

APIC DAILY NEWS

THE DAILY NEWSPAPER OF THE APIC 2016 ANNUAL CONFERENCE

Charlotte, NC

June 10 – 13, 2016



What's APIC Daily News?

APIC Daily News directly reaches APIC Annual Conference attendees.

Four onsite issues will be both actively distributed throughout the convention center each day and available in a digital format. Get your message out to infection preventionists in Charlotte, as well as APIC members.

The Digital Highlights Issue of **APIC Daily News** is distributed via email to the more than 15,000 APIC members and conference attendees. Readers can click on advertisements to visit your company's website.

Why Should I Advertise?

Attendees pick up the onsite issues of **APIC Daily News** to catch up conference and association news. Onsite printed issues are **produced at the conference and actively distributed to attendees** each morning. Copies flew off the shelves at APIC 2015 in Nashville!

What's My Deal?

- Get a **free 200-word press release** in every issue in which you advertise.
- All advertisements are **linked to your company's website**, at no additional cost.
- Reserve your placement by February 17, 2016 to receive 15% off (not applicable to New Product Showcase).

Be Sure to Learn More About:

- New Product Showcase listings (page 5)
- Email advertising placements in **APIC Daily News** e-blasts (page 6)

New Product Showcase

Every issue of **APIC Daily News** will feature a New Product Showcase section, offering exhibitors the opportunity to highlight new products on display at APIC 2016.



Listing will include company name, booth number, product photo, 100-word description and link to company website in digital version.

- **Pricing per listing:** \$950 (for all four issues)

See separate form to reserve placement.

Reach APIC Members & Attendees with Digital Distribution & Email Advertising

Links to each issue of **APIC Daily News** will be distributed via email to all APIC members during the APIC 2016 Annual Conference – and all advertisements will be linked to your company's website or requested webpage.

Emails sent in conjunction with the APIC 2015 Annual Conference had an average open rate of 21% (sent to approx. 17,100 recipients).

Advertise in the daily highlights email sent to APIC members and attendees.
See page 6 for more information.



Read the 2015 onsite issues of **APIC Daily News:**

[Friday](#)
[Saturday](#)
[Sunday](#)
[Monday](#)

Digital Highlights Issue



An advertisement in the digital highlights edition of **APIC Daily News** delivers your message to both APIC members and visitors to the APIC Conference website. Your ad is linked, at no cost, to the website of your choice. You also receive the opportunity to submit one 200-word press release for publication at no additional cost.

Highlights Ad Placement (include 4c)

Size	Gross Cost
Inside Front Cover (8.5" w x 11" h)	\$725
Full Page (8.5" w x 11" h)	\$650
Half Horizontal (7.5" w x 5" h)	\$450

Space Reservation Deadline: June 1, 2016

Materials Deadline: June 10, 2016

[Link to 2015 Digital Issue](#)
[Highlights Issue](#)

Metrics from 2015 highlights issue

- Email open rate: 24.35%
- Publication Page views - total: 7,595
- Ad with highest click-thru rate: 31.47%

Complimentary Editorial Opportunity with Ad Purchase

Each advertisement placed in an issue of **APIC Daily News** offers the exhibiting company the opportunity to submit one 200-word press release for complimentary publication in the same issue the ad appears.



**Please note that a press release cannot appear in more than one issue. For example, if a company advertises in three issues, they can submit three different press releases.

Exclusive Opportunities:

Bellyband:

Wrapped around issue; 4C, price includes printing: \$4,900/issue (limit one per issue)
 Sold on first-come basis
 Materials due by May 25, 2016
 Size: 22.5" w x 3" h

Postcard:

Adhered to page B1
 4C, price includes printing:
 \$2,000/issue 1; \$2,600/issue 2-3-4;
 Sold on first-come basis (limit one per issue)
 Materials due by May 25, 2016
 Size: 6" w x 4" high

Email Advertising:

Four advertising placements are available in the daily email sent during the conference to more than 17,000 recipients (APIC members and attendees). Each email will feature the link to the day's issue of **APIC Daily News** as well as other conference news and highlights. Please see the order form on page 6 for email advertising pricing and specifications.

APIC Daily News Distribution Sponsorship



Display your custom graphics on the back of the t-shirts worn by the staff distributing **APIC Daily News**. Your graphics will be seen by all attendees each morning as the staff distribute this very popular publication. Contact Jen Kerhin, apicsponsorships@sponsorshipboost.com, for availability and pricing.

Stand Out in Charlotte

The APIC conference daily newspaper is a one-of-a-kind opportunity for exhibitors to communicate their message to conference attendees. **APIC Daily News** will be published four times onsite during the conference and actively distributed to attendees each morning.

APIC Daily News contains articles on education sessions, industry news, conference updates and live photography. Attendees rely on the conference daily newspaper to keep them informed while in Charlotte, and help them plan out their time at the conference.

An ad in **APIC Daily News** tells attendees that your company is at the conference, and ready to help them move forward in the industry. These issues will help guarantee high visibility and maximum traffic for your company's exhibit booth.



4C ADVERTISING RATES & SIZES

Size	Width x Depth	1X	2X	3X	4X
Page One Strip Ad*	10" x 2"	n/a	n/a	n/a	\$7,100
Page One Billboard*	2" x 2"	n/a	n/a	n/a	\$6,600
Back Cover*	10" x 14"	n/a	n/a	n/a	\$8,300
Inside Front Cover*	10" x 14"	n/a	n/a	n/a	\$7,900
Full Page	10" x 14"	\$2,600	\$4,600	\$6,500	\$7,400
Half Page Island	7" x 10"	\$2,300	\$4,200	\$5,800	\$6,950
Half Page horizontal	10" x 7"	\$2,150	\$3,900	\$5,550	\$6,600
1/4 Page horizontal	5" x 7"	\$1,700	\$3,100	\$4,550	\$5,600

Rates include 4C.

Size

Trim size is approximately 11" x 15". Pages are four columns wide. All critical matter or illustrations should be kept at least 1/2" from all edges.

Bleed spreads

Four-color or black-and-white spreads are available ROP. Rate is space plus 15 percent. All bleeds are toward the gutter.

Mechanical charges

Any work done at an advertiser's request will be an additional cost, including stripping, halftones, screens, reverses, additional artwork, typesetting, etc.

Printing/paper stock

APIC Daily News is printed on 50 lb. white offset uncoated stock.

Materials accepted

Please submit high-resolution PDF or tif files. Incorrectly designed files will result in an additional minimum \$75 production charge if files need to be converted to PDFs for publication. Please contact Jenn Waters at CustomNEWS for FTP information or alternate e-mail address to send files via YouSendIt.

Production of advertisements

Where an advertiser does not have advertising copy, APIC Daily News will provide standard type and mechanical assembly of advertisements at cost. Where an advertisement requires original photography, sketches, and/or special effects, advertiser will pay these costs at billed rates.

Content of advertisements

All materials submitted for publication in APIC Daily News must comply with APIC's Advertising Policy. Please request a copy

from Jenn Waters if you do not have one.

Press releases

Press releases for APIC Daily News will only be accepted as Microsoft Word files. Please specify which article is to appear in which issue. Press releases cannot be repeated in more than one issue.

Agency commissions/discounts

CustomNEWS pays a standard 15% commission to recognized agencies.

Cancellations

Requests for canceling space reservations must be submitted in writing to jwaters@showdailies.com. Advertisers cancelling after April 15, 2016 will be billed for 50% of the total net cost. Advertisers cancelling after May 18, 2016 will be billed for 100% of the total net cost.

Deadlines for Onsite Issues

Early Bird Deadline: February 17, 2016

Space Reservations: May 19, 2016

Advertising Materials: May 26, 2016

Reserve by Feb. 17 and save 15%!

Questions? Contact Jenn Waters, CustomNEWS:
240/401-6779, jwaters@showdailies.com

APIC Daily News

Advertising Insertion Order

Please complete and
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 Reservation

Number of Issues: _____ Ad Size: _____
Gross amount: _____ Color: B/W 4C
Agency Commission (if applicable): _____ Discounts (if applicable): _____
Net Amount: _____
Payment: Bill Me Now Bill Me on 6/13/16 Credit Card

Charge Information

Card (circle): Visa, Mastercard, American Express or Discover

Account #: _____ Expiration Date: _____ Billing Zip Code: _____

Signature

Date

Cancellation Policy: Advertisers cancelling after April 15, 2016 will be billed for 50% of the total net cost. Advertisers cancelling after May 18, 2016 will be billed for 100% of the total net cost.

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New Product Showcase

Every issue of *APIC Daily News* will feature a New Product Showcase section, offering exhibitors the opportunity to highlight new products on display at APIC 2016.

- **Pricing per product listing:** \$950 (for all four issues)
- **Listing Includes:**
 - Company name
 - Booth number
 - Product photo
 - Description (100 words max.)
 - Link to company website in digital version

- *Listings will be organized alphabetically, by company name.*
- *New products must be on display in your APIC booth.*
- *Payment: credit card or invoiced upon receipt of paperwork.*



Company Information

Company Name: _____

Contact: _____ Title: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Payment: via credit card (if not completed, invoice will be sent)

Total cost: _____

Bill me or Charge to CC (circle): Visa, Mastercard, American Express or Discover

Account #: _____ Expiration Date: _____

Billing address zip code: _____

Signature/date

Please email or fax this form with payment information to: Jenn Waters, CustomNEWS: (t) 240-401-6779; (f) 240-257-7171. Please e-mail listing content to Jwaters@showdailies.com.

New Product Showcase Deadlines:
Listing Forms: 5 p.m. EST, May 20, 2016
Listing Content: Product photo (hi-res); description; company name, booth # and website due to jwaters@showdailies.com by 4 p.m. EST on May 27, 2016.

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APIC Annual Conference: Email Newsletter

Advertising space is available in a [daily email newsletter](#) sent out four times during the APIC Annual Conference and once apx. 10 days after the conference. Each email will contain a link to the digital version of *APIC Daily News*, conference highlights, photos and meeting information. A maximum of four banner ads will be accepted in each issue. Each ad will be linked to the advertiser's website/webpage of choice.

Emails will be sent to a distribution list of more than 17,000, which includes APIC members, attendees and industry representatives.

Email Dates:

- Friday, June 10 • Saturday, June 11 • Sunday, June 12 • Monday, June 13
- Post-conference Highlights issue

Pricing: Banner ad (530 px w x 120 px h): \$1,800 net per placement

Insertion Order deadline: June 1, 2016

Materials deadline: June 7, 2016

[Click to view emails from APIC 2015 Annual Conference](#)

• [Friday](#) • [Saturday](#) • [Sunday](#) • [Monday](#) • [Highlights](#)

Average open rate: 21%

Average click-thru rate: 4.76%



Company Information

Company Name: _____

Contact: _____ Title: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Payment: via credit card (if not completed, invoice will be sent)

Total cost: _____

Bill me or Charge to CC (circle): Visa, Mastercard, American Express or Discover

Account #: _____ Expiration Date: _____

Billing address zip code: _____

Day(s) Requested: _____

Signature/date

Email or fax form with payment information to:

Jenn Waters, CustomNEWS:
(t) 240-401-6779; (f) 240-257-7171
Please e-mail ad materials to
Jwaters@showdailies.com.

**APIC Annual Conference
Email Newsletter**

Insertion Order deadline: June 1, 2016

Materials deadline: June 7, 2016