2027 INTA *DAILY NEWS*

ADVERTISER RATE CARD

Showcase your brand, expertise, and thought leadership to a highly engaged audience of trademark professionals through the 2027 INTA Daily News advertising opportunities. Whether you are looking to build visibility before the Annual Meeting, drive traffic to your exhibit booth, or position your organization as a trusted industry voice, these options offer impactful, cost-effective ways to connect with attendees across INTA's trusted communications channels. The INTA Daily News distribution list is 60,000+ IP professionals worldwide.

Early Bird Special: Thought Leadership Article and "Meet the Exhibitors" slots booked by **December 31, 2026**, will receive a complimentary standard banner ad *($500 value)*.

ADVERTISING OPPORTUNITY (Please click title to see an example)	KEY BENEFITS	ADDITIONAL BENEFITS	PRICING
Thought Leadership Article	• Article published in one (1) issue of the *Daily News*	• Author recognition within the article page • Article featured in the Daily News eblast • Dedicated social media post	**$5,000**
"Meet the Exhibitors" Video Interview	• One (1) interview to be posted in an issue of the *Daily News* and INTA YouTube channel	• Featured on *Daily News* eblast • Dedicated social media post • Limited to only two (2) exhibitors per issue	**$2,500** (interview pre-AM) **$5,000** (interview at booth)
Premium Banner Advertisement (New!)	• Banner advertisement w/link posted on the *Daily News* homepage and the Classified Ads page	• Banner will be available in all issues of the *Daily News*	**$750**
Standard Banner Advertisement	• Banner advertisement w/ link posted on the "Classified Ads" page of the *Daily News*	• Banner will be available in all issues of the *Daily News*	**$500**