

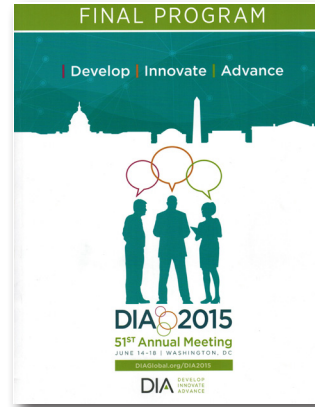
Gain Prominence for Your Company During the DIA 2016 52nd Annual Meeting



DIA 2016 52nd Annual Meeting Program – Philadelphia, PA

This comprehensive meeting program is the onsite reference that 7,000+ attendees will use throughout the DIA 2016 52nd Annual Meeting. Your ad can be positioned to most effectively support your exhibit message and sustain your booth attendance.

DIA Annual Meetings:
 Philadelphia 2016 – June 26-30
 Chicago 2017 – June 18-22
 Boston 2018 – June 24-28



DIA Show Daily – Distributed to All Attendees

Breaking news is delivered daily during the DIA Annual Meeting held each June. Don't miss the opportunity to prominently place your company advertising and booth messages to remind all attendees of your company's participation.

Availability is limited.
Closing date for reservations and materials:
 Issue 1 – June 16th
 Issues 2/3/4 – June 22nd

Marketplace/Business Card Ads are being accepted in the exhibitor list/floor plan pull-out section. This is a great opportunity for you to cost-effectively get exposure as attendees decide how they'll allocate their time on the floor. Inventory is limited, so plan early to take advantage of this outstanding offer. If you wish, we will create the ad for you at no charge. We need only your company logo and text.

\$500 to run in the pull-out section of two editions of the *Show Daily*, \$700 for all four editions.



CONTACT:
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DIA Annual Meeting Publications Advertising Rates and Specs



	Rates (net) in US\$	
	4/C	B+W
Full Page	5,045	3,445
1/2 H or V	4,050	2,450
1/4 Page	3,210	1,610

Ad files should be a PDF.
Bleed is 1/8" (.125") to all sides.
Live area is inside 5/8" (.625").

Publication Size: 8.5" x 11" (216 x 279mm)		
Ad Page Size	Live Inches (mm)	Bleed Inches (mm)
Full Page	7.5 x 10.5 (191 x 267)	8.75 x 11.25 (222 x 286)
1/2 Horizontal	7.5 x 4.875 (191 x 123)	N/A
1/2 Vertical	3.5 x 10.5 (89 x 267)	N/A
1/4 Page	3.5 x 4.875 (89 x 123)	N/A



	Show Daily			Exhibitor Rates			All Rates Are (Net) in US\$		
	1x	2x	3x	4x	2nd Color	4-Color	4x	2nd Color	4-Color
Jumbo		2,825	2,690	2,550	2,420	400			1,200
Jr. Full		2,280	2,175	2,065	1,955				
1/2 Page		1,735	1,655	1,575	1,490				
1/4 Page		1,165	1,115	1,085	1,030				
Page 1 Banner		2,280	2,175	2,065	1,955				

	Show Daily			Non-exhibitor Rates			All Rates Are (Net) in US\$		
	1x	2x	3x	4x	2nd Color	4-Color	4x	2nd Color	4-Color
Jumbo		4,240	4,020	3,800	3,585	400			1,200
Jr. Full		3,425	3,260	3,095	2,930				
1/2 Page		2,610	2,480	2,360	2,240				
1/4 Page		1,795	1,710	1,630	1,545				
Page 1 Banner		3,425	3,260	3,095	2,930				

Closing date for reservations and materials

Issue 1 - June 16th

Issues 2/3/4 - June 22nd

Ad files should be a PDF.

Ad sizes	Live inches (mm)
Jumbo	10 x 14 (254 x 356)
Jr. Full	7.5 x 9.5 (191 x 241)
1/2 Page	7.5 x 4.75 (191 x 121)
1/4 Page	4.75 x 4.75 (121 x 121)
Page 1 Banner	9.75 x 2 (248 x 51)
Trim Size:	11 x 15 (279 x 381)

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