



IDWeek Daily News

Advancing Science, Improving Care

The Official Daily Newspaper of IDWeek 2021

Reach Attendees Before, During and After IDWeek with Print and Digital Advertising Opportunities

Deliver your message to attendees at their homes and offices by advertising in the print preview and highlights issues of *IDWeek Daily News*. Each publication will be mailed to registered IDWeek attendees in the United States and Canada; and also distributed via email to more than 30,000 recipients.

- **Conference Preview Issue:** Mailed in late August, editorial content will include session previews, speaker interviews, conference schedules and more. Market a symposium or learning lounge. Announce a new initiative. Promote your products and services before IDWeek.

- **Conference Highlights Issue:** Mailed in early October, the highlights issue will feature additional session recaps, conference reminders and much more. Remind attendees about your educational offerings, product lines and generate additional leads. ([Click to view IDWeek 2020 highlights issue.](#))



IDWeek Print Publication Advertising Opportunities

- **Bellywrap:** page one flag stitched to front of publication. (21.5" w 5" h.)
- **Inserts:** Four-color, double-sided. Included in polybag with publication. (Max. 3 per issue, 7" x 10".)
- **Display advertising** ranging from quarter-page to full page.

Estimated circulation: 8,000 print copies; 30,000 recipients of digital version.



IDWeek Daily News, the official digital daily newspaper of IDWeek, will showcase IDWeek highlights throughout the conference. ([Click here](#) for sample.)

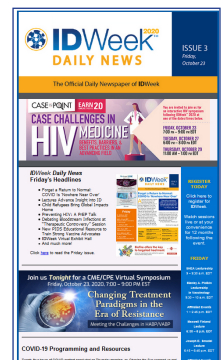
Each issue is distributed to more than 30,000 recipients through a daily email newsletter, and also posted to the IDWeek website and social media channels.

IDWeek Daily News advertising placements include the complimentary publication of one 300-word article in each issue of *IDWeek Daily News* that your ad appears.

Each issue of *IDWeek Daily News* will be distributed via an email newsletter. Limited banner advertising placements are available in each daily email newsletter, and are again expected to sell out quickly. Six email newsletters will be distributed: one preview issue, four issues during IDWeek 2021 and one highlights issue. ([Click here](#) for sample.)

Banner ads will be linked to the webpage of your choice.

Estimated circulation: min. 30,000 recipients per email newsletter. The recipient list will include members of IDSA, SHEA, PIDS, HIVMA, and SIDP, IDWeek 2021, IDWeek 2020 and IDWeek 2019 attendees, along with 2018, 2019, 2020 and 2021 abstract submitters.



Advertising placements will be accepted beginning at 2 p.m. ET on Thursday, May 20, 2021. Questions? Contact Jenn Waters, CustomNEWS, jwaters@showdailies.com.



IDWeek Daily News: Digital Daily Newspaper

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

Page one Post-it note: \$5,500/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

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.

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" header. Max. one per company per issue.*

Publication Dates:

- Wednesday, September 29
- Thursday, September 30
- Friday, October 1
- Saturday, October 2

Advertising Deadlines:

Space reservations:

September 10, 2021

Materials:

September 17, 2021

Advertising Specs:

Strip ad: 7.5" w x 1.5" h

Post-it Note: 3" w x 3" 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

IDWeek Daily News: Email Newsletter

Top banner ad: \$6,000/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.*

Distribution Dates:

- Wednesday, September 8
- Thursday, September 30
- Saturday, October 2
- Wednesday, September 29
- Friday, October 1
- Wednesday, October 20

Deadlines

- **Preview issue:** Space: August 20, 2021; Materials: August 31, 2021
- **Conference & highlights issues:** Space: September 10, 2021; Materials: September 17, 2021

Digital 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. 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.



NEW!

IDWeek Daily News: Print Preview & Highlights Issue

The print preview and highlights issues of *IDWeek Daily News* will be sent directly to **IDWeek** attendees at their homes and offices. Each issue will be inserted into a polybag with up to three inserts.

It is anticipated that attendees in the United States and Canada will receive the preview issue during the week of September 6; and will receive the highlights during the week of October 18.

The digital version of the preview issue will be sent to more than 30,000 recipients on Wednesday, September 8. The digital version of the highlights issue will be sent to more than 30,000 recipients on Wednesday, October 20.

Estimated circulation: 8,000 print copies; 30,000 recipients of digital version.

Print Publication Advertising Rates, per issue:

Single sheet insert: \$25,000 (includes printing, max of three per issue)

Belly-wrap: \$19,000 (includes printing)

Back Cover: \$12,000

Inside Front Cover: \$11,000

Full Page: \$10,000

Half Page: \$6,000

Quarter Page: \$3,500

Advertising Specs:

Insert: 7 w x 10" h (double-sided)

Bellywrap: 21.5" w x 5" h (stitched to front of publication)

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

Advertising Deadlines:

Preview Issue:

Space reservations:

July 30, 2021

Materials:

August 11, 2021

Highlights Issue:

Space reservations:

September 17, 2021

Materials:

October 4, 2021

Print Specifications

- **Trim size:** 10-1/2" x 15".
- **Paper stock:** 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.
- **File Submissions** – Send to jwaters@showdailies.com.
- **Inserts/Bellywrap** – additional specifications to be provided upon request.

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 Upon Publication 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 July 1, 2021, will be billed for 50% of the total net cost. Advertisers cancelling after August 1, 2021, will be billed for 100% of the total net cost.