listings and advertorials.
- **IDWeek Daily Email Newsletter:** Each issue of IDWeek Daily News will be featured in a daily email sent to more than 30,000 recipients. Limited banner ad placements are available.

Each issue of IDWeek Daily News will also be posted to the IDWeek website and shared via both IDWeek's and the host organizations' social media channels.

The recipient list will include members of IDSA, SHEA, PIDS, HIVMA, and SIDP, IDWeek 2020 and IDWeek 2019 attendees, along with 2018, 2019, and 2020 abstract submitters.

Publication Dates:

- Wednesday, October 21
- Thursday, October 22
- Friday, October 23
- Saturday, October 24

Exhibitors advertising in the digital newspaper and/or email newsletter will reach their target audience at precisely the right time.

Display Ads: Opportunities include premium placements on page one, along with full page, half page and quarter page ads.

Editorial content: Display advertising placements, quarter-page or larger, in IDWeek Daily News include the complimentary publication of one 300-word press release in issue that the ad appears.

Case Studies: Publish one 650-word case study or article, with logo. Limited to two per company, and one per issue.

Product and Services Showcase: Promote product lines and product introductions with budget-friendly listings, available in both IDWeek Daily News and the email newsletter.

Email Banner Ads: Only seven banner ad placements are available in each email newsletter.

Advertising Deadlines:

Space reservations:
October 7, 2020

Materials:
October 14, 2020

**For more information
or to reserve your
advertising space,
contact:**

Jenn Waters,
CustomNEWS,
jwaters@showdailies.com
or 240/401-6779



Advertising Specifications and Net Rates

IDWeek Daily News Digital Daily Newspaper

Page one strip ad: \$4,000/net, all four issues

Page one billboard ad: \$4,500/net, all four issues

Page Three (full page): \$4,400/net, all four issues

Full page ad: \$1,000/net, per issue

Half page ad: \$500/net, per issue

Quarter page ad: \$300/net, per issue

Product & Services Showcase: \$649/net, all four issues

Listing includes company name, booth number, 50 word description and color image (2" w x 3" h), with website or email address.

Exhibitor full-page advertorial: \$850/net per issue

650 words, plus image. "Paid advertisement" included at top of page. Limited to two per company; and only one per company per issue

Ad sizes:

Strip ad: 7.5" w x 1.5" h

Billboard ad: 2.5" w x 4" h

Full page ad: 8.5" w x 11" h

Half-page ad: 7.5" w x 4.5" h

Quarter-page ad: 3.5" w x 4" h

Email Newsletter

Top banner ad: \$4,000/net, per issue. *Specs: 600 px w x 200 px h. Limited to one placement per day.*

Banner ads: \$2,000/net. *Specs: 530 px w x 200 px h. Only six placements per day.*

Product & Services Showcase Listing: \$375/net, per issue. *Includes company name, booth number, 25-word description and color image (1" w x 1" h). Only three placements per day.*

Specifications

- **IDWeek Daily News** – Trim size is 8-1/2" x 11". Please add 1/8" all around to accommodate bleed artwork (full page ads only). Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible.
- **Display Ad Files** – Please provide a high-resolution PDF (PDF/X-1a) with all fonts and images embedded. URLs and email addresses displayed in ad copy will be linked to those addresses.
- **Email Banner Ads** – Please provide a 72 DPI jpeg file. Files can be e-mailed to jwaters@showdailies.com. Please provide one hyperlink per ad.
- **Advertorials** – Please provide article in a Word Document, and hi-res image logo (PDF, TIF or JPEG).
- **Press Releases** – Please provide article in a Word Document.
- **File Submissions** – Send to jwaters@showdailies.com.

IDWeek Daily News

Advertising Insertion Order

Please complete and
return to Jenn Waters,
CustomNEWS:
jwaters@showdailies.com
Questions? 240/401-6779

Company Information

Company Name: _____
Contact: _____ Title: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____
Accounts Payable E-mail: _____

Ad Agency Information (if applicable)

Agency: _____ Contact: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Space Reservation

Ad Size/s: _____
Number of Issues/Days: _____
Total Cost: : _____
Payment: Bill Me Now Bill Me on 10/26/20 Credit Card

Charge Information

Card Types Accepted: Visa, Mastercard, American Express or Discover

Account #: _____ Expiration Date: _____

Billing Zip Code: _____ CSV/CVV Code: _____

Signature

Date

Cancellation Policy: Advertisers cancelling after August 1, 2020 will be billed for 50% of the total net cost. Advertisers cancelling after September 1, 2020 will be billed for 100% of the total net cost.