



144th Annual Meeting, Washington, D.C.

daily news

April 30–May 4, 2022

Advertising in the *INTA Daily News*

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What is the INTA Daily News?

WIPIR is pleased to be once again collaborating with the International Trademark Association (INTA) to exclusively produce the official **INTA Daily News** for the INTA Annual Meeting 2022 in Washington, D.C., the largest gathering of trademark professionals in the world. Returning in person after two years of taking place online only, this is a must-attend event, and a must-have publication opportunity.

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 **WIPIR** newsletter recipients. This will include the stories from the day's newsletter, as well as video content and special, digital-only features.

Registrants 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, engage with in depth feature content on major industry issues, 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
- In depth feature content on key industry issues
- 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
Excl. 1/8P cover ad	\$27,500	For all 5 days*
Excl. 1/4P back cover (schedule) ad	\$27,500	For all 5 days
Excl. 1/4P inside back cover (schedule) ad	\$22,500	For all 5 days
DPS:	\$12,000	\$14,000
FP:	\$9,500	\$11,750
1/2P:	\$7,000	\$9,250
1/4P:	\$6,000	\$8,000
1/8P (CLASSIFIED):	\$10,000	for 5 days
1/16P (CLASSIFIED):	\$6,500	for 5 days

Copy deadline: April 15, 2022

*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.

Up to two firms per day have the opportunity to contribute a single page sponsored article to the Daily News. Take this unique opportunity to showcase your expertise to the widest possible audience. Pricing starts at \$10,000 per day





Digital pre-issue

In the month prior to the Annual Meeting, we will produce a digital-only preview issue of the *INTA Daily News* for distribution to INTA and WIPR databases, as well as all registrants for the meeting, to help ensure everyone has the information they need to make the most of their Annual Meeting experience. Advertising is available to any company which advertises in the *INTA Daily News*, and prices start at just \$1,000. Speak to your sales contact for more details.

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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:	\$2,000
Banner 2:	\$1,600
Banner 3:	\$1,200
Banner 4:	\$1,000
Banner 5:	\$900

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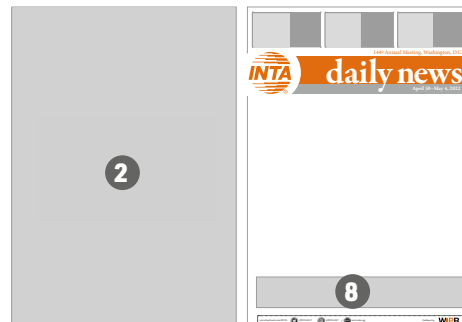
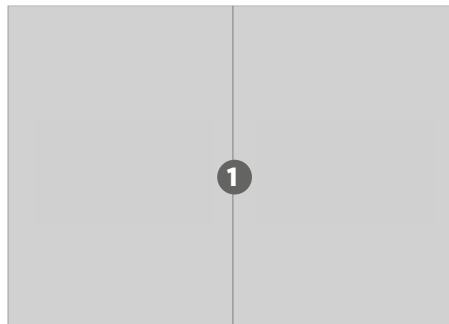
Formatting your material

- 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%.

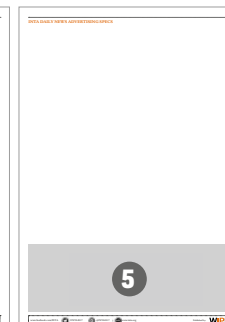
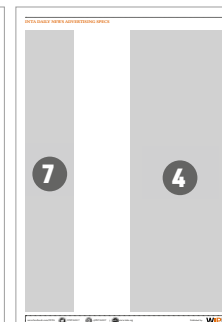
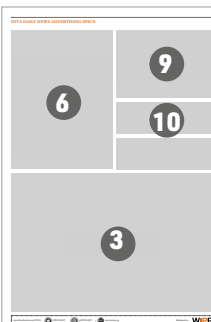
Copy changes will be charged extra. NEWTON MEDIA will not be held responsible for any inaccuracies in supplied material.

Copy deadline: April 15, 2022

Advertising Positions







Ad type	
1	Double page spread
2	Full page
3	Half horizontal
4	Half vertical
5	Quarter horizontal
6	Quarter vertical
7	Quarter skyscraper
8	8th page Front cover
9	8th page Classified
10	16th page Classified



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