

APIC DAILY NEWS

THE DAILY NEWSPAPER OF THE APIC 2017 ANNUAL CONFERENCE

Portland, Oregon

June 14 – 16, 2017



What's APIC Daily News?

APIC Daily News directly reaches APIC Annual Conference attendees.

Four onsite issues will be both actively distributed throughout the convention center each day and available in a digital format. Get your message out to infection preventionists in Portland, as well as APIC members.

The Digital Highlights Issue of **APIC Daily News** is distributed via email to apx. 17,000 recipients (APIC members and conference attendees). Readers can click on advertisements to visit your company's website.

Why Should I Advertise?

Attendees pick up the onsite issues of **APIC Daily News** to catch up on conference and association news. Onsite printed issues are **produced at the conference and actively distributed to attendees** each morning. Copies flew off the shelves at APIC 2016 in Charlotte! **APIC Daily News** will also be distributed to attendees as they board the shuttle buses each morning to read on their ride to the convention center.

What's My Deal?

- Get a **free 200-word press release** in every issue in which you advertise.
- All advertisements are **linked to your company's website**, at no additional cost.
- Reserve your placement by February 17, 2017 to receive 15% off (not applicable to premium positions or employment ads).

Be Sure to Learn More About:

- New Product Showcase listings (page 5)
- Email advertising placements in **APIC Daily News** e-blasts (page 6)
- **NEW:** Promote employment openings (page 7)

New Product Showcase

Every issue of **APIC Daily News** will feature a New Product Showcase section, offering exhibitors the opportunity to highlight new products on display at APIC 2017.

Listing will include company name, booth number, product photo, 100-word description and link to company website in digital version.

• **NEW in 2017:** New Product Showcase listings will be featured prominently in the APIC Annual Conference Mobile App. A listing of products, with company name, booth # and photo will be included in the mobile app, with users directed to see **APIC Daily News** for more information.

Pricing per listing: \$1,350 net (for all four issues)

See separate form to reserve placement.



Reach APIC Members & Attendees with Digital Distribution & Email Advertising

Links to each issue of **APIC Daily News** will be distributed via email to all APIC members during the APIC 2017 Annual Conference — and all advertisements will be linked to your company's website or requested webpage.

Emails sent in conjunction with the APIC 2016 Annual Conference had an average open rate of 20.5% (sent to apx. 16,900 recipients).

New email advertising rates for APIC 2017:
see page 6 for more information.

Read the 2016 onsite issues of **APIC Daily News:**
[Friday](#) • [Saturday](#) • [Sunday](#) • [Monday](#)

Digital Highlights Issue



An advertisement in the digital highlights edition of **APIC Daily News** delivers your message to both APIC members and visitors to the APIC Conference website. Your ad is linked, at no cost, to the website of your choice. You also receive the opportunity to submit one 200-word press release for publication at no additional cost.

Highlights Ad Placement (include 4c)

Size	Gross Cost
Inside Front Cover (8.5" w x 11" h)	\$725
Full Page (8.5" w x 11" h)	\$650
Half Horizontal (7.5" w x 5" h)	\$450

Space Reservation Deadline: June 2, 2017

Materials Deadline: June 9, 2017

Link to 2016 Digital Issue

[Highlights Issue](#)

Metrics from 2016 highlights issue

- Email open rate: 23.3%
- Publication Page views - total: 19,139
- Ad with highest click-thru rate: 14.25%

Complimentary Editorial Opportunity with Ad Purchase

Each advertisement placed in an issue of **APIC Daily News** offers the exhibiting company the opportunity to submit one 200-word press release for complimentary publication in the same issue the ad appears.



**Please note that a press release cannot appear in more than one issue. For example, if a company advertises in three issues, they can submit three different press releases.

Exclusive Opportunities:

Bellyband:

Wrapped around issue; 4C, price includes printing: \$4,900/issue (limit one per issue)
Sold on first-come basis
Materials due by May 25, 2017
Size: 22.5" w x 3" h

Postcard:

Adhered to page B1
4C, price includes printing:
\$2,000/issue 1; \$2,600/issue 2-3-4;
Sold on first-come basis (limit one per issue)
Materials due by May 25, 2017
Size: 6" w x 4" high

Email Advertising:

Four advertising placements are available in the daily email sent during the conference to apx. 17,000 recipients (APIC members and attendees). Each email will feature the link to the day's issue of **APIC Daily News** as well as other conference news and highlights. Please see the order form on page 6 for email advertising pricing and specifications.

APIC Daily News Distribution Sponsorship



Display your custom graphics on the back of the t-shirts worn by the staff distributing **APIC Daily News**. Your graphic will be seen by all attendees each morning as they distribute this very popular publication. Contact Jen Kerhin, apicsponsorships@sponsorshipboost.com, for availability and pricing.

SOLD

Stand Out in Portland

The APIC conference daily newspaper is a one-of-a-kind opportunity for exhibitors to communicate their message to conference attendees. **APIC Daily News** will be published four times onsite during the conference and actively distributed to attendees each morning.

APIC Daily News contains articles on education sessions, industry news, conference updates and live photography. Attendees rely on the conference daily newspaper to keep them informed while in Portland, and helps them plan out their time at the conference.

An ad in **APIC Daily News** tells attendees that your company is at the conference and ready to help them move forward in the industry. These issues will help guarantee high visibility and maximum traffic for your company's exhibit booth.

Onsite Issue Dates

Issue 1 - Tuesday, June 13, 2017

(Precons, registration and opening reception)

Issue 2 - Wednesday, June 14, 2017

(Opening plenary, education sessions and exhibit hall hours)

Issue 3 - Thursday, June 15, 2017

(Education sessions and exhibit hall hours)

Issue 4 - Friday, June 16, 2017

(Closing Plenary, education sessions and exhibit hall hours)

4C ADVERTISING RATES & SIZES

Size	Width x Depth	1X	2X	3X	4X
Page One Strip Ad	10" x 2"	n/a	n/a	n/a	\$7,100
Page One Billboard	2" x 2"	n/a	n/a	n/a	\$6,600
Back Cover	10" x 14"	n/a	n/a	n/a	\$8,300
Inside Front Cover	10" x 14"	n/a	n/a	n/a	\$7,900
Full Page	10" x 14"	\$2,600	\$4,600	\$6,500	\$7,400
Half Page Island	7" x 10"	\$2,300	\$4,200	\$5,800	\$6,950
Half Page horizontal	10" x 7"	\$2,150	\$3,900	\$5,550	\$6,600
1/4 Page	5" x 7"	\$1,700	\$3,100	\$4,550	\$5,600

Rates include 4C.

Size

Trim size is approximately 11" x 15". Pages are four columns wide. All critical matter or illustrations should be kept at least 1/2" from all edges.

Bleed spreads

Four-color or black-and-white spreads are available ROP. Rate is space plus 15 percent. All bleeds are toward the gutter.

Mechanical charges

Any work done at an advertiser's request will be an additional cost, including stripping, halftones, screens, reverses, additional artwork, typesetting, etc.

Printing/paper stock

APIC Daily News is printed on 50 lb. white offset uncoated stock.

Materials accepted

Please submit high-resolution PDF or tif files. Incorrectly designed files will result in an additional minimum \$75 production charge if files need to be converted to PDFs for publication. Please contact Jenn Waters at CustomNEWS for FTP information or alternate e-mail address to send files via YouSendIt.

Production of advertisements

Where an advertiser does not have advertising copy, APIC Daily News will provide standard type and mechanical assembly of advertisements at cost. Where an advertisement requires original photography, sketches, and/or special effects, advertiser will pay these costs at billed rates.

Content of advertisements

All materials submitted for publication in APIC Daily News must comply with APIC's Advertising Policy. Please request a copy

from Jenn Waters if you do not have one.

Press releases

Press releases for APIC Daily News will only be accepted as Microsoft Word files. Please specify which article is to appear in which issue. Press releases cannot be repeated in more than one issue.

Agency commissions/discounts

CustomNEWS pays a standard 15% commission to recognized agencies.

Cancellations

Requests for canceling space reservations must be submitted in writing to jwaters@showdailies.com. Advertisers cancelling after April 15, 2017 will be billed for 50% of the total net cost. Advertisers cancelling after May 20, 2017 will be billed for 100% of the total net cost.

Deadlines for Onsite Issues

Space Reservations: May 22, 2017

Advertising Materials: May 31, 2017

Questions? Contact Jenn Waters, CustomNEWS:
240/401-6779, jwaters@showdailies.com

APIC Daily News

Advertising Insertion Order

Please complete and
return to Jenn Waters,
CustomNEWS:
Fax: 240/257-7171
jwaters@showdailies.com
Questions? 240/401-6779

Company Information

Company Name: _____
Contact: _____ Title: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Ad Agency Information (if applicable)

Agency: _____ Contact: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Space Reservation

Number of Issues: _____ Ad Size: _____
Gross amount: _____
Agency Commission (if applicable): _____ Net Amount: _____
Payment: Bill Me Now Bill Me on 6/16/17 Credit Card

Charge Information

Card (circle): Visa, Mastercard, American Express or Discover

Account #: _____ Expiration Date: _____ Billing Zip Code: _____

Signature

Date

Cancellation Policy: Advertisers cancelling after April 15, 2017 will be billed for 50% of the total net cost. Advertisers cancelling after May 20, 2017 will be billed for 100% of the total net cost.

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- **Pricing per product listing:** \$1,350 net (for all four issues)
- **Listing Includes:** company name, booth number, product color photo, description (100 words max.), link to company website in digital version
- **NEW in 2017:** New Product Showcase listings will featured prominently in the APIC Annual Conference Mobile App. A listing of products, with company name, booth # and photo will be included in the mobile app, with users directed to see *APIC Daily News* for more information.
- *Listings will be organized alphabetically, by company name.*
- *New products must be on display in your APIC booth.*
- *Payment: credit card or invoiced upon receipt of paperwork.*



Company Information

Company Name: _____

Contact: _____ Title: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Payment: via credit card (if not completed, invoice will be sent)

Total cost: _____

Bill me or Charge to CC (circle): Visa, Mastercard, American Express or Discover

Account #: _____ Expiration Date: _____

Billing address zip code: _____

Signature/date _____

Please email or fax this form with payment information to:
 Jenn Waters, CustomNEWS:
 (t) 240-401-6779; (f) 240-257-7171.
 Please e-mail listing content to
 Jwaters@showdailies.com.

New Product Showcase Deadlines:
Listing Forms: 5 p.m. EST, May 22, 2017
Listing Content: Product photo (hi-res); description; company name, booth # and website due to jwaters@showdailies.com by 5 p.m. EST on May 31, 2017.

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APIC Annual Conference: Email Newsletter

Advertising space is available in a [daily email newsletter](#) sent out four times during the APIC Annual Conference and once approx. 10 days after the conference. Each email will contain a link to the digital version of *APIC Daily News*, conference highlights, photos and meeting information. A maximum of four banner ads will be accepted in each issue. Each ad will be linked to the advertiser's website/webpage of choice. Emails will be sent to a distribution list of approx. 17,000, which includes APIC members, attendees and industry representatives.

Email Dates:

- Tuesday, June 13 • Wednesday, June 14 • Thursday, June 15 • Friday, June 16
- Post-conference Highlights issue

Pricing:

Top Banner ad placement (600 px w x 150 px h): \$1,200 net per placement **SOLD**
Banner ad (530 px w x 120 px h): \$900 net per placement

Insertion Order deadline: June 1, 2017

Materials deadline: June 8, 2017

[Click to view emails from APIC 2016 Annual Conference](#)

• [Friday](#) • [Saturday](#) • [Sunday](#) • [Monday](#) • [Highlights](#)

Average open rate: 20.5% • Average click-thru rate: 4.65%



Company Information

Company Name: _____

Contact: _____ Title: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Payment: via credit card (if not completed, invoice will be sent)

Total cost: _____

Bill me or Charge to CC (circle): Visa, Mastercard, American Express or Discover

Account #: _____ Expiration Date: _____

Billing address zip code: _____

Signature/date

Day(s) Requested: _____

Email or fax form with payment information to:

Jenn Waters, CustomNEWS:
(t) 240-401-6779; (f) 240-257-7171
Please e-mail ad materials to
Jwaters@showdailies.com.

**APIC Annual Conference
Email Newsletter**

Insertion Order deadline: June 1, 2017

Materials deadline: June 8, 2017

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New: Promote Employment Opportunities

Recruiting IPs? Have an employment opportunity to share with conference attendees and APIC members?

Promoting job openings in **APIC Daily News** offers employers the opportunity to reach conference attendees and APIC members, via daily print and digital distribution of the publication. Employment ads will appear together on a page with a "Career Opportunities" banner. (Note: limited number of employment ads will be accepted in each issue.)

Advertisers can submit press-ready artwork; or the **APIC Daily News** production team will design ad using text and institution logo (advertiser will see one proof of ad).

Issue Dates:

• Tuesday, June 13 • Wednesday, June 14 • Thursday, June 15 • Friday, June 16

Ad sizes/pricing (early bird discount not applicable):

Half page ad: 10" w x 6.75" h; OR 600 word listing, position title and institution logo

• \$1,500 net; \$1,400 net, two or more ad placements

Quarter-page ad: 4.75" w x 6.75" h; OR 300 word listing, position title and institution logo

• \$750 net; \$650 net, two or more ad placements

Eighth-page ad: 4.75" w x 3.25" h OR 150 word listing plus position title (no logo)

• \$375 net; \$325 net, two or more ad placements

Space Reservation deadline: May 30, 2017

Materials deadline: June 2, 2017

PHARMACY PRACTICE COLLEGE OF PHARMACY
Assistant Professor/Associate Professor/Full Professor Positions
Department of Pharmacy Practice
College of Pharmacy
University of Illinois at Chicago
Search Extended

The Department of Pharmacy Practice in the College of Pharmacy invites applications for one or more tenure track faculty at the rank of Assistant Professor or Full Professor beginning March 15, 2017. Applications for Assistant Professor/Associate Professor/Full Professor positions will also be considered. Founded in 1858, our College is the 18th oldest College of Pharmacy in the United States and the oldest solely within the University of Illinois system. Our education and research programs are ranked among the top colleges of pharmacy in the country. The College of Pharmacy is one of the health profession colleges on the UIC campus, one of only two academic health centers in the U.S.

Our tenure-track faculty maintain active, collaborative research programs aimed at evaluation of therapeutic agents, identifying factors contributing to variability in drug responses, and evaluation of approaches to optimizing drug administration. research expertise, opportunities drug metabolism, pharmacokinetics, pharmacogenetics, and pharmaceuticals, with a record of application in cardiology, pediatrics, infectious diseases, neurology, oncology, psychiatry and pulmonary medicine.

Applicants must have an earned PhD in Pharmacy or PharmD from an ACPE accredited school of pharmacy, completed a residency, fellowship, or completed a PhD program in a related field, and be eligible for Illinois licensure. Candidates with research skills or areas of interest that complement current faculty are highly preferred. Ideal candidates will have an established research program. A demonstrated ability and commitment to teaching excellence at the professional level and a history of innovative, interdisciplinary, and collaborative research interactions are preferred. Duties include research, teaching and service and/or clinical practice. If engaged in clinical practice in Illinois, candidates must possess evidence of licensure as a registered pharmacist in the state of Illinois by employment start date. Faculty rank will be commensurate with experience based on the norms and criteria of the Department.

In addition, candidates must attach curriculum vitae, cover letters, and contact information for three professional references to the online application via the following link before to the University's online application system by September 15th, 2016. This search will remain open until the positions are filled. For fullest consideration, applicants are required to submit a complete application.

The University of Illinois conducts background checks on all job candidates upon acceptance of contingent offer of employment. Background checks will be performed in compliance with the Fair Credit Reporting Act.

<https://jobs.uic.edu/job-search/details?jobID=48851>

The University of Illinois at Chicago is an Equal Opportunity/Affirmative Action employer. Minorities, women, veterans and individuals with disabilities are encouraged to apply.

CEDARS-SINAI

Submit your resume to www.cedars-sinai.com/careers or call 310.424.3000 for more information. We are currently seeking qualified candidates for the following positions:

- Medical Director, Cardiology, Cedars-Sinai Medical Center
- Medical Director, Cardiology, Cedars-Sinai Medical Center
- Medical Director, Cardiology, Cedars-Sinai Medical Center
- Medical Director, Cardiology, Cedars-Sinai Medical Center
- Medical Director, Cardiology, Cedars-Sinai Medical Center
- Medical Director, Cardiology, Cedars-Sinai Medical Center
- Medical Director, Cardiology, Cedars-Sinai Medical Center
- Medical Director, Cardiology, Cedars-Sinai Medical Center
- Medical Director, Cardiology, Cedars-Sinai Medical Center
- Medical Director, Cardiology, Cedars-Sinai Medical Center

For more information, visit www.cedars-sinai.com/careers

MCHS

Michigan Center for Health Services

For more information, visit www.mchs.edu

Sample ads.

Company Information

Company Name: _____
Contact: _____ Title: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Payment: via credit card (if not completed, invoice will be sent)

Total cost: _____
Bill me or Charge to CC (circle): Visa, Mastercard, American Express or Discover
Account #: _____ Expiration Date: _____
Billing address zip code: _____

Day(s) Requested: _____

Signature/date

Email or fax form with payment information to:

Jenn Waters, CustomNEWS:
(t) 240-401-6779; (f) 240-257-7171
Please e-mail ad materials to
Jwaters@showdailies.com.

Employment Listing Deadlines:

Space Reservations: 5 p.m. EST, May 30, 2017
Listing Content/Ad Arwork: By 4 p.m. EST on
June 2, 2017 to jwaters@showdailies.com.