



DIA 2018 Global Annual Meeting *Official Show Daily*

Stand Out in Boston: Advertise in the Official *Show Daily* of the DIA 2018 Global Annual Meeting

What is the DIA 2018 Show Daily?

For the past 12 years, the *DIA Show Daily* has been the official daily newspaper of the DIA Global Annual Meeting. Attendees turn to the publication for conference news and updates, the exhibitor list and floor plan.

Why advertise in the official show daily of the DIA 2018 Global Annual Meeting?

Exhibitors advertising in the meeting's official show daily will reach their target audience at precisely the right time.

How will this publication be distributed?

Our show daily distribution team wears **green shirts**, to distinguish our publication as the official show daily. Reminders 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 (new for 2018) and also actively distributed throughout the BCEC on Sunday.
- **Issues 2, 3 and 4 (Monday through Wednesday)** will be actively distributed throughout the BCEC and outside select DIA hotels as attendees board shuttle buses.
- **Digital links** of each issue will be included in DIA's daily email newsletter and shared via DIA's social media accounts.

Advertise in the DIA 2018 Annual Meeting *Official Show Daily* to:

- Reach attendees **every morning** as they plan their days in Boston.
- **Stand out** from your competitors.
- Raise attendee awareness about **new product introductions**.
- **Publish** press releases/articles with images in the *DIA Show Daily*.

Can I submit editorial content?

Yes, *DIA Show Daily* advertisers (1/4 page or larger) can submit one 300 word article/press release, with color image/company logo, for complimentary publication in each issue that an advertisement is placed.

How do I showcase new products?

See page 2 for more information on our New Product Showcase. Listings appear in all issues.

Will the DIA 2018 Show Daily include the exhibitor list and floor plan?

Yes, the updated list and floor plan will be in the centerspread of all issues. Companies advertising in the *DIA 2018 Show Daily* will be bolded in the alphabetical listing.

New Advertising Sales Contact

CustomNEWS, Inc. (Jenn Waters, jwaters@showdailies.com, 240/401-6779) is the new **DIA authorized vendor** for *DIA 2018 Show Daily* advertising sales.

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

View the *Show Daily* from the DIA 2017 Global Annual Meeting:

- [Sunday](#)
- [Monday](#)
- [Tuesday](#)
- [Wednesday](#)





DIA 2018
GLOBAL ANNUAL MEETING
BOSTON | JUNE 24-28

DIA 2018 Global Annual Meeting

Official Show Daily

SHOW DAILY ADVERTISING RATES & SIZES

Size	Width x Depth	1X	2X	3X	4X
Bellyband	22.5" w x 3" h	\$4,700 per issue, includes printing			
Page One Strip Ad	10" x 2"	n/a	n/a	n/a	\$8,900
Page One Billboard	2.4" x 4.5"	n/a	n/a	n/a	\$8,500
Back Cover	10" x 14"	n/a	n/a	n/a	\$10,700
Inside Front Cover	10" x 14"	n/a	n/a	n/a	\$10,100
Inside Back Cover	10" x 14"	n/a	n/a	n/a	\$9,600
Full Page	10" x 14"	\$2,650	\$5,100	\$7,350	\$9,400
Half Page Island	7" x 10"	\$2,100	\$4,100	\$6,000	\$7,500
Half Page horizontal	10" x 7"	\$1,700	\$3,300	\$4,700	\$5,900
1/4 Page	5" x 7"	\$1,200	\$2,300	\$3,300	\$3,900

New Product Showcase - see below.

- Rates are gross and include 4C
- 15% agency commission to recognized agencies.

Advertising Deadlines:

Space Reservations: May 30, 2018

Ad Materials: June 7, 2018

New Product Showcase

Every issue of the *DIA Show Daily* will feature a New Product Showcase section, offering exhibitors the opportunity to highlight new products on display at DIA 2018. This is a great way to promote new books and product introductions



- Pricing per listing: \$1,250 net (all issues)
- Listing Includes:
 - Company name
 - Booth number
 - Product photo (max. 2.5" h x 2.5" wide)
 - Description (max. 100 words)
 - Link to company website in digital version
- Listings organized alphabetically, by company name.

Insertion Order Deadline: May 30, 2018

Materials Deadline: June 7, 2018

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 for complimentary publication in the same issue the ad appears.

All press releases are due to Jenn Waters, CustomNEWS, jwaters@showdailies.com by June 7, 2018.

Specifications

- **Sizes** - Trim size is 11" x 15" and is printed on 50# white offset, non-glossy stock. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. 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.

Complete specifications will be sent to confirmed advertisers.



DIA 2018 Show Daily Advertising Insertion Order

Please return to
Jenn Waters, CustomNEWS:
Fax: 240/257-7171
jwaters@showdailies.com
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: _____ 4C? _____

Gross Amount: _____ Agency Commission (if applicable): _____

New Product Showcase:

Number of Placements: _____ Total Cost: _____

Net 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: _____

Signature

Date

Cancellation Policy:

Onsite issue advertisers cancelling after May 15, 2018, will be billed for 50% of the total net cost. Advertisers cancelling after June 1, 2018, will be billed for 100% of the total net cost.