



DIA 2020 Global Annual Meeting Official Show Daily

Stand Out in Washington, DC: Advertise in the DIA 2020 Global Annual Meeting Official Show Daily

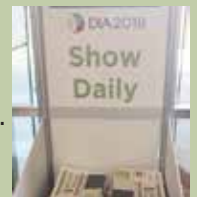
What is the DIA Show Daily?

For the past 14 years, the [DIA Show Daily](#) has been the official daily newspaper of the DIA Global Annual Meeting. Attendees turn to this publication for meeting news, updates, and the exhibitor list and floor plan.



Advertise in the DIA 2020 Global Annual Meeting Official Show Daily of the to:

- Reach attendees **every morning** in Washington, DC.
- **Stand out** in the exhibit hall.
- Promote **products and services**.
- Publish complimentary **press releases** (including images).



Why advertise in the DIA 2020 Global Annual Meeting Official Show Daily?

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

What should I know?

- Publication is letter-size, and printed on gloss paper stock
- Budget-friendly rates for listings in our Product & Services Showcase.
- Save 15% if you reserve your advertising placements by February 28, 2020.

Are there any benefits for advertising in the DIA 2020 Show Daily?

Yes! Advertising placements secured in the *DIA 2020 Show Daily* by April 24, 2020, will earn one Assignment Order Point for each \$1,000 spent.

Will the DIA 2020 Show Daily include the exhibitor list and floor plan?

Yes, the updated list and floor plan will be in every issue. *DIA 2020 Show Daily* advertisers will be bolded in the alphabetical listing.

Early Bird Discount!
Save 15%, book by February 28, 2020!

When and how is the official DIA Show Daily distributed?

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



- **Issue 1 (Sunday)** is distributed at registration counters at official DIA hotels and also actively distributed at the convention center.
- **Issues 2, 3 and 4 (Monday - Wednesday)** are actively distributed inside and outside of the convention center.
- **Digital links** are 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.

Advertising Sales Contact

CustomNEWS, Inc. (Jenn Waters, 240/401-6779, jwaters@showdailies.com, is the [authorized vendor](#) for *DIA 2020 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 convention center.

Show Daily Bin Advertising

Place your advertising graphics on the front and sides of the four *DIA Show Daily* publication bins placed in the convention center. Cost: \$9,500/net. Contact Jenn Waters, jwaters@showdailies.com.

SHOW DAILY ADVERTISING NET RATES & SIZES

Size	Width x Depth	1X	2X	3X	4X
Bellyband*	19" w x 3" h	\$5,100 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 not applicable.

Early Bird Discount: Feb. 28, 2020
 Space Reservations: May 27, 2020
 Ad Materials: June 3, 2020

PAID ADVERTISEMENTS

PRODUCT & SERVICES SHOWCASE

Altasciences
Booth #2039



Altasciences is a forward-thinking, mid-size CRO offering a proven, flexible approach to preclinical and early phase clinical studies, from lead candidate selection to proof of concept. Altasciences' full-service solutions include preclinical safety testing, clinical pharmacology and proof of concept, bioanalysis, program management, medical writing, biostatistics, and data management.

AMPLEXOR Life Sciences
Booth #2431



RIMExpert is an integral part of AMPLEXOR Life Sciences Suite – the only regulated content management and compliance solution for the Life Sciences industry to support the entire product life cycle, from product nomination and development to submission and post-approval maintenance.

BizInt Smart Charts
Booth #937



Boost your competitive intelligence and business development strategy! Used by the top pharma companies for over 20 years, BizInt Smart Charts software helps you create targeted reports and visualizations from the leading drug pipeline and clinical trial databases – including ClineTrials, ClinicalTrials.gov, and EU Clinical Trials Register.

Protocol First / Clinical Pipe
Booth #2736



Clinical Pipe is an EHR-to-EDC connector, used as a productivity tool for clinical research. Instead of manual transcription from EHR-to-EDC, 30-70% of the data flows directly from EHR into the EDC database (e.g., Rave, Inform). This process eliminates transcription errors and SDV, and vastly reduces on-site monitoring visits.

Product & Services Showcase

The *DIA Show Daily* will feature a Product & Services Showcase, offering the opportunity to highlight products on display at *DIA 2020*.

Early Bird Price:
\$599/per product

- Cost: \$650/net per product, appears in all four issues; OR \$375/net per product, appears in the Monday and Tuesday Issues.
- Listing includes: company name & booth number; product photo (max. 1.5" w x 2.5" h); 50-word description; and hyperlink in digital version
- Organized alphabetically, by company name.
- Products introduced after January 1, 2020, will have a "new" symbol next to their listing.

Insertion Order Deadline: May 27, 2020
Materials Deadline: June 3, 2020

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.

#DIA2019 Monday, June 24, 2019 - 23

Exhibitor News

Exhibitor News features press releases submitted by exhibitors to the DIA Global Annual Meeting that advertise in the publication.

MEDES Exploring Cross-Cutting Methods Research in Safety Studies

Progress built on FDA's Sentinel System and utilizes algorithms based on observational data to identify clinical endpoints – and to improve the accuracy of these algorithms.

The Institute for Medical Devices Development and Surveillance (IMDD) is a leading provider of regulatory and quality assurance services for the FDA. IMDD's Sentinel System is a leading provider of regulatory and quality assurance services for the FDA. IMDD's Sentinel System is a leading provider of regulatory and quality assurance services for the FDA.

PatCh Revolutionizes Continuous ECG Data Collection in Clinical Trials

In the top line of an ambulatory ECG monitor, you need something that can be worn for weeks, is comfortable, and provides accurate data. PatCh is a leading provider of regulatory and quality assurance services for the FDA.

All press releases are due to CustomNEWS, jwaters@showdailies.com by June 3, 2020

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



DIA 2020 Show Daily Advertising Insertion Order

Please return to
Jenn Waters, CustomNEWS:
jwaters@showdailies.com
Request Fax Number.
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 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

Credit Cards Accepted: Visa, Mastercard, American Express or Discover

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

Signature _____

Cancellation Policy:
Onsite issue advertisers cancelling after March 1, 2020, will be billed for 50% of the total net cost. Advertisers cancelling after May 15, 2020, will be billed for 100% of the total net cost.