



# IDWeek Daily News

Advancing Science, Improving Care

The Official Daily Newspaper of IDWeek 2023

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

*IDWeek Daily News* offers multiple opportunities to connect with IDWeek attendees through print and digital advertising opportunities. Editorial content will include session previews and recaps, conference schedules, event highlights and more.

**\*\*NEW FOR 2023\*\***

Maximize your reach to more than 47,000 members of the IDWeek community. See page three for more information on print and digital packages.

### Why advertise in IDWeek Daily News?

- Drive booth traffic: stand out in the exhibit hall!
- Market a symposium, learning lounge, presentation theater, or industry education evening
- Announce a new initiative.
- Promote your products and services prior to, during and after IDWeek.

**Print preview issue:** Mailed in late August. Estimated circulation: 8,000 print copies; 47,000 recipients of digital version. ([Click to view](#) the IDWeek 2021 preview issue.)

**Digital preview issues:** Mailed in mid-September and early October. Estimated circulation: 47,000 recipients of digital version.



**Conference Newspaper:** *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 47,000 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.

**Email Newsletters:** 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: see page six for the distribution schedule. ([Click here](#) for sample.) Banner ads will be linked to the webpage of your choice.

Estimated circulation: min. 47,000 recipients per email newsletter. The recipient list will include members of IDSA, SHEA, PIDS, HIVMA, and SIDP; IDWeek 2023, IDWeek 2022 and IDWeek 2021 attendees, along with 2021, 2022 and 2023 abstract submitters.

*Note: Our distribution list is apx. 35,000 U.S.-based and 12,000 international recipients. To appear in only the U.S. version, a \$250 fee per email advertising placement will be charged.*



**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; 47,000 recipients of digital version.

Advertising placements will be accepted beginning at 1 p.m. ET on Wednesday, February 15, for *IDWeek Daily News* 2022 advertisers, and Wednesday, March 15, for all IDWeek 2023 exhibitors. Questions? Contact Jenn Waters, CustomNEWS, [jwaters@showdailies.com](mailto:jwaters@showdailies.com).



## IDWeek Daily News: Print Issues

### - 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, with digital versions distributed electronically to more than 47,000 recipients.

It is anticipated that attendees in the United States and Canada will receive the preview issue in late August; and will receive the highlights issue in late October.

The digital version of the preview issue will be distributed on Wednesday, September 6. The digital version of the highlights issue will be on Wednesday, November 1.

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

### Print Publication Advertising Rates:

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

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

**Back Cover:** \$12,000 (1x); \$19,200 (2x)

**Inside Front Cover:** \$11,000 (1x); \$18,700 (2x)

**Full Page:** \$10,000 (1x); \$17,000 (2x)

**Half Page:** \$6,000 (1x); \$10,200 (2x)

**Quarter Page:** \$3,500 (1x); \$5,950 (2x)

### 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:

July 31, 2023

#### Materials:

August 8, 2023

#### Highlights Issue:

#### Space reservations:

October 4, 2023

#### Materials:

October 11, 2023

### Print Specifications

- **Trim size:** 10-3/4" 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 [jhess@showdailies.com](mailto:jhess@showdailies.com).
- **Inserts/Bellywrap** – additional specifications to be provided upon request.



## IDWeek Daily News: Advertising Packages

Book early to secure discounted placements in the print preview issue, and guaranteed email newsletter advertising placements!

Don't miss out on the opportunity to reserve advertising placements in both the *IDWeek Daily News* print preview issues and *IDWeek Daily News* email newsletters.

Each year email newsletter advertising sells out quickly: this year, we are reserving a limited number of email newsletter advertising placements for those companies that also advertise in the *IDWeek Daily News* print issues (preview or highlights).

These packages are very limited, and the deadline to reserve is June 1, 2023. (After this date, email placements not sold as part of packages will be released.)

Questions? Contact Jenn Waters, [jwaters@showdailies.com](mailto:jwaters@showdailies.com).

### DON'T MISS OUT!

June 1, 2023: space reservation deadline for *IDWeek Daily News* advertising packages.

### Print Preview Issue Packages

- **Package 1:** Full page ad in print preview issue, and one banner ad placement in all three preview email newsletters: \$16,000 (rectangle ad); \$19,000 (square ad). *Only one available!*
- **Package 2:** Half page ad in print preview issue, and one banner ad placement in all three preview email newsletters: \$12,600 (rectangle ad); \$15,600 (square ad). *Only one available!*
- **Package 3:** Full page ad in print preview issue, and one banner ad placement in the 9/6 email newsletter: \$11,250 (rectangle ad); \$12,250 (square ad). *Only one available!*
- **Package 4:** Half page ad in print preview issue, and one banner ad placement in the 9/6 email newsletter: \$7,750 (rectangle ad); \$8,750 (square ad). *Only one available!*
- **Package 5:** Full page ad in print preview issue, and one banner ad placement in the 9/20 email newsletter: \$11,250 (rectangle ad); \$12,250 (square ad). *Only one available!*
- **Package 6:** Half page ad in print preview issue, and one banner ad placement in the 9/20 email newsletter. \$7,750 (rectangle ad); \$8,750 (square ad). *Only one available!*

### Print Highlights Issue Packages

- **Package 1:** Full page ad in print highlights issue, and one banner ad placement in the 11/1 email newsletter: \$11,250 (rectangle ad); \$12,250 (square ad). *Only one available!*
- **Package 2:** Half page ad in print preview issue, and one banner ad placement in the 11/1 email newsletter. \$7,750 (rectangle ad); \$8,750 (square ad). *Only two available!*



## IDWeek Daily News: Digital Publications

- Two Preview Issues prior to IDWeek
- Four Issues during IDWeek

Advertise in IDWeek Daily News, *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 47,000 recipients through an email newsletter, and also posted to the ID-Week 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.

Preview #2: September 20, 2023

Preview #3: October 4, 2023

Wednesday, October 11, 2023

Friday, October 13, 2023

Thursday, October 12, 2023

Saturday, October 14, 2023

### Digital Publication Advertising Rates:

**Page one strip ad:** \$4,000/net (4x placement during IDWeek); \$1,000 per preview issue

**Page one Post-it note:** \$5,500/net (4x placement during IDWeek); \$1,200 per preview issue

**Page Three (full page):** \$4,400/net (4x placement during IDWeek); \$1,100 per preview issue.

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

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

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

### Digital Publication 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

### 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.
- **Press Releases** – Please provide article in a Word Document.
- **File Submissions** – Send to [jhess@showdailies.com](mailto:jhess@showdailies.com).

### Advertising Deadlines:

Preview #2: Sept. 6, 2023 (space); Sept. 13, 2023 (materials)

Preview #3: Sept. 18, 2023 (space); September 25, 2023 (materials)

Daily Publication during IDWeek: Sept. 26, 2023 (space); October 3, 2023 (materials)

# IDWeek Daily News

## Advertising Insertion Order

Please complete and  
return to Jenn Waters,  
CustomNEWS:  
jwaters@  
showdailies.com

### 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 1, 2023, will be billed for 50% of the total net cost. Advertisers cancelling after July 1, 2023, will be billed for 100% of the total net cost.

Advertising placements will be accepted beginning at 1 p.m. ET on Wednesday, February 15, for *IDWeek Daily News* 2022 advertisers, and Wednesday, March 15, for all *IDWeek* 2023 exhibitors. Questions? Contact Jenn Waters, CustomNEWS, jwaters@showdailies.com.

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## IDWeek Daily News: Email Newsletter

- Eight opportunities to reach more than 47,000 recipients

Every issue of *IDWeek Daily News* will be distributed via an email newsletter. Eight email newsletters will be distributed, and seven advertising placements are available in each newsletter. ([Click here](#) for sample.) Banner ads will be linked to the webpage of your choice.

Estimated circulation: min. 47,000 recipients per email newsletter. The recipient list will include members of IDSA, SHEA, PIDS, HIVMA, and SIDP; IDWeek 2023, IDWeek 2022 and IDWeek 2021 attendees, along with 2021, 2022 and 2023 abstract submitters.

Preview #1: September 6, 2023

Preview #2: September 20, 2023

Preview #3: October 4, 2023

Wednesday, October 11, 2023

Thursday, October 12, 2023

Friday, October 13, 2023

Saturday, October 14, 2023

Highlights Issue: November 1, 2023

### Email Newsletter Rates and Specifications

**Top banner ad:** \$6,000\*/net. (600 px w x 200 px h) – one placement per issue

**Square Banner ad:** \$3,500\*/net. (350 px w x 350 px h) – three placements per issue

**Rectangle Banner ad:** \$2,500\*/net. (530 px w x 120 px h) – three placements per issue

\* Our distribution list is apx. 35,000 U.S.-based and 12,000 international recipients. To appear in only the U.S. version, an additional \$250 fee per email advertising placement will be charged.

New ad sizes for IDweek 2023!

### Digital Specifications

- **Email Banner Ads** – Please provide a 72 DPI jpeg. Max. file size is 5 mb. Please provide one hyperlink per ad.
- **File Submissions** – Send to [jhess@showdailies.com](mailto:jhess@showdailies.com).

### Advertising Deadlines:

Preview #1: August 16, 2023 (space); August 23, 2023 (materials)

Preview #2: Sept. 6, 2023 (space); Sept. 13, 2023 (materials)

Preview #3: Sept. 18, 2023 (space); September 25, 2023 (materials)

Daily Publication during IDWeek: Sept. 26, 2023 (space); October 3, 2023 (materials)

Highlights: Oct. 4, 2023 (space); Oct. 11, 2023 (materials)

### PRINT/DIGITAL PACKAGES: see page 3

Only a limited number of email advertising placements will be available when sales open on February 15. On June 1, email placements not sold as part of the print/digital advertising packages will be released.



# IDWeek Daily News

## Email Newsletter Advertising Form

Please complete and return to Jenn Waters, CustomNEWS: jwaters@showdailies.com

### 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: \_\_\_\_\_

### Email Newsletter Reservation

Ad Size (rectangle or square): \_\_\_\_\_  
Number of Placements/Issue Selection: \_\_\_\_\_  
U.S. only distribution? Add \$250 per advertising placement: \_\_\_\_\_  
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 1, 2023, will be billed for 50% of the total net cost. Advertisers cancelling after July 1, 2023, will be billed for 100% of the total net cost.

Advertising placements will be accepted beginning at 1 p.m. ET on Wednesday, February 15, for *IDWeek Daily News* 2022 advertisers, and Wednesday, March 15, for all *IDWeek* 2023 exhibitors. Questions? Contact Jenn Waters, CustomNEWS, jwaters@showdailies.com.