

140<sup>th</sup> Annual Meeting, Seattle



# daily news

Seattle May 19-23, 2018

Advertising in the *INTA Daily News*



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- [www.facebook.com/INTA](http://www.facebook.com/INTA)
- [#INTA2018](https://twitter.com/INTA2018)
- [@INTA2018](https://www.instagram.com/INTA2018)
- [www.inta.org](http://www.inta.org)



## What is the INTA Daily News?

**WIPR** are pleased to be collaborating with the International Trademark Association (INTA) to exclusively produce the official **INTA Daily News** for the INTA Annual Meeting 2018 in Seattle, the largest gathering of trademark professionals in the world.

The **INTA Daily News** is the only official daily source of news at the INTA Annual Meeting. Copies will be available to all attendees every morning over the five days at the conference venue.

Accompanying each day's print news will be a digital newsletter, sent to all the INTA membership as well as **WIPR** newsletter recipients. This will include the stories from the day's newsletter, as well as video content and special, digital-only features.

**WIPR** has been selected to combine INTA critical information such as daily schedules with captivating and thought-provoking editorial content written by our team of experienced journalists. We work closely and exclusively with INTA to ensure the content is useful, engaging and essential to your meeting experience.

Delegates rely on these newsletters to maximise their experience at the Annual Meeting, not only to organise their days but also to keep updated with the latest announcements, view roundups of major sessions and read exclusive interviews with key people in the industry.

No other print media have access to all of the Annual Meeting delegates and many of the world's leading trademark professionals. The **INTA Daily News** is the most relied upon source of INTA Annual Meeting information and represents a huge opportunity for you to showcase your firm in this unique publication, and influence the widest-possible audience in the most immediate and effective manner.

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## Content

The **INTA Daily News** will be written by **WIPR** journalists reporting live from the event. Content is planned in conjunction with INTA to ensure only the most useful and engaging articles are published to enhance your Annual Meeting experience.

This content will include:

- Official INTA information, maps, sponsor information and announcements
- Interviews with key figures in INTA, and also with leading industry lights
- Coverage of the main sessions and keynotes
- Social media round-ups
- The lowdown on the best receptions at the Meeting
- The INTA Daily News is the only way attendees can get a physical copy of the daily schedule.

## Audience (print and digital)

All Annual Meeting attendees (estimated 9500+) will have access in the conference venue to the **INTA Daily Newsletter**, published by **WIPR**.

- All INTA members will have access to the digital newsletter daily.
- All **WIPR** newsletter recipients will have access to the digital newsletter daily.
- This is the best trademark audience in the world.





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## ADVERTISING RATES (PRINT)

COSTS PER DAY UNLESS OTHERWISE STATED

	SAT/SUN/WED	MON/TUES
<b>Excl. 1/8P cover ad</b>	<b>\$20,000</b>	<b>For all 5 days*</b>
<b>DPS:</b>	\$10,500	\$12,500
<b>FP:</b>	\$8,000	\$10,000
<b>1/2P:</b>	\$6,000	\$8,500
<b>1/4P:</b>	\$4,000	\$5,500
<b>1/8P (CLASSIFIED):</b>	\$8,500 for 5 days	
<b>1/16P (CLASSIFIED):</b>	\$5,000 for 5 days	

**Copy deadline:** 28th April 2018

\*Contact Peter Scott for details

## Print advertising

The *INTA Daily News* provides a unique opportunity to get your message to everyone who is anyone in the trademark world.

Advertising allows you to put your brand front and centre in attendees' minds throughout the event; it demonstrates your engagement with the Annual Meeting and your support for it, as well as making your potential clients aware of your presence and expertise.

## Benefits of Advertising

*WIPR* is also offering bespoke solutions for advertising, including native advertising, daily programme sponsorship, inserts and more. Please contact your representative about your requirements. Discounts are available for multiple insertions, depending on frequency. Premium positions will attract a surcharge.

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## Digital Daily News

Each day, the **INTA Daily News** will be released to all INTA members and Annual Meeting delegates in digital newsletter format, as well as to **WIPR** newsletter recipients (average 32% open rate). In total, more than 20,000 individual recipients will get the news daily and in some cases before they receive the print copy.

All content from the **INTA Daily News** will go in the newsletter, which will also include web-exclusive video content including interviews with speakers, vox pops and more.

## Advertising

There are up to 5 banner positions available each day, tailored to any budget. There are also very limited opportunities to have native content in the digital newsletter. Contact your representative for details.

Banner Position:	Cost per day
Banner 1:	\$1,500
Banner 2:	\$1,250
Banner 3:	\$950
Banner 4:	\$850
Banner 5:	\$800

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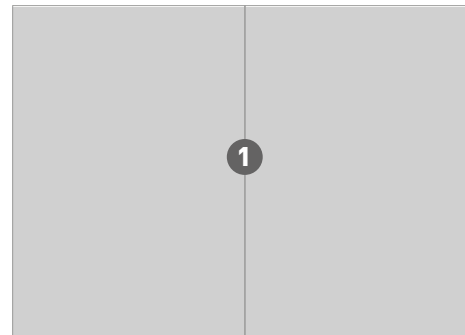
### Advertising specifications

#### Formatting your material

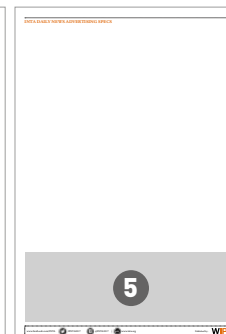
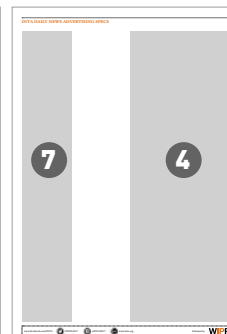
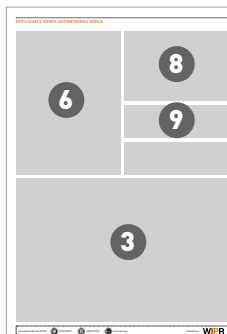
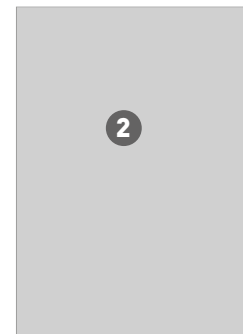
- All files must be submitted digitally. Please do not send film.
- As a PDF/X1a, or a hi-res PDF
- Include registration marks (offset 6pt)
- Include 3mm bleed.
- Make sure all your fonts are loaded and hi-res images linked before creating the PDF.
- Make sure all images are CMYK minimum 300dpi @100%.

Copy changes will be charged extra. NEWTON MEDIA will not be held responsible for any inaccuracies in supplied material.

**Copy deadline:** 28th April 2018



No.	Ad type:	Dimensions (mm):	With Bleed:
1.	Double page spread:	480 x 340	486 x 346
2.	Full:	240 x 340	246 x 346
3.	Half horizontal:	220 x 148	NA
4.	Half vertical:	108 x 300	NA
5.	Quarter horizontal:	220 x 72	NA
6.	Quarter vertical:	108 x 148	NA
7.	Quarter skyscraper:	51.5 x 300	NA
8.	8th page:	108 x 72	NA
9.	16th page:	108 x 34	NA



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