What is the INTA Daily News?

Managing IP is pleased to be working with the International Trademark Association (INTA) for the twelfth consecutive year to produce the INTA Daily News.

The INTA Daily News is the only official daily newspaper of the INTA Annual Meeting, distributed each morning to attendees in and around the conference and at major meeting hotels. It is also available online, and an email version is sent out each day.

The INTA Daily News is the only official daily source of information about the Annual Meeting. It combines the journalistic skills of Managing IP’s international editorial team with official INTA information about the Annual Meeting, such as the daily schedule. This unique agreement delivers a daily newspaper that trademark professionals both need and enjoy reading.

The INTA Daily News will be published in five editions with INTA Daily News Preview to be published on the Saturday of the Annual Meeting. The Preview will include key Meeting information alongside the usual cutting edge editorial that has made the Daily News such a success with attendees. As usual, the Sunday to Wednesday editions will be produced overnight and published at 7am on each full day of the Annual Meeting.

Don’t miss this opportunity to be showcased at the largest gathering of trademark professionals in the world in these unique publications.

Reaching the right audience

The INTA Daily News will be distributed to the more than 9,500 attendees at the 2014 Annual meeting in Hong Kong throughout the convention center each morning and at all major meeting hotels (either direct to Attendees upon registering at their hotel, or through distribution in the hotel lobby areas). The INTA Daily News will also be published online PLUS more than 30,000 recipients will receive an electronic version of the INTA Daily News directly in their email inboxes.

The right editorial content

The INTA Daily News is written and produced by Managing IP and combines exclusive editorial with official INTA Annual Meeting information. Features include:

- In-depth interviews with the New INTA president and key in-house counsel members
- Round-ups from the previous day’s keynote speeches and sessions
- Official INTA announcements, daily schedule, exhibitors information and maps
- Feature articles on trademark issues
- “Vox Pops” – Attendees’ views on trademark topics, the Annual Meeting and more
- Coverage of receptions and other social events
- Special “Things to Do in Hong Kong” section for all out-of-town visitors
Why advertise?

The INTA Daily News editions are highly visible marketing vehicles that will deliver your message to the unparalleled audience of global trademark professionals that gathers at the Annual Meeting. Advertising shows your active support of the Annual Meeting in a way that attendees appreciate, and will maximize your firm’s presence in Dallas, putting your brand in front of more than 9,500 attendees from around the world.

Nearly 90% of respondents received the INTA Daily News at the 2012 annual meeting!*  

Almost all respondents rated the content rated the content of the INTA Daily News as “Good” or “Excellent”!*  

*Post-conference survey of 2012 INTA Annual Meeting attendees.

Advertising rates per issue (NET–USD) 4-color

<table>
<thead>
<tr>
<th>INTA Daily News</th>
<th>Saturday</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<tbody>
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<td>5,145</td>
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</table>

A 20% surcharge is added to guarantee positions on outside back (daily schedule) and the 1st right-hand page (page 3).

The INTA Daily News has a variety of tailored sponsorship opportunities available. These include: bound-in inserts, sponsorship of the Things-To-Do, Daily Schedule, Vox Pop and Reception sections, plus sponsored roundtable opportunities are available. For more information, please contact your Managing IP advertising representative (see page 5).

SERIES DISCOUNTS

→ 2 insertions 15% off per insertion  
→ 3 insertions 20% off per insertion  
→ 4 insertions 25% off per insertion  
→ 5 insertions 30% off per insertion  

BENEFITS

- Communicate to more than 9,500 expected trademark professionals at the meeting  
- No other print media has the potential to reach all of the Annual Meeting attendees  
- Reaches all delegates with distribution throughout the conference and at major meeting hotels  
- Be there when key decision makers form their opinions  
- Confirm your corporate image and brand identity to the majority of the world trademark audience  
- Boost the profile of your delegation attending the meeting during the most important week of the business development calendar  
- Daily repetition of advertising will leave a lasting impression  
- Demonstrate your organization’s support for the INTA Annual Meeting  
- Take advantage of unique advertising positions like inserts, things-to-do section, schedule sponsorship and exhibitor profile
INTA Daily News – The Daily Email

For the twelfth year, MIP and the International Trademark Association are pleased to bring all the key stories from the INTA Annual Meeting to thousands of readers around the globe through the e-mail version of the INTA Daily News.

On each morning during the Annual Meeting, more than 30,000 recipients will receive an electronic version of the INTA Daily News directly in their email inboxes. In fact, many of our online readers will receive their INTA Daily News email before the attendees in Dallas.

The global audience
- The INTA Daily Email will be sent each morning to all subscribers of MIP Week, plus the INTA membership.
- It will comprise the full content of the INTA Daily News, including in-depth interviews with in-house counsel, official INTA announcements, keynote speaker and session reviews, cocktail party round-ups, attendee opinions and breaking news.

The opportunity
- To place a high profile banner position on the INTA Daily Email editions.

Key banner positions put your firm in front of more than 30,000 IP professionals worldwide!

Rotating classified banner positions for maximum exposure!

All the key news stories from the INTA Annual Meeting!

Why advertise?
- Valuable branding to more than 30,000 INTA members and MIP Week subscribers
- Reach thousands of trademark professionals not attending the conference
- Direct traffic to your firm’s website for increased exposure
- Reach the laptops and Blackberrys of Annual Meeting attendees.

**Rates (US$)**

<table>
<thead>
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<th></th>
<th>1</th>
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</table>
Firms from all over the world have advertised in the INTA Daily News

Selected list of previous advertisers

- WOOD HERON EVANS
- COOLEY LAW SCHOOL
- ORRICK
- BARNES THORNBURG
- NOVAK DRUCE
- CCPIT
- FITZPATRICK CELLA
- BASHAM
- KENYON & KENYON
- KAN & KRISHME
- UNITED TRADEMARK & PATENT SERVICES
- SHANGHAI PATENT & TRADEMARK LAW OFFICE
- PATPOL
- VEREEENIGIDE
- BRYN AARFLOT
- KING & WOOD MALLESONS
- UNITALEN ATTORNEYS
- ZMP
- LEYDIG VOIT & MAYER
- SOERENSEN GARCIA
- OLIVARES & CIA
- PRACTISING LAW INSTITUTE
- KRISHNA & SAURASTRI
- GRIFFITH HACK
- ZACCO
- NOVAGRAAF
- NORTON ROSE FULBRIGHT
- WEB LAW FIRM
- KINGSOUND & PARTNERS
- GOODRICH RIQUELME
- POLSERVICE
Copy specifications

INTA DAILY NEWS

Advertizement size Dimensions
Full page (width x height)
Trim 280 x 375 mm
Type 252 x 347 mm
Bleed 286 x 381 mm
Junior page 187 x 265 mm
1/2 page 252 x 170 mm
1/4 page (portrait) 122 x 170 mm
1/4 page (landscape) 252 x 81 mm
Classified 1/16 page 122 x 36 mm

EMAIL BANNER
Top advert 300 x 60 pixels
Right column advert 120 x 120 pixels

Electronic formats

For the supply of advertisements, we accept the following formats:

QuarkXpress: Copy can be supplied in a QuarkXPress™ format, accompanied by all the fonts, logos and photographs.

TIF and EPS: Copy can be generated and produced as an image and saved as a .tif or .eps file. The resolution should be 300 dots or pixels per inch (dpi or ppi).

PDF: Copy can be supplied in a Portable Document Format (PDF); color adverts must be CMYK (not RGB) and in a Press-optimized format.

Email banner: File size must be less than 13kb and supplied as either an animated GIF or static JPEG

For information on any Managing IP projects please contact your regional representative below:

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