DDW® Advertising Opportunities

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The new DDW 2020 meeting magazine is the next evolution in attendee literature. This glossy, magazine-style publication will include feature articles and essential meeting information, as well as a daily schedule. It’s a must-have resource for every attendee and the perfect vehicle to showcase your advertisement.

**DDW 2020**

**CONTENT INCLUDES**
- Feature and news articles
- Essential meeting information
- Daily schedule

**DEADLINES**
- March 6: Ad space/payment
- April 3: Ad materials due

**DISTRIBUTION METHOD**
- Distributed at the convention center at materials pick-up and registration.

**QUANTITY**
- 12,000

**PREMIUM ADVERTISING**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>BACK COVER</td>
<td>8 3/8&quot; x 11 1/4&quot;</td>
<td>$16,400</td>
<td></td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>7 3/8&quot; x 10 7/8&quot;</td>
<td>$14,625</td>
<td></td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>7 3/8&quot; x 10 7/8&quot;</td>
<td>$14,625</td>
<td></td>
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</tbody>
</table>

**ADVERTISING DIMENSIONS AND RATES**

For product ads requiring more than three pages of P.I., please inquire with your TriStar Event Media Strategist for a multi-page discount. Prices are quoted based on total page requirements.

**PREMIUM ADVERTISING**

*Includes full-page, 4/color ad  **Advertiser supplies printed bands.

**FRONT PAGE BANNER**

- Bleed: 8 3/8" x 11 1/4"
- Non-bleed: 7 3/8" x 9 5/8"
- Trim: 8 1/4" x 10 1/4"
- $17,500 (4/C)

**BELLYBAND**

- 3 1/8" x 3" *1000*
- $17,550 (4/C)

**MAP**

- 16 5/8" x 11 1/4"
- $13,500 (4/C)

**FULL-PAGE**

- 8 3/8" x 11 1/4"
- $3,500 (B/W)
- $11,700 (4/C)

**HALF-PAGE**

- 7" x 5" or 4 3/4" x 7 1/2"
- $8,500 (4/C)

**QUARTER-PAGE**

- 3 1/8" x 5"
- $4,200 (4/C)

**INSERT** (limit two)

- 7 3/8" x 10 1/4"
- $7,500 per insert (4/C)

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200.
The top way to advertise to society members and meeting attendees!

DDWNews.org

The DDW News website offers year-round engagement with a significant surge of readership surrounding the annual meeting. Choose from a variety of ads to reach your target audience when it counts the most.

CAMPAIGN PERIOD
Ads will be posted upon receipt and approval and will run approximately 60 days following the final traffic driver deployment (approximately June 27), unless otherwise specified by the advertising company.

SPECIFICATIONS
Contact your TriStar Event Media Strategist for ad specs!

2019 ANALYTICS

90,711 PAGEVIEWS
37,140 USERS
55,161 SESSIONS

PROMOTIONAL CHANNELS
• Social Media Posts
• 11 News Emails sent before, during and after DDW 2020. See pages 6-7 for details.
• Mobile App Home Screen Icon
• Links & CTAs on DDW and Sponsoring Society Websites

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200
Email Advertising

Expand your market exposure before, during, and after DDW 2020 with a banner ad that will appear in 11 EMAILS sent to approximately 35,000 DDW attendees and sponsoring society members. Emails sent in April and May 2020 will deliver your message alongside the latest meeting news and highlights from DDWNews.org.

DEADLINES
- March 13: Ad space/payment
- March 20: Ad materials due

SPECIFICATIONS
Contact your TriStar Event Media Strategist for ad specs!

ADVERTISING RATES

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner A</td>
<td>$18,000</td>
</tr>
<tr>
<td>Banner B</td>
<td>$16,800</td>
</tr>
<tr>
<td>Banner C</td>
<td>$13,800</td>
</tr>
<tr>
<td>Banner D</td>
<td>$11,600</td>
</tr>
<tr>
<td>Banner E</td>
<td>$10,400</td>
</tr>
</tbody>
</table>

Advertisements changing out will be subject to a 10% change-out fee. Rates include banner ads on 11 emails.

Receive a 5% DISCOUNT when you buy email and DDWNews.org advertising.

26% average open rate in 2019
DDW On-Site Bag

Distributed throughout the convention center by handout personnel, the DDW On-Site Bag is designed to promote your Satellite Symposia, product theaters, products, or booth activity. This popular opportunity is the perfect way to deliver marketing materials and gain last minute exposure.

Premium Distribution

Deliver your promotional piece directly to attendees with premium distribution in high-traffic areas of the convention center.

**DEADLINES**
- April 10: Ad space/payment
- April 17: Ad materials due

**SUGGESTED QUANTITY**
- 750 inserts

**DISTRIBUTION DATES**
- Saturday, May 2, Sunday, May 3

**ADVERTISING RATE**
- $6,000 per time slot

**INCLUDES**
- Three hours of exclusive distribution time in designated convention center location.
- One advertiser-supplied handout personnel for distribution of promotional insert.
- Advertiser-supplied branded attire for handout personnel.

**NEW!**

**SIX DISTRIBUTION TIME SLOTS AVAILABLE!**

**DEADLINES**
- March 6: Ad space/payment
- March 13: Ad materials due

**ADVERTISING RATE**
- $40,000 per unit (five units available)

**INCLUDES**
- Static images or video advertising on a 3 x 3 digital screen matrix
- Corporate or product branding on exterior wall unit

**SPECIFICATIONS**
- Provided upon space commitment

**LOCATION**
- Video walls will be placed in high-traffic areas outside the exhibit hall. Placement will be determined on a first-come, first-served basis.

**ADVERTISING DIMENSIONS**
- Window pocket insert cannot exceed 5 1/2" x 4".
- Logo not to exceed 9" x 6" (displayed directly above pocket).
- Logo artwork will be printed in black for the participating advertiser.

**DEADLINES**
- Jan. 17: Ad space/payment
- Jan. 24: Ad materials due

**ADVERTISING RATE**
- $7,600 full distribution
- $4,200 partial distribution

**DEADLINES**
- March 27: Ad space/payment
- April 3: Ad materials due

**DISTRIBUTION DATES**
- Saturday, May 2
- Sunday, May 3 (first day of exhibits)

**DISTRIBUTION METHOD**
- Convention center handout in high-traffic areas.

**QUANTITIES**
- 5,500 per day, full distribution
- 2,750 per day, partial distribution

**PROTOTYPE SUBMISSION**
- Submit PDF prototypes to Maria Berry at mberry@tristarpub.com.

**SPECIAL NOTES**
- See page 15 for details.

**PREMIUM ADVERTISING**

For even greater visibility, advertise on the outside of the DDW On-Site Bag! This premium opportunity features your company/product logo and booth number, as well as a clear 7" x 5" window pocket for a promotional insert. The DDW logo is displayed on the other side of the bag. Choose this option and be seen in attendees’ hands all over the convention center.

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- Jan. 24: Ad materials due

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- Window pocket insert cannot exceed 5 1/2" x 4".
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**DISTRIBUTION DATES**
- May 2 and May 3

**PREMIUM ADVERTISING RATE**
- $25,000 per day

**NEW!**

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**PROTOTYPE SUBMISSION**
- Submit PDF prototypes to Maria Berry at mberry@tristarpub.com.

**SPECIAL NOTES**
- See page 15 for details.
HOTEL

Guest Check-In Promotion
Be the first to greet attendees when they arrive at their hotels. Hotel staff will distribute your promotional item at guest check-in, ensuring early and exclusive visibility.

ADVERTISING RATE
$21,000

DEADLINES
April 10  Ad space/prototype/payment
April 17  Finished product samples due to TriStar
April 30  Finished products due to hotels

SPECIAL NOTES
See page 15 for details.

Custom Post-It® Notes
Placed on attendees’ hotel room doors, Custom Post-It® Notes are an extremely visible and effective way to extend your marketing message beyond the convention center.

RATES
$26,500 partial distribution (two packages available)
$55,000 full distribution (one package available)

QUANTITIES
2,750, partial distribution
5,500, full distribution

DEADLINES
March 27  Ad space/prototype/payment
April 3  Ad materials due

DISTRIBUTION DATES
May 2, May 3, May 4, May 5

DISTRIBUTION METHOD
Post-It® Notes will be placed on the outside of attendees’ hotel room doors each morning at participating hotels.

DIMENSIONS
Trim: 8” x 5 ¾” | Live: 7 ½” x 5 ¼” | Bleed: 8 ¼” x 6 ¼”

Premium Hotel Room Drop
For dynamic brand or product exposure, DDW offers premium hotel room drops each day of the meeting. Each daily door drop is available to only one company and the participating company is allowed to distribute one item.

ADVERTISING RATE
$50,000 per outside room drop

DISTRIBUTION DATES
May 2, May 3, May 4, May 5

DEADLINES
April 10  Ad space/prototype/payment
April 17  Finished product samples due to TriStar
April 30  Finished products due to hotels

QUANTITIES
6,300 per day
• 10% overage is added to accommodate last-minute additions to the room block.
• Reduced block available upon request.

DISTRIBUTION METHOD
Premium room drops will be delivered outside of attendees’ hotel room doors in the late afternoon/early evening at participating hotels. Distribution scheduling is based on the hotel’s capabilities. Discuss your preferred distribution time with your Event Media Strategist.

PROTOTYPE SUBMISSION
Submit PDF prototypes to Maria Berry at mberry@tristarpub.com.

SPECIAL NOTES
See page 15 for details.

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200
Reach attendees at the top hotels with a variety of prominent branding opportunities.

### Hyatt Regency McCormick Place

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>DETAILS</th>
<th>ADVERTISING RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Drive Pillar Wrap</td>
<td>Two pillar wraps at the hotel's front drive</td>
<td>$27,000</td>
</tr>
<tr>
<td>Concierge Desk Cling</td>
<td>Branded clings on two concierge desks</td>
<td>$13,400</td>
</tr>
<tr>
<td>Concierge Wall Cling</td>
<td>Two floor-to-ceiling wall clings near concierge desks</td>
<td>$17,400</td>
</tr>
<tr>
<td>Digital Lobby Display</td>
<td>Static image displayed on screen in hotel lobby</td>
<td>$15,500</td>
</tr>
<tr>
<td>Circle Entrance Door Clings</td>
<td>Three window clings at hotel's circle entrance</td>
<td>$20,700</td>
</tr>
<tr>
<td>McCormick Place Entrance Clings</td>
<td>One wall cling and four door clings at hotel's interior entrance to McCormick Place</td>
<td>$27,400</td>
</tr>
</tbody>
</table>

**DEADLINES**
- March 20: Ad space/payment
- March 27: Ad materials due

**SPECIFICATIONS**
Provided upon space commitment.

### InterContinental Chicago Magnificent Mile

<table>
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<th>OPPORTUNITY</th>
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<tbody>
<tr>
<td>Lobby Video Wall</td>
<td>Logo or static image displayed across eight screens in the hotel lobby</td>
<td>$20,000</td>
</tr>
<tr>
<td>Lobby Floor Cling</td>
<td>Floor cling located in hotel lobby</td>
<td>$21,100</td>
</tr>
<tr>
<td>GOBO</td>
<td>Image projected onto hotel entryway or lobby floor</td>
<td>$22,800</td>
</tr>
</tbody>
</table>

**DEADLINES**
- March 20: Ad space/payment
- March 27: Ad materials due

**SPECIFICATIONS**
Provided upon space commitment.

### Hilton Chicago

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</tr>
</thead>
<tbody>
<tr>
<td>Entrance Column Wraps</td>
<td>Two column wraps located at the hotel's entrance on Michigan Avenue</td>
<td>$47,700</td>
</tr>
<tr>
<td>Elevator Clings</td>
<td>Door clings on the exterior of 14 public elevators</td>
<td>$73,800</td>
</tr>
</tbody>
</table>

**DEADLINES**
- March 20: Ad space/payment
- March 27: Ad materials due

**SPECIFICATIONS**
Provided upon space commitment.

### Hyatt Regency Chicago

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<thead>
<tr>
<th>OPPORTUNITY</th>
<th>DETAILS</th>
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</thead>
<tbody>
<tr>
<td>Bar Glass Cling</td>
<td>Large display above hotel bar, visible from multiple levels within hotel</td>
<td>$36,800</td>
</tr>
<tr>
<td>Floor Cling</td>
<td>Floor cling located near hotel entrance</td>
<td>$22,500</td>
</tr>
<tr>
<td>Column Clings</td>
<td>Three columns on hotel's lobby level, three on registration level</td>
<td>$40,940</td>
</tr>
</tbody>
</table>

**DEADLINES**
- March 20: Ad space/payment
- March 27: Ad materials due

**SPECIFICATIONS**
Provided upon space commitment.
1. All inserts must be submitted to TriStar for final approval by DDW. A copy of the insert must be approved by DDW regardless of prior approval for other promotional opportunities at the meeting.

2. TriStar will notify you of final approval.

3. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.

4. Due to stringent hotel labor policies, TriStar is not liable for a hotel’s failure to distribute at proper times or deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.

5. The Guest Check-In Promotion is separate and apart from the Hotel Key Card sponsorship.

GENERAL NOTES

1. DDW reserves the right to update the rate card based on project developments.

2. All advertisements are subject to approval by DDW.

3. Circulation is based on projected attendance and room blocks at the time of rate card distribution.

4. The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.

5. Do not ship bag inserts to the TriStar office. The advertiser will be responsible for costs incurred to ship to the insertion fulfillment house.

6. A minimum of four pieces must be reserved per day for bag delivery to occur.

7. Insert specifications: maximum dimensions are 8 1/2” x 11”, maximum weight is 4 ounces.

8. Price based on an average-sized insert. Insertion fee is subject to change at publisher’s discretion.

9. Due to weight and bulk of magazines, newspapers, and other publications, these items will not be permitted in the bag.

GUEST CHECK-IN PROMOTION & PREMIUM HOTEL ROOM DROP

1. Advertiser is allowed to distribute one piece per opportunity.

2. All advertisements and featured products are subject to DDW approval.

3. Fee is subject to change pending advertiser’s selection of collateral to be distributed.

4. Company to supply all advertising materials. Quantities may vary due to hotel policies and staff availability.

5. All shipments must be sent directly to hotels. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.

6. Distribution provided at select hotels only.

7. Due to stringent hotel labor policies, TriStar is not liable for a hotel’s failure to distribute at proper times or deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.

8. The Guest Check-In Promotion is separate and apart from the Hotel Key Card sponsorship.

FINANCIAL CONSIDERATIONS | TERMS AND CONDITIONS

1. All signed agreements are firm. No cancellations.

2. The advertiser and/or agency (representative), if a third party is used, shall be jointly and severally liable for all monies due and payable to TriStar Publishing.

3. No agency commission or cash discounts permitted. Rate card prices are NET.

4. Full payment is due upon space reservation and/or agreement signature for all convention center sponsorships, out-of-home opportunities, and hotel tactics, without exception.

5. Full payment is due from the responsible party no later than 30 days after receiving tear sheets or proof of advertisement when applicable.

6. Additional fees may be incurred for noncompliance with the shipping instructions or failure to fully complete shipping label provided.

7. A minimum $650 late fee will be charged for materials received after the specified due date.

8. Digital ads requiring reformatting/manipulation by TriStar on the advertisement’s behalf will incur a minimum fee of $500, with final cost to be determined by the scope of work.

9. TriStar will be diligent in providing the highest quality products and services. TriStar will not provide any refunds or discounts on advertisements due to issues beyond the publisher's control.

10. TriStar will provide refunds or discounts on clings that are tampered with in public spaces.

11. Due to stringent hotel labor policies, TriStar is not liable for a hotel’s failure to deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.

12. All invoices are payable in USD and may be paid via check, ACH, credit card or wire transfer.

Payments made by credit card will have an additional fee of 3% added to the total purchase price. Wire transfers will be subject to a $40 processing fee. These fees cannot be waived.

13. Invoices that have not been paid within 45 days are deemed past due and may accrue a 3% late fee.

14. TriStar reserves the right to contact the agency/representative’s client and association for all outstanding balances if the agency’s account is delinquent. However no action on the part of TriStar Publishing shall relieve the agency of its liability for outstanding amounts due.

15. TriStar reserves the right to prohibit future advertising if an account is past due 90 days.

16. TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar will refund monies paid in participation in the publications or service. TriStar is not obligated to offer or replace the canceled publication or service.

NON-EXHIBITOR ADVERTISING

Non-exhibitors who wish to advertise will be subject to a premium charge in addition to the advertising fee.
Maximize your exposure at DDW 2020!

For advertising reservations, contact:

Nan Blunk  
Event Media Strategist  
nblunk@tristarpub.com

Hilary Bair  
Event Media Strategist  
hbair@tristarpub.com

Brennah Tate  
Event Media Strategist  
birate@tristarpub.com

Melanie Holt  
Event Media Strategist  
mholt@tristarpub.com

For material submission questions, contact:

Maria Berry  
mberry@tristarpub.com

FILE SUBMISSION SPECIFICATIONS

ACCEPTABLE FILE FORMATS

• Adobe InDesign
• Fonts: Adobe Packaged, outlined or embedded
• Image dpi and ppi are ad buy specific
• Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
• Press/print ready PDF (PDF/X compliant)
• All colors must be CMYK for print, RGB for digital

COLOR PROOFS

Please send a color proof or PDF for checking color and content on print publications. Without a color proof, the publisher cannot be held responsible for the outcome of the color on press.

UNACCEPTABLE PROGRAMS

• Corel Draw
• Microsoft Publisher
• Microsoft Word and Microsoft PowerPoint

SUBMITTING FILES

Contact your TriStar representative for login information and upload instructions.

Third-Party Ad Tags/Personally-Identifiable Information (PII) Collection

No advertising shall include any pixels, tags, or any other type of information collection software code (i.e. any such pixel, tag, code or device commonly referred to as a “Pixel”), nor place any beacons, cookies or other information collection devices on the browsers of users. Specifically, advertisers may not use such pixel to collect any PII with respect to any user of the site referenced in this rate card. Advertiser will not link any non-PII that is collected to any PII that it may have from any other source. Advertiser will not update any existing profile or create any profile in its database based on any data collected from sites affiliated with the Association, College, or Society referenced in this rate card, or any information derived from the information in the referring URL.

PAYMENT OPTIONS

Payments may be made via check, ACH, credit card or wire transfer. Payments made by credit card will have an additional fee of 3% added to the total purchase price. Wire transfers will be subject to a $40 processing fee. These fees cannot be waived.

SEND PAYMENTS TO

Accounts Payable  
TriStar Publishing, Inc.  
7285 W. 132nd Street, Suite 300  
Overland Park, KS 66213

Internal Redirect Tags: internal redirect tags are required when submitting third-party ad tags.

Deviation from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.