

DIA 2017 Annual Meeting Publications

**Expand your Company presence at the DIA 2017 Annual Meeting
June 18-22, Chicago, IL**

- Annual Meeting Program
- **NEW!** Annual Meeting Exhibitor Directory
- DIA Show Daily
(The OFFICIAL DIA Newspaper covering the DIA 2017 Annual Meeting)
- DIA Career Zone
- DIA Annual Meeting Attendee List
- Marketplace/Business Card Ads



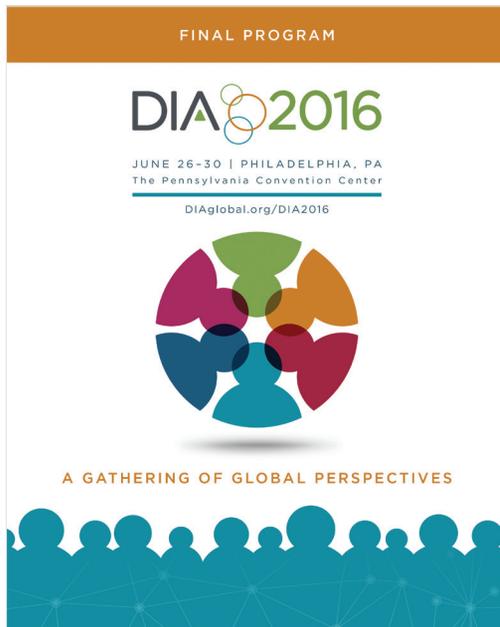
DIA MEDIA KIT 2017

Annual Meeting Program

Showcase your company in this printed, comprehensive meeting program that is distributed to 7000+ attendees. Your ad can be positioned to most effectively support your exhibit message and encourage exhibit booth traffic. See right for ad space and pricing.

New This Year! Annual Meeting Exhibitor Directory

Enhance your Company's visibility by advertising your exhibit booth and company solutions in the Annual Meeting Exhibitor Directory, a printed directory distributed to 7000+ attendees. See right for Annual Meeting Exhibitor Directory ad space and pricing.



Annual Meeting Program

	4/c	B+W
Full Page (non tabs)	\$5355	\$3657
Full Page (tab; one side only)	\$6000	N/A
½ Horizontal or Vertical	\$4300	\$2600
¼ Page	\$3400	\$1710
Exclusive Belly Band	\$6,750	N/A

Ad Sizes	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)
½ Page Horizontal	7.5 x 4.875 (191 x 123)	N/A
½ Page Vertical	3.5 x 10.5 (89 x 267)	N/A
¼ Page	3.5 x 4.875 (89 x 123)	N/A

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

Annual Meeting Exhibitor Directory

	4/c	B+W
Full Page (non tabs)	\$5355	\$3657
Full Page (tab; one side only)	N/A	N/A
½ Horizontal or Vertical	\$4300	\$2600
Exclusive Belly Band	\$5,750	N/A

DIA SHOW Daily

The OFFICIAL DIA Newspaper covering the DIA 2017 Annual Meeting

Breaking news is delivered daily during the DIA 2017 Annual Meeting and distributed directly to the 7,000+ attendees. Don't miss the opportunity to prominently place your company advertising and booth messages to remind all attendees of your company's participation in DIA's OFFICIAL Show Daily.

New this year!

- Featured sections will be available through each edition of the DIA Show Daily
- The DIA Show Daily will be actively distributed in select DIA hotels by our DIA Show Daily team (as indicated by their green t-shirts - ask us about advertising on these t-shirts!), so attendees can read each edition on their way to McCormick Place

Exhibitor Rates

	1x	2x	3x	4x
Jumbo	\$2,900	\$2,770	\$2,625	\$2,490
Jr. Full	\$2,350	2,250	\$2,125	\$2,015
1/2 Page	\$1,790	\$1,700	\$1,625	\$1,530
1/4 Page	\$1,200	\$1,150	\$1,120	\$1,060
Page 1 Banner	\$2,350	\$2,250	\$2,125	\$2,015

Non-Exhibitor Rates

	1x	2x	3x	4x
Jumbo	\$4,370	\$4,140	\$3,900	\$3,690
Jr. Full	\$3,525	\$3,360	\$3,190	\$3,020
1/2 Page	\$2,690	\$2,555	\$2,430	\$2,310
1/4 Page	\$1,850	\$1,760	\$1,680	\$1,590
Page 1 Banner	\$3,525	\$3,360	\$3,190	\$3,020

Ad Sizes	Size 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)



Industry News

Every ad purchased in the Show Daily will include a 200-word text entry with a max 2" x 2" image or logo into our new Industry News section. Advertising companies can feature industry news or company highlights. All entries subject to DIA approval.

Deadlines

(unless otherwise noted)

June 1, 2017 Space Reservation

June 7, 2017 Advertising Materials

DIA MEDIA KIT 2017

Show Daily Belly Bands

Size: 22.5" w X 3" h Due: May 30, 2017

\$4,750 per issue

DIA Career Zone

This featured section is for companies interested in posting their career opportunities within their organization. Three options are available: a 2.5"x3" and 2.5"x4.5" full color advertisement, or a 100-word text ad with no graphics.

	1x	2x
2.5"x3"	\$375	\$300
2.5"x4.5"	\$575	\$500
100 words	\$475	\$400

Product Showcase

Organized alphabetically by company name, exhibitors can feature products and services in all four issues. Details include company name, booth number, URL, 100-word description, and one product photo, max 2.5" w x 2.5"h

\$1,200 per product listing to appear in all four issues

DIA Annual Meeting Attendee List

Printed copy of the DIA 2017 Attendee list distributed to 7000+ attendees.

Exclusive Belly Band \$3,750

Maretplace/Business Card Ads

Exhibitor list/floor plan pull-out section of the DIA Show Daily or on the DIA Annual Meeting Pocketguide which will be provided to all 7,000+ attendees as their onsite map of the convention center and quick guide to sessions.

Business card Ad in DIA Annual Meeting Pocket Guide \$575

Business card Ad in Show Daily Exhibitor List/Floor plan pull \$475

Maximize Your Brand Exposure and Reach Your Target Market in 2017

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