



DIA 2019
GLOBAL ANNUAL MEETING
SAN DIEGO | JUNE 23-27

DIA 2019 Global Annual Meeting *Official Show Daily*

Stand Out in San Diego: Advertise in the Official *Show Daily* of the DIA 2019 Global Annual Meeting

What is the DIA Show Daily?

For the past 13 years, the *DIA Show Daily* has been the official daily newspaper of the DIA Global Annual Meeting. Attendees turn to this publication for conference news, updates, and the exhibitor list and floor plan.

Why advertise in the DIA 2019 Global Annual Meeting Official Show Daily?

Exhibitors advertising in the meeting's official show daily will reach their target audience at precisely the right time, through both print and digital distribution.

What's new for DIA 2019?

- New size (letter-size) and gloss paper stock
- Budget-friendly rates for listings in our Product Showcase section.
- Postcard or flyer inserts.
- Save 15% if you reserve your advertising placements by February 28, 2019.
- Exclusive opportunity to place advertising on the *DIA 2019 Show Daily* publication bins.

Are there any benefits for advertising in the DIA 2019 Show Daily?

Yes! Advertising placements secured in the *DIA 2019 Show Daily* by May 3, 2019, will earn one Assignment Order Point for each \$1,000 spent.

New Early Bird Discount!
Save 15%, book by February, 2019!

Advertising Sales Contact

CustomNEWS, Inc. (Jenn Waters, 240/401-6779, jwaters@showdailies.com, is the [authorized vendor](#) for *DIA 2019 Show Daily* advertising.

Warning: The Source Group is a not an authorized vendor. Drug Industry News is not associated with DIA in any way and will not be distributed inside the SDCC.

Advertise in the DIA 2019 Global Annual Meeting Official Show Daily of the to:

- Reach attendees **every morning** in San Diego.
- **Stand out** in the exhibit hall.
- Promote **products and services** with our budget-friendly product listings.
- Publish complimentary **press releases** (including images).



Will the DIA 2019 Show Daily include the exhibitor list and floor plan?

Yes, the updated list and floor plan will be in every issue. *DIA 2019 Show Daily* advertisers will be bolded in the alphabetical listing.

When and how will the official DIA Show Daily be distributed?

Our show daily distribution team wears **green shirts** to distinguish our publication as the official show daily. Notifications will be sent to remind attendees to look for the green shirts.



- **Issue 1 (Sunday)** will be distributed at registration counters at official DIA hotels and also actively distributed throughout the San Diego Convention Center.
- **Issues 2, 3 and 4 (Monday - Wednesday)** will be actively distributed throughout the San Diego Convention Center and at DIA shuttle bus stops.
- **Digital links** will be included in DIA's daily email newsletter and shared via other social media.

Can I submit editorial content?

Yes, *each advertising placement* (1/4 page or larger) includes the complimentary publication of one 300-word article/press release, with image, in each issue that the ad appears.

DIA 2019 Global Annual Meeting *Official Show Daily*

SHOW DAILY ADVERTISING NET RATES & SIZES

Size	Width x Depth	1X	2X	3X	4X
Bellyband*	19" w x 3" h	\$4,700 per issue, includes printing			
Insert*	10" w x 7" h (max)	\$2,600 per issue, includes printing			
Page One Strip Ad	7.25" x 2"	n/a	n/a	n/a	\$7,500
Page One Billboard	2" x 3.25"	n/a	n/a	n/a	\$6,700
Back Cover	8.375" x 10.5"	n/a	n/a	n/a	\$8,500
Inside Front Cover	8.375" x 10.5"	n/a	n/a	n/a	\$8,100
Inside Back Cover	8.375" x 10.5"	n/a	n/a	n/a	\$7,800
Full Page	8.375" x 10.5"	\$2,100	\$4,000	\$5,700	\$7,600
Half Page Vertical	3.5 x 9"	\$1,800	\$3,500	\$5,100	\$6,600
Half Page Horizontal	7.25 x 4.5"	\$1,700	\$3,300	\$4,700	\$6,200
1/4 Page	3.5" x 4.5"	\$800	\$1,500	\$2,200	\$2,900

- Rates Include 4C.
- Rates Include one 300-word article/image per ad.

Early Bird Discount: Feb. 28, 2019
Space Reservations: June 4, 2019
Ad Materials: June 10, 2019

Product Showcase

Every issue of the *DIA Show Daily* will feature a Product Showcase section, offering exhibitors the opportunity to highlight products on display at *DIA 2019*.

- Pricing per listing: \$650/net per product, appears in all four issues.

- Listing includes:
 - Company name & booth number
 - Product photo (max. 1.5" w x 2.5" h)
 - Description (max. 50 words)
 - Link to company website in digital version
- Organized alphabetically, by company name.
- Products introduced after January 1, 2019, will have a "new" symbol next to their listing.

Insertion Order Deadline: June 4, 2019

Materials Deadline: June 10, 2019



**Early Bird Price:
\$599/per product**

Show Daily Bin Advertising

Place your advertising graphics on the front and sides of the four *DIA Show Daily* publication bins placed throughout the San Diego Convention Center. Cost: \$9,500/net. Contact Jenn Waters, jwaters@showdailies.com, for more information.

Complimentary Editorial/Photo Opportunity

Each advertisement (1/4 page or larger) placed in an issue of the *DIA Show Daily* offers the exhibiting company the opportunity to submit one 300-word press release with color photo or company logo (2.5" w x 2.5" h) for complimentary publication in the same issue the ad appears.



All press releases are due to CustomNEWS, jwaters@showdailies.com by June 10, 2019.

Specifications

- **Sizes** – Trim size is 8.375" x 10.5" and is printed on 60# white coated gloss stock. Bleeds only available for full page ads and spreads across the gutter. Ads should be designed to the sizes indicated, with 3/8" on all sides for bleed ads. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If provided ads include crop marks, publisher will crop the image accordingly and reduce/enlarge to fit the ad size as needed.

- **Files** – High-Resolution Adobe PDF files strongly preferred and required for Preview Issue. For printed issues, TIFF, JPEG, EPS accepted. All fonts must be embedded. Files can be e-mailed, sent on a PC-readable CD, or posted to our ftp site (contact us for transfer procedure). All colors should be built out of CMYK process. Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Color reproduction is assured to generally-accepted industry standards for cold-web newspaper printing.

- **Materials** – Please send all advertising materials to jwaters@showdailies.com. WeTransfer or Drop Box are the preferred methods for submitting files.



DIA 2019 Show Daily Advertising Insertion Order

Please return to
Jenn Waters, CustomNEWS:
jwaters@showdailies.com
Fax: 240/257-7171
Questions? 240/401-6779

Company Information

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

Ad Agency Information (if applicable)

Agency: _____ Contact: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Space Reservations

Display ad (1/4 page or larger):
Ad Size: _____ Number of Issues: _____
Total Cost: _____

Product Showcase Listings:
Number of Placements: _____ Total Cost: _____

Total Amount Due: _____

Payment Method: **Bill Me Now** **Bill Me Upon Publication** **Credit Card**

Charge Information

Card type: Select Visa, Mastercard, American Express or Discover

Account #: _____
Expiration Date: _____
Billing address zip code: _____ CSV/CVV Code: _____

Signature

Date

Cancellation Policy:
Onsite issue advertisers cancelling after March 1, 2019, will be billed for 50% of the total net cost. Advertisers cancelling after May 15, 2019, will be billed for 100% of the total net cost.