

Introducing the *IDWeek Daily News* Blog

Email newsletters reach attendees before, during and after IDWeek

IDWeek Daily News connects your organization with IDWeek attendees and host society members through digital advertising placements on our blog site or in our email newsletter. Editorial content includes session highlights, leadership interviews, event schedules and more.

Why advertise?

- Drive booth traffic: stand out in the exhibit hall!
- Link ads to your company's landing page to generate leads and make connections.
- Market a symposium, learning lounge or presentation theater.
- Announce a new initiative.
- Promote your products and services prior to, during and after IDWeek.

Special Offer

Companies advertising on the *IDWeek Daily News* blog will receive three complimentary ads in the *IDWeek Daily News* email newsletters of your choosing. See page 2.

IDWeek Daily News blog: For the past six years, *IDWeek Daily News* has been the go-to resource for coverage of IDWeek. We're excited to announce that we have revamped the publication for IDWeek 2026. Replacing the digital publications will be the [IDWeek Daily News blog site](#). The same popular content that appeared in the newspaper will now appear on the blog. Beginning in August, the site will be updated weekly with new content.

Ask about our email advertising offer!

Editorial content will include:

- Session previews: interviews with speakers
- Conference highlights: interviews with IDWeek leadership
- Event schedules
- Session recaps: coverage of IDWeek 2026 in Washington, D.C.
- News from host societies

Please see the next page for more information on the blog's advertising opportunities:

- Interstitial ad (displays on first visit to either index page or individual blog page)
- Blog Index page
- Individual blog pages

Blog Metrics

The blog has had more than 16,000 visitors and more than 25,500 page views since it was launched in August.

Email Newsletters: Every *IDWeek Daily News email newsletter* will highlight new content added to *IDWeek Daily News* blog site. Limited banner advertising placements are available in each daily email newsletter, and are again expected to sell out quickly. Ten email newsletters will be distributed. ([Click here](#) for a sample.) Ads will be linked to the webpage of your choice.

Estimated circulation: min. 30,000 recipients per email newsletter. The recipient list will include members of IDSA, SHEA, PIDS and HIVMA; IDWeek 2026, IDWeek 2025 and IDWeek 2024 attendees, along with 2026, 2025 and 2024 abstract submitters.

Note: Our distribution list is apx. 23,000 U.S.-based and 7,000 international recipients. To appear in only the U.S. version, a \$250 fee per email advertising placement will be charged.



IDWeek Daily News: Blog Advertising

The new **IDWeek Daily News** blog will be the go-to resource for conference news and highlights before, during and after **IDWeek 2026**. The site launched on August 5, 2026, and be updated weekly through mid-November.

Three unique advertising placements are available:

Interstitial ad (displays on first visit to either index page or individual blog page):

- One placement, one company
- Cost: \$10,000
 - Square ad: 300 px w x 250 px h

Blog Index page:

- Three placements, rotated amongst three companies (*Two available as of 9/15/26*)
- Cost: \$15,000 per company
- Three ads from one company, that will appear on the page at the same time:
 - Header banner, top of page: 728 px w x 90 px h
 - Left rail square, below filters: 300 w x 250 h
 - Bottom banner: 728 px w x 90 px h

Individual blog pages:

- Two placements, rotated amongst seven companies
- Cost: \$8,000 per company
- Two ads from one company, that will appear on the page at the same time:
 - Right rail: 300 w x 720 h
 - Bottom banner: 728 px w x 90 px w

Questions? Contact Jenn Hess, jhess@showdailies.com.

Deadlines:

- Placements will be sold on a first-come basis.
- The blog is now live - ads will be uploaded to the site within 5 business days after submission.
- Advertising materials can be updated. Please allow up to 5 business days for updating on the blog site.

Specifications:

- File types accepted: png, gif or jpeg. Gifs can be animated.
- Max. size of a file: 500 kb, per asset
- Please provide hyperlinks with tracking embedded, for metrics purposes.
- Questions? Please contact Jenn Hess, jhess@showdailies.com, for blog advertising specifications.

Special Offer

Blog advertising placements include three complimentary ads* in the **IDWeek Daily News** email newsletters of your choosing.

* Complimentary ad sizes: rectangle banner or square ad.

IDWeek Daily News: Email Newsletter

- Ten opportunities to reach more than 30,000 recipients

Ten issues of the **IDWeek Daily News** email newsletter will be distributed to more than 30,000 recipients before, during and after IDWeek. Seven advertising placements are available in each newsletter. ([Click here](#) for sample.) Banner ads will be linked to the webpage of your choice.

The recipient list will include members of IDSA, SHEA, PIDS and HIVMA; IDWeek 2026, IDWeek 2025 and IDWeek 2024 attendees, along with 2026, 2025 and 2024 abstract submitters.

Preview #1: August 5, 2026

Preview #2: August 19, 2026

Preview #3: September 9, 2026

Preview #4: September 23, 2026

Preview #5: October 7, 2026

Wednesday, October 21, 2026

Thursday, October 22, 2026

Friday, October 23, 2026

Saturday, October 24, 2026

Post-conference Highlights Issue: November 4, 2026

Email Newsletter Rates and Specifications

Top banner ad: \$6,000/net. (600 px w x 200 px h) – limited to one per issue (Not available: 10/7, 10/21, 10/22,)

Small skyscraper: \$1,800 (120 px w x 240 px h) – limited to two per issue

Skinny banner: \$2,300 (620 px w x 75 px h)

Rectangle banner: \$2,500 (530 px w x 120 px h)

Square ad: \$3,000 (300 px w x 250 px h)

Medium skyscraper: \$4,500 (160 px w x 600 px h) – limited to one per issue

Large skyscraper: \$6,500 (300 px w x 600 px h) – limited to one per issue

* Our distribution list is apx. 23,000 U.S.-based and 7,000 international recipients. To appear in only the U.S. version, an additional \$250 fee per email advertising placement will be charged.

Digital Specifications

- **Email Banner Ads** – Please provide a 72 DPI jpeg. Max. file size is 5 mb. Please provide one hyperlink per ad. (Animated gifs are accepted, but not all email platforms support animated gifs.) HTML code will not be accepted.
- **Usage of IDWeek name** - Only acceptable uses are IDWeek™ and IDWeek™ 2026. Using the IDWeek logo is prohibited. (See last page for additional information.)
- **File Submissions** – Send to jhess@showdailies.com.

Advertising Deadlines:

~~Preview #1:~~ July 22, 2026 (space); July 29, 2026 (materials)

~~Preview #2:~~ August 5, 2026 (space); August 12, 2026 (materials)

~~Preview #3:~~ August 26, 2026 (space); September 2, 2026 (materials)

~~Preview #4:~~ September 9, 2026 (space); September 16, 2026 (materials)

~~Preview #5:~~ September 23, 2026 (space); September 30, 2026 (materials)

IDWeek email newsletters: October 9, 2026 (space); October 15, 2026 (materials)

Post-conference Highlights Issue: October 9, 2026 (space); October 23, 2026 (materials)

IDWeek 2025

Newsletter Metrics:

24% avg. open rate

6% avg. click-thru rate

5% avg. multiple opens

Questions? Jenn Hess, jhess@showdailies.com or 508/530-2787

IDWeek Daily News

Advertising Insertion Order

Please complete and
return to
Jenn Hess:
JH Communications LLC
[jhess@
showdailies.com](mailto:jhess@showdailies.com)

Company Information

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

Space Reservation

IDWeek Daily News blog:

Placment type: _____
Net Total: _____

IDWeek Daily News email newsletter:

of placements/which issues: _____
Ad Size? _____ Net Total: _____

Payment: ☐ Bill Me Now ☐ Bill Me upon publication ☐ Credit Card

Charge Information

Card Types Accepted: Visa, Mastercard, American Express or Discover

Please check CC above, and you will receive a payment link directly from Authorize.net.

Processing fee of 3.5% will apply. (Invoice will also be sent.)

Signature

Date

By signing, you agree to the following cancellation policy: Advertisers cancelling after July 1, 2026 will be billed for 50% of the total net cost. Advertisers cancelling after August 1, 2026 will be billed for 100% of the total net cost.

IDWeek Usage: By signing, you agree to usage requirements. See page five for details.

IDWeek and Partner Society Name and Logo Use

IDWeek does not allow other companies or organizations to use the meeting's name or logo, nor does it allow the use of the Infectious Diseases Society of America (IDSA), the Society for Healthcare Epidemiology of America, the HIV Medicine Association (HIVMA), the Pediatric Infectious Diseases Society (PIDS), or the Society of Infectious Diseases Pharmacists (SIDP). names or logos unless the use is for a product or service that one of the organizations sponsors or co-sponsors. The use of any name, logo, or trademark of IDWeek and the partner societies in any exhibitor advertising is strictly prohibited without IDWeek's advance written consent.

Appropriate Use of IDWeek Name and Logo

IDWeek must review and provide written approval for any products or materials featuring the IDWeek name prior to printing or production. The use of the IDWeek logo is prohibited.

Announcements for affiliated events or exhibit booths should not imply that the program is an official activity of IDWeek. Phrases like “preceding” or “following IDWeek” are appropriate. IDWeek is one word, the ID should be boldface, use the superscript TM for trademark after the name.

Acceptable Uses with Written Permission

IDWeek™

IDWeek™ 2026

All uses of the IDWeek name must be approved in advance. To request written approval, contact industrypartner@idweek.org.

Conference Participation Marketing on Social Media

All event organizer social media posts promoting their booths and sessions may include the following hashtags.

#IDWeek

#IDWeek2026

Press Conferences

Company-sponsored press events are not permitted at IDWeek 2026

Embargo Policy

All industry partner news releases, media alerts, and other news materials regarding research presented at the IDWeek meeting must be embargoed. TBD on the date and time.

IDWeek Daily News: Email Newsletter Ad Sizes

600 x 200

Top banner ad:
\$6,000/net.
(600 px w x 200
px h)

*Limited to one per
issue.*

620 x 75

Skinny banner: \$2,300/net (620 px w x 75 px h)

530 x 120

Rectangle banner:
\$2,500/net
(530 px w x 120 px h)

300 x 250

Square ad:
\$3,000/net
(300 px w x 250 px h)

See the next page for skyscraper samples.

Images are not to scale.



Oct. 21-24, 2026 • Washington, D.C.

IDWeek™
Celebrating 15 Years

Daily News

The hub for everything IDWeek

IDWeek Daily News: Email Newsletter Ad Sizes

120
x
240

Small skyscraper:
\$1,800/net
(120 px w x 240 px h)
Limited to two per issue.

160
x
600

Medium skyscraper:
\$4,500/net
(160 px w x 600 px h)
Limited to one per issue.

300
x
600

Large skyscraper:
\$6,500/net
(300 px w x 600 px h)
Limited to one per issue.

Images are not to scale.