

# Advertising Insertion Order

## The 8<sup>th</sup> DIA China Annual Meeting

May 15-18, 2016

China National Convention Center, Beijing, China



**DIA** DEVELOP  
INNOVATE  
ADVANCE

FINAL PROGRAM ADVERTISING | DEADLINE: APRIL 15, 2016

### Advertiser

Send communications and invoices to this address

#### Company Name

Contact Name

Address Line 1

Address Line 2

City, State/Province, Postal Code, Country

Telephone Number

Email Address

### Agency

Send communications and invoices to this address

#### Company Name

Contact Name

Address Line 1

Address Line 2

City, State/Province, Postal Code, Country

Telephone Number

Email Address

### Publication:

Final Program - The 8<sup>th</sup> DIA China Annual Meeting

### Sizes and Rates:

#### Page Size

- Full Page 4 Color
- Half Page 4 Color
- Inside Front Cover
- Inside Back Cover
- Centerfold/Central Spread

#### Ad Dimensions

- 18.5cm x 28cm
- 18.5cm x 13cm
- 18.5cm x 28cm
- 18.5cm x 28cm
- 37cm x 28cm

#### Rate

- RMB 10,000
- RMB 5,000
- RMB 15,000
- RMB 15,000
- RMB 18,000

Please return this form to Jean XU at +86-10-5923-1090 or scan and email same to [DIACHinaAM@KellenCompany.com](mailto:DIACHinaAM@KellenCompany.com).

Please accept this as reservation for space in the above listed publication.

**Conditions:** Cancellations or changes in advertising requested by the advertiser or its agency not accepted after the published closing date.

DIA reserves the right to decline any advertising deemed inappropriate for the readership of any publication, whether in print or online versions. DIA has final approval for all publication content and position. If your creative does not meet DIA criteria, you will be asked to furnish new material.

Authorization/  
Signature

Date

### Sales Contact:

Jean XU | Meeting Manager

Phone: +86-10-5923-1096 | Fax: +86-10-5923-1090

email: [DIACHinaAM@KellenCompany.com](mailto:DIACHinaAM@KellenCompany.com) | [DIAglobal.org](http://DIAglobal.org)

### Material Requirements

Files may be emailed in high resolution PDF format to Jean Xu, [DIACHinaAM@KellenCompany.com](mailto:DIACHinaAM@KellenCompany.com) on or before April 15, 2016. All PDFs must be CMYK, high resolution (300dpi) print quality, with all fonts and images imbedded. We will not be responsible for reproduction quality of ads supplied as RGB or in low resolutions.

### Payment Method

P.O. #

Bank Transfers should be made to:

Account Name: DIA (Beijing) Healthcare Information Consulting Ltd  
Account No.: 333757195112  
Bank Name: Bank of China, Beijing Chaoyang Sub-branch  
Bank Address: 1st Floor, Tower A, Gateway, No. 18 Xianguangli, North Road, East Third Ring, Chaoyang District, Beijing, 100027, P.R. China  
SWIFT Code: BKCH CN BJ 110

Company name, as well as the Meeting ID 16975 must be included on the transfer document to ensure payment to your account. **All local and overseas charges incurred for the bank transfer must be borne by payer.**

Email completed form to [DIACHinaAM@KellenCompany.com](mailto:DIACHinaAM@KellenCompany.com) or fax to +86-10-5923-1090