

The Official Daily Newspaper of IDWeek 2022

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

IDWeek Daily News offers multiple opportunities to connect with IDWeek attendees prior to their arrival in Washington, D.C., through print and digital advertising opportunities in our conference newspaper and email newsletters.

Editorial content will include session previews, conference schedules and more. Market a symposium or learning lounge. Announce a new initiative. Promote your products and services before IDWeek.

Print preview: Mailed in late August. Estimated circulation: 8,000 print copies; 30,000 recipients of digital version. ([Click to view the IDWeek 2021 preview issue.](#))

Digital previews: Mailed in late July and mid-October. Estimated circulation: 30,000 recipients of digital version.



New for 2022: *IDWeek Daily News* preview expanded to a three-issue series, creating additional opportunities to reach attendees prior to the conference.



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.

Every 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. Eight email newsletters will be distributed: three preview issues, four issues during IDWeek 2022 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 2022, IDWeek 2021 and IDWeek 2020 attendees, along with 2020, 2021 and 2022 abstract submitters. (*Note: distribution list is not U.S.-only. Please ask about sending only to U.S.-based recipients. Surcharge will apply.*)



Conference Highlights Issue: Mailed in early November, content will include new session recaps, conference reminders and much more. Remind attendees about educational offerings, products and generate additional leads. ([Click to view the digital version of the IDWeek 2021 highlights issue.](#))

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

Advertising placements will be accepted beginning at 1 p.m. ET on Thursday, February 3.

Questions? Contact Jenn Waters, CustomNEWS, jwaters@showdailies.com.



IDWeek Daily News: Digital Publications

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.

Digital Publication Dates:

- Wednesday, July 27 (preview #1)
- Wednesday, Oct. 12 (preview #3)
- Wednesday, October 19
- Thursday, September 20
- Friday, October 21
- Saturday, October 22

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.*

Banner ads: \$2,500/net. *Specs: 530 px w x 200 px h. Only six placements per day.*

Distribution Dates:

- Wednesday, July 27 (preview #1)
- Wednesday, September 7
- Wednesday, Oct. 12 (preview #3)
- Wednesday, October 19
- Thursday, October 20
- Friday, October 21
- Saturday, October 22
- Wednesday, November 9

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.
- **Press Releases** – Please provide article in a Word Document.
- **File Submissions** – Send to jwaters@showdailies.com.

Advertising Deadlines:

Preview #1: July 8, 2022 (space); July 15, 2022 (materials)

Preview #2: August 5, 2022 (space); August 12, 2022 (materials)

Preview #3: September 23, 2022 (space); September 30, 2022 (materials)

Daily Publication during IDWeek: October 5, 2022 (space); October 12, 2022 (materials)

Highlights Issue: October 12, 2022 (space); October 19, 2022 (materials)



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 5; and will receive the highlights during the week of November 7.

The digital version of the preview issue will be sent to more than 30,000 recipients on Wednesday, September 7. The digital version of the highlights issue will be sent to more than 30,000 recipients on Wednesday, November 9.

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:

Print Preview Issue:

Space reservations:

August 5, 2022

Materials:

August 12, 2022

Highlights Issue:

Space reservations:

October 12, 2022

Materials:

October 19, 2022

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 June 30, 2022, will be billed for 50% of the total net cost. Advertisers cancelling after August 1, 2022, will be billed for 100% of the total net cost.