

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

IDWeek Daily News connects your organization with IDWeek attendees and host society members through digital advertising placements in our conference newspaper and email newsletter. Editorial content includes session highlights, leadership interviews, event schedules and more.

Why advertise in *IDWeek Daily News*?

- Drive booth traffic: stand out in the exhibit hall!
- Link ads to your company's landing page to generate leads and make connections.
- Market a symposium, learning lounge or presentation theater.
- Announce a new initiative.
- Promote your products and services prior to, during and after IDWeek.

****Highlights****

- Promote events and products to attendees & host society members.
- New sizes for email banner ads.
- Multi-issue packages.
- All ads are hyperlinked.

Digital Newspaper Preview Issues: Three digital preview issues will be published during the six weeks leading up to IDWeek 2025. Editorial content will include program highlights, session previews, host city information, the affiliated events schedule and much more. Estimated circulation: 40,000 recipients of digital versions. ([Click to view](#) a sample.)



Daily 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 40,000 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.) Ads will be linked to the webpage of your choice.

Estimated circulation: min. 40,000 recipients per email newsletter. The recipient list will include members of IDSA, SHEA, PIDS, HIVMA, and SIDP; IDWeek 2025, IDWeek 2024 and IDWeek 2023 attendees, along with 2025, 2024 and 2023 abstract submitters.

Note: Our distribution list is apx. 32,000 U.S.-based and 8,000 international recipients. To appear in only the U.S. version, a \$250 fee per email advertising placement will be charged.



Conference Highlights Issue: The post-conference digital highlights issue will include new session recaps, conference reminders and much more. Remind attendees about educational offerings, products and generate additional leads. ([View](#) the IDWeek 2024 highlights issue.)

Estimated circulation: 40,000 recipients of digital version.

For more information on *IDWeek Daily News* digital advertising opportunities, please contact Jenn Hess, jhess@showdailies.com.

IDWeek Daily News: Advertising Packages

Save on multi-issue placements!

Don't miss out on the opportunity to reserve advertising placements in multiple **IDWeek Daily News** digital publications and **IDWeek Daily News** email newsletters.

Questions? Contact Jenn Hess, jhess@showdailies.com.

Premium Placements

- ~~Page one strip ad: Four issues (onsites only): \$4,000; All preview issues: \$3,000; All eight issues: \$6,900.~~
- ~~Page one post-it note: Four issues (onsites only): \$5,500; All preview issues: \$3,900; All eight issues: \$7,900.~~
- ~~Page Three (full page): Four issues (onsites only): \$4,400; All preview issues: \$3,100; All eight issues: \$7,500.~~

All Digital Issue Packages (3 previews, 4 onsite, 1 highlights):

- Eight full page ads: \$6,800
- Eight half page ads: \$3,750
- Eight email ads: 15% discount on published rates

Preview Issue Packages (3 preview issues):

- Three full page ads: \$2,700
- Three half page ads: \$1,450
- Top email banner ad, previews 1 & 3: \$9,500
- Three email ads: 10% discount on published rates

5x Digital Issue Packages (4 onsite, 1 highlights):

- Five full page ads: \$4,400
- Five half page ads: \$2,350
- Five email ads: 10% discount on published rates

Single Issue Combinations (email newsletter and digital issue):

- Full page ad and skinny banner email ad: \$2,900
- Full page ad and rectangle email ad: \$3,150
- Full page ad and square email ad: \$3,500
- Full page ad and small skyscraper email ad: \$2,500
- Full page ad and medium skyscraper email ad: \$4,850
- Full page ad and large skyscraper email ad: \$6,750

**Hosting an Event
during IDWeek?**

**Check out our new single
issue combination offer.**

For more information on
IDWeek Daily News digital
advertising opportunities,
please contact
Jenn Hess, jhess@showdailies.com.

* All published rates are net rates.

* Packages are one ad per issue for one brand, placement schedule cannot be altered.

IDWeek Daily News: Digital Publications

- Three Preview Issues prior to IDWeek
- Four Issues during IDWeek
- One post-conference Highlights Issue

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

Each issue is distributed to more than 40,000 recipients through an 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.

Preview #1: September 10, 2025

Preview #2: September 24, 2025

Preview #3: October 15, 2025

Sunday, October 19, 2025

Tuesday, October 21, 2025

Monday, October 20, 2025

Wednesday, October 22, 2025

Post-conference Highlights Issue: October 29, 2025

Digital Publication Advertising Rates:

Page one strip ad: Three preview issues: \$3,000/net; Four onsite issues: \$4,000/net; Highlights issue: \$800/net

Page one Post-it note: Three preview issues and highlights issue: \$4,400/net; Four onsite issues: \$5,500.

Page Three (full page): Three preview issues: \$3,100/net; Four onsite issues: \$4,400; Highlights issue: \$900/net

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.
- **Usage of IDWeek name** - Only acceptable uses are IDWeek™ and IDWeek™ 2024. Using the IDWeek logo is prohibited. See page six of this media kit for additional information.
- **Press Releases** – Please provide article in a Word Document.
- **File Submissions** – Send to jhess@showdailies.com.

Advertising Deadlines:

Preview #1: August 14, 2025 (space); August 21, 2025 (materials)

Preview #2: September 11, 2025 (space); September 18, 2025 (materials)

Preview #3: September 25, 2025 (space); October 2, 2025 (materials)

Daily Publication during IDWeek: October 3, 2025 (space); October 10, 2025 (materials)

Post-conference Highlights Issue: October 10, 2025 (space); October 17, 2025 (materials)

IDWeek Daily News: Email Newsletter

- Eight opportunities to reach more than 40,000 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.

The recipient list will include members of IDSA, SHEA, PIDS, HIVMA, and SIDP; IDWeek 2025, IDWeek 2024 and IDWeek 2023 attendees, along with 2025, 2024 and 2023 abstract submitters.

Preview #1: September 10, 2025

Preview #2: September 24, 2025

Preview #3: October 15, 2025

Sunday, October 19, 2025

Monday, October 20, 2025

Tuesday, October 21, 2025

Wednesday, October 22, 2025

Post-conference Highlights Issue: October 29, 2025

Email Newsletter Rates and Specifications

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

Small skyscraper: \$1,800 (120 px w x 240 px h) – *limited to two per issue*

Skinny banner: \$2,300 (620 px w x 75 px h)

Rectangle banner: \$2,500 (530 px w x 120 px h)

Square ad: \$3,000 (300 px w x 250 px h)

Medium skyscraper: \$4,500 (160 px w x 600 px h) – *limited to one per issue*

Large skyscraper: \$6,500 (300 px w x 600 px h) – *limited to one per issue*

** Our distribution list is apx. 32,000 U.S.-based and 8,000 international recipients. To appear in only the U.S. version, an additional \$250 fee per email advertising placement will be charged.*



Check out our
new email
advertising sizes.

See pages 7 & 8.

Digital Specifications

- **Email Banner Ads** – Please provide a 72 DPI jpeg. Max. file size is 5 mb. Please provide one hyperlink per ad. (Animated gifs are accepted, but not all email platforms support animated gifs.) HTML code will not be accepted.
- **Usage of IDWeek name** - Only acceptable uses are IDWeek™ and IDWeek™ 2025. Using the IDWeek logo is prohibited. (See last page for additional information.)
- **File Submissions** – Send to jhess@showdailies.com.

Advertising Deadlines:

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Post-conference Highlights Issue: October 10, 2025 (space); October 17, 2025 (materials)

IDWeek 2024 Metrics:

Apx. 51,270 recipients

28% avg. open rate

7% avg. click-thru rate

2% avg. multiple opens

Questions? Jenn Hess, jhess@showdailies.com or 508/530-2787

IDWeek Daily News

Advertising Insertion Order

Please complete and
return to
Jenn Hess:
JH Communications LLC
[jhess@
showdailies.com](mailto:jhess@showdailies.com)

Company Information

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

Space Reservation

Advertising Packages

of placements/which issues: _____
Ad size? _____
Net Total: _____

IDWeek Daily News digital publication

of placements/which issues: _____
Net Total: _____

IDWeek Daily News email newsletter:

of placements/which issues: _____
Ad Size? _____ Net Total: _____

Payment: ☐ Bill Me Now ☐ Bill Me upon publication ☐ Credit Card

Charge Information

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

Please check CC above, and you will receive a payment link directly from Authorize.net.

Processing fee of 3.5% will apply. (Invoice will also be sent.)

Signature

Date

By signing, you agree to the following cancellation policy: Advertisers cancelling after June 1, 2025 will be billed for 50% of the total net cost. Advertisers cancelling after July 1, 2025 will be billed for 100% of the total net cost.

IDWeek Usage: By signing, you agree to usage requirements. See page six for details.

IDWeek and Partner Society Name and Logo Use

IDWeek does not allow other companies or organizations to use the meeting's name or logo, nor does it allow the use of the Infectious Diseases Society of America (IDSA), the Society for Healthcare Epidemiology of America, the HIV Medicine Association (HIVMA), the Pediatric Infectious Diseases Society (PIDS), or the Society of Infectious Diseases Pharmacists (SIDP). names or logos unless the use is for a product or service that one of the organizations sponsors or co-sponsors. The use of any name, logo, or trademark of IDWeek and the partner societies in any exhibitor advertising is strictly prohibited without IDWeek's advance written consent.

Appropriate Use of IDWeek Name and Logo

IDWeek must review and provide written approval for any products or materials featuring the IDWeek name prior to printing or production. The use of the IDWeek logo is prohibited.

Announcements for affiliated events or exhibit booths should not imply that the program is an official activity of IDWeek. Phrases like “preceding” or “following IDWeek” are appropriate. IDWeek is one word, the ID should be boldface, use the superscript TM for trademark after the name.

Acceptable Uses with Written Permission

IDWeek™

IDWeek™ 2025

All uses of the IDWeek name must be approved in advance. To request written approval, contact industrypartner@idweek.org.

Conference Participation Marketing on Social Media

All event organizer social media posts promoting their booths and sessions may include the following hashtags.

#IDWeek

#IDWeek2025

Press Conferences

Company-sponsored press events are not permitted at IDWeek 2025

Embargo Policy

All industry partner news releases, media alerts, and other news materials regarding research presented at the IDWeek meeting must be embargoed. TBD on the date and time.



IDWeek Daily News: Email Newsletter Ad Sizes

600 x 200

Top banner ad:
\$6,000/net.
(600 px w x 200
px h)

*Limited to one per
issue.*

620 x 75

Skinny banner: \$2,300/net (620 px w x 75 px h)

530 x 120

Rectangle banner:
\$2,500/net
(530 px w x 120 px h)

300 x 250

Square ad:
\$3,000/net
(300 px w x 250 px h)

See the next page for skyscraper samples.

Images are not to scale.



IDWeek Daily News: Email Newsletter Ad Sizes

120
x
240

Small skyscraper:
\$1,800/net
(120 px w x 240 px h)
Limited to two per issue.

160
x
600

Medium skyscraper:
\$4,500/net
(160 px w x 600 px h)
Limited to one per issue.

300
x
600

Large skyscraper:
\$6,500/net
(300 px w x 600 px h)
Limited to one per issue.