



IDWeek²⁰²⁰™ Daily News

The Official Daily Newspaper of IDWeek 2020

New Print Publication: Connect with Attendees After IDWeek Concludes

We're excited to announce a new opportunity to connect IDWeek exhibitors and sponsors with both IDWeek attendees and the international infectious disease community after IDWeek.

IDWeek will publish a post-conference print highlights issue of *IDWeek Daily News*, which will be mailed in early November to all IDWeek attendees in the United States and Canada.

Editorial content will include conference highlights and additional session coverage beyond what is featured in the IDWeek digital daily newspaper. Attendees will be able to look back on highlights from the conference, and also see what they may have missed...all in the comfort of their home or office.

In addition to the print publication, the digital version will be distributed to more than 48,000 infectious disease practitioners through a special edition of our *IDWeek Daily News* email newsletter. The email 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.

Remind attendees about product and services, clinical trial news and more – your ad will be seen. You will also be reaching thousands of individuals unable to attend IDWeek, but want to hear about your offerings.

Don't miss out on the opportunity to remind attendees to come back and visit your booth or attend your learning lounge, presentation theater or satellite symposia during the on-demand period through Sept. 30, 2021.

FAQs

Why should I advertise in this print publication?

You will reach IDWeek attendees at their homes and offices. We anticipate mailing 8,000 copies (minimum.)

Who will the publication be mailed to?

IDWeek 2020 attendees in the United States and Canada. Attendees provided either their home or office address when they registered for IDWeek 2020.

Will I also reach those who did not attend IDWeek 2020?

Yes, we will also distribute the digital version to more than 48,000 recipients via our email newsletter.

When will attendees receive the publication?

We expect that it will arrive in mailboxes between November 11-18.

Advertising Deadlines:

Extended!

Space reservations:
October 28, 2020

Materials:
November 3, 2020

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



Advertising Specifications and Net Rates

IDWeek Daily News Highlights Issue

Back Cover (full page, 4C): \$27,000/net

Inside Front Cover (full page, 4C): \$23,000/net

Page one strip ad (4C): \$14,000/net

Full page ad (4C): \$10,000/net

Half page ad (4C): \$6,000/net

Quarter page ad (4C): \$3,500/net

Ad sizes:

Strip ad: 10" w x 2" h

Full page ad (bleed): 10.75" w x 15" h

Full page ad (non-bleed): 9.75" w x 14" h

Half-page ad: 9.75" w x 7" h

Quarter-page ad: 4.75" w x 7" h

Email Newsletter

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

Banner ads: \$2,000/net. *Specs: 530 px w x 200 px h. Limited to six ad placements.*

Specifications

- **IDWeek Daily News** – Trim size is 10-1/2" x 15". Paper stock is 60# gloss text.
- **Ad specs:** Please add 1/4" 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.
- **Hyperlinks:** Print ads will be linked in the digital version; and email ads will have one hyperlink per ad.
- **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: _____
Total Cost: : _____
Payment: Bill Me Process my credit card today

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 October 1, 2020 will be billed for 100% of the total net cost.