

# DIA MEDIA KIT 2017

Reach Members and Stakeholders Worldwide



DIA stakeholders represent the most influential people in the medical product development field. From product developers to academics, and regulators to patient advocates, DIA is the platform for working together and discovering new methods to improve health and well-being throughout the world.

Since its founding in 1964, DIA has evolved from a group of 30 professionals employed in academia and the pharmaceutical industry into a global, multidisciplinary society with members in more than 80 countries.

Join DIA and explore our advertising and marketing opportunities to assist you in reaching new customers.

### 2017 Advertising and Marketing Opportunities include:

- Global Forum Magazine
- White Papers
- Therapeutic Innovation & Regulatory Science Journal (TIRS)
- Custom Podcasts
- Solution Provider Webinars (SPW)
- Solutions Showcase eBlasts
- DIA Career Center Job Posts and Packages
- DIA 2017 Annual Meeting Digital and Print Ads

### Maximize Your Brand Exposure and Reach Your Target Market in 2017

Contact: **Amy Barnett**

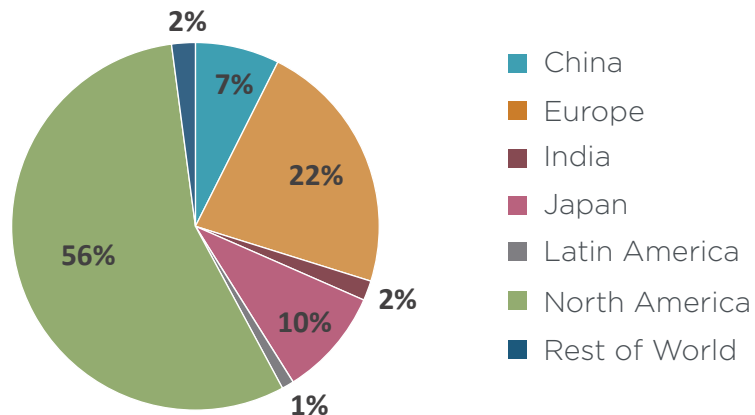
Director of Client Publishing Services  
Influence Media

[abarnett@influencem.com](mailto:abarnett@influencem.com)

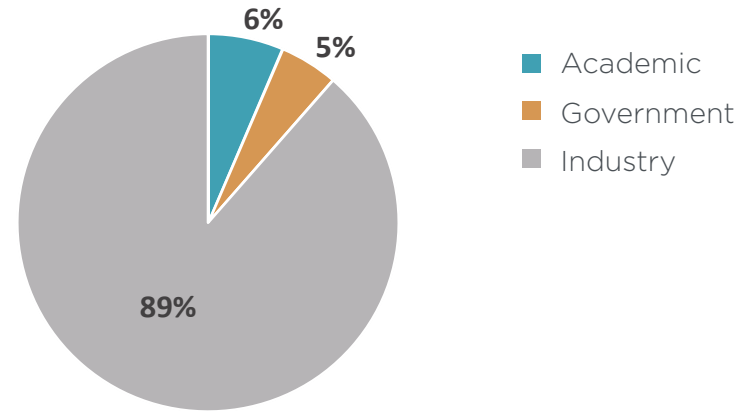
215.290.9916



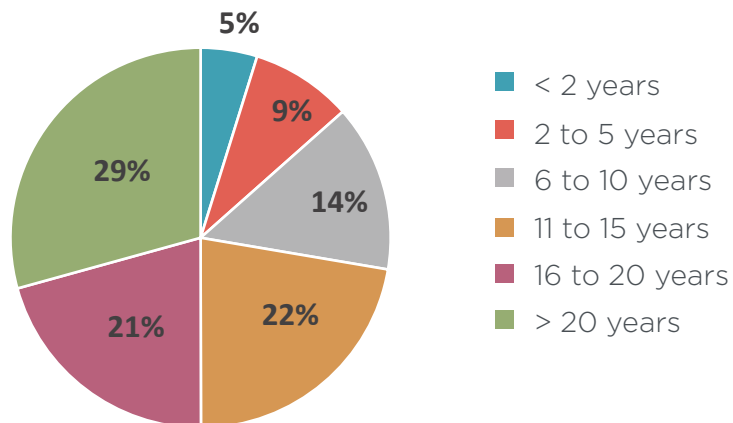
## Members by Region



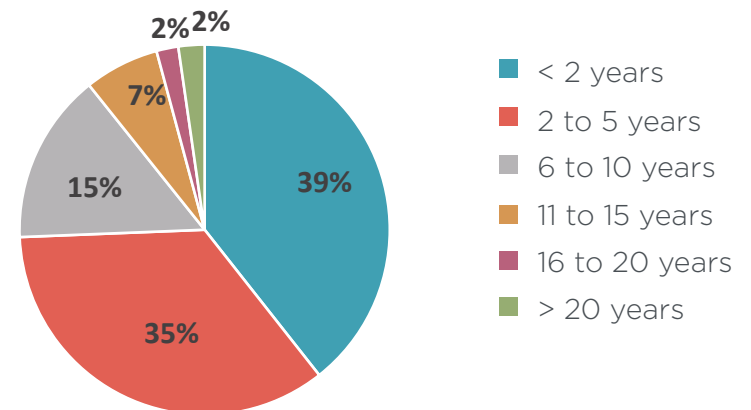
## Work Setting



## Industry Experience



## Years at Position



# Global Forum Magazine

Global Forum, DIA's digital thought leadership publication, offers expert global and regional coverage of the discovery, development, regulation, surveillance, and marketing of health care products.

## Content focuses on the primary pillars of the DIA brand:

- Translational Medicine
- Patient Engagement
- Value and Access
- Regulatory Science

## Thought leadership content includes:

- Coverage and summaries of 30+ global DIA conferences, forums, and events
- Regional advisory council reports
- Thought pieces and interviews from regulatory, industry, academic, and patient experts
- Vital news, market information, and practical tips for application
- Regulatory and global updates
- Special sections that delve deeper into topics that impact the medical product development landscape

Read all issues at [globalforum-online.org](http://globalforum-online.org)



# Global Forum Reaches 55,000 Readers

Deliver your message to the high-level readership of global DIA members, and regulatory, drug safety, clinical trials professionals, and more - in two highly effective ways.

1. See your ad in the Global Forum (page specifications, see right)
2. Publish your white paper. The first page of your white paper will appear in the Global Forum. The paper will link directly to the full paper, hosted on DIA's website. Collect lead data from your readers and gain exposure for up to one year.

## Global Forum's Exceptional Reach

- 72% of readers read every issue
- 84% spend 30 or more minutes reading an issue
- 76% reference Global Forum frequently
- 82% rate content as good to excellent

## Frequency: Nine times a year

Gross advertising rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.



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	1X	3X	6X	12X	24X
<b>1 page</b>	\$3533	\$3389	\$3039	\$2807	\$2632
<b>½ page</b>	\$2524	\$2421	\$2173	\$2009	\$1880
<b>¼ page</b>	\$1906	\$1828	\$1648	N/A	N/A
<b>Marketplace</b>	\$716	N/A	N/A	N/A	N/A

### Cover and Preferred Position Rates (Non-Cancelable)

Inside front cover	Earned rate + 35%
Facing Table of Contents	Earned rate + 30%
Facing first text page	Earned rate + 25%
Other specified positions	Earned rate + 15%

### Ad Sizes

Ad Sizes	Specs
Full Page	8.125" X 10.875"
½ Page Horizontal	7.125" X 4.875"
½ Page Vertical	3.375" X 9.875"
¼ Page	3.375" X 4.875"
Marketplace	2.16" X 1.64"

All fonts must be embedded. Minimum required image resolution is 72 dpi. All color files must be created and submitted to publisher in RGB color mode.

### Issue Date 2017

February	Jan 18 / Jan 25, 2017
April	Mar 17 / Mar 24, 2017
May	Apr 17 / Apr 24, 2017
June	May 18 / May 25, 2017
July/August	Jun 16 / Jun 23, 2017
September	Aug 18 / Aug 25, 2017
October	Sep 18 / Sep 25, 2017
November	Oct 18 / Oct 25, 2017
Dec/Jan	Nov 15 / Nov 22, 2017

### Space Reserved/Materials Due

## See Your White Paper in Global Forum

Influence the industry with your white paper\* and demonstrate your organization's expertise. Build your success and influence while providing leads to your sales team.

- White Papers are showcased in DIA's Global Forum
- Full-page ad displaying the first page of each white paper - with your design and branding - within the first 25 pages of Global Forum
- Highlight white paper in the Global Forum email announcement sent to approximately 55,000 global prospects

## White Paper Library and Lead Generation

- White paper hosted on DIA's exclusive White Paper Library for one year
- Company receives contact details for each reader who accesses White Paper for one year

**Publish one paper for \$2,825 or two for \$4,900.**

## Global Forum AD Specifications

Trim size: 8.125" x 10.875" for full-page Global Forum White Paper ad. Links to your website can be incorporated. Within your ad, please incorporate a "click here" line that DIA will use to insert a link to your white paper on the DIA website.

\*DIA must approve content prior to publication.

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## Custom Podcasts

Have a new technology or process to share? What better way to get your message across to medical product development professionals than through a podcast that can be streamed anytime, anywhere? Share new insights to advance innovation, highlight key thought leaders in your industry to influence and spark discussion around current trends and hot topics.

Listeners will be driven to a lead capture landing page where they will access your podcast to catalyze driving new ideas into action.

**Podcasts \$1,750**

Listen to DIA Podcasts at  
[diapublications.podbean.com/](http://diapublications.podbean.com/)

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# Solution Provider Webinars

DIA's stakeholders are in constant demand for breaking information and innovative solutions. Reach out to a global audience using DIA's platform and host your own DIA Solution Provider Webinar (SPW).

Identify your topic and select your own subject matter experts to present your company's content and solution. Let DIA do the rest!

## Solution Provider Webinar Benefits

- Pre-SPW planning
- SPW listing on DIA's website
- DIA will market SPWs through diverse methods (email, social media, and cross marketing banner placements) refined by geography, job titles, and other identifiers provided

- Live Webinar Hosting
- DIA event planners and logistics experts will lead the way by coordinating rehearsal and orchestrating the live event
- Post-Webinar outcomes and lead retrieval
- SPWs will be recorded and posted on DIA's website as an On Demand offering for up to one year
- SPWs are free and open to anyone. Contact information is provided to all registrants that attend the live or archived event for one year
- **SPWs are \$9,800 on an individual basis. Bulk purchases are negotiated on a case by case basis.**

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# Solutions Showcase eBlast Campaign

**You provide the content. We deliver the audience.**

A powerful way to put your exclusive email message in front of the highly influential DIA members.

Who knows what resonates with your clients and prospects better than you? An eBlast to prospects in North America is your opportunity to inform, enlighten, and engage without competitive noise.

- You control the content
- DIA sends your exclusive message on a Friday or Sunday of your choice
- **1x Rate \$4,120 - just 22¢ per delivered email**
- **3x Rate \$7,985 - just 14¢ per delivered email**

Book Early.  
Space Fills Up Quickly!



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**DIA MEDIA KIT 2017**

# 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



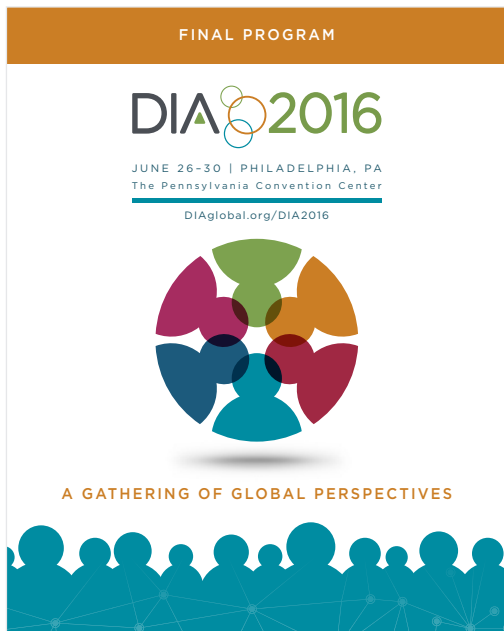
**DIA MEDIA KIT 2017**

## 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
<b>Full Page (non tabs)</b>	\$5355	\$3657
<b>Full Page (tab; one side only)</b>	\$6000	N/A
<b>½ Horizontal or Vertical</b>	\$4300	\$2600
<b>¼ Page</b>	\$3400	\$1710
<b>Exclusive Belly Band</b>	\$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
<b>Full Page (non tabs)</b>	\$5355	\$3657
<b>Full Page (tab; one side only)</b>	N/A	N/A
<b>½ Horizontal or Vertical</b>	\$4300	\$2600
<b>Exclusive Belly Band</b>	\$5,750	N/A

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# 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



## 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

## Exhibitor Rates

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

## Non-Exhibitor Rates

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

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### 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**

### Marketplace/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**

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