

# APIC DAILY NEWS

THE DAILY NEWSPAPER OF THE APIC 2025 ANNUAL CONFERENCE

Phoenix, Arizona

June 16-18, 2025

## Stand Out in Phoenix with Print and Digital Advertising Opportunities in *APIC Daily News*

*APIC Daily News* offers multiple opportunities to connect with **both conference attendees and APIC members** through print and digital advertising opportunities. Editorial content will include session highlights, conference schedules, photos, APIC news and more.

### Why advertise in *APIC Daily News*?

- Drive booth traffic: stand out in the exhibit hall!
- Increase attendance to industry events.
- Share case studies.
- Promote your products and services during and after the APIC Annual Conference.

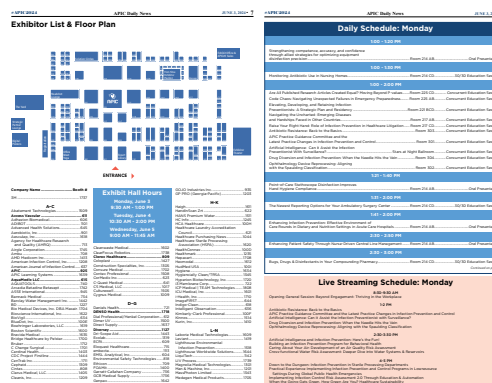


### Take Note...

- All issues will include the **exhibitor list & floor plan** and daily session schedules. *APIC Daily News* advertisers will be bolded in the exhibitor list.
- The *APIC Daily News* Product Showcase offers a budget-friendly way to promote products.
- *APIC Daily News* email newsletters are sent to more than 15,400 recipients, with a 41% open rate and 7% CTR.

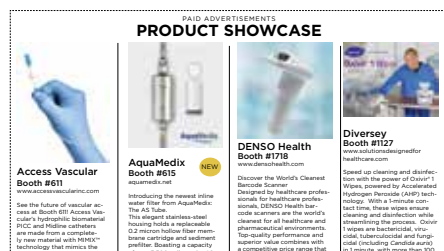
**Conference Newspaper:** Get your message out to infection preventionists in Phoenix, along with APIC members and the conference's virtual audience. (Click [here](#) for sample.) **All issues will include the exhibitor list/floor plan and daily session schedules.** *APIC Daily News* advertisers will be bolded in the [exhibitor list](#).

- **Sunday and Wednesday:** digital-only issues shared via *APIC Daily News* email newsletter and social media.
- **Monday and Tuesday:** print issues actively distributed throughout the convention center, with a digital issue shared via *APIC Daily News* email newsletter and social media.
- **Highlights issue:** post-conference digital-only issue shared via *APIC Daily News* email newsletter and social media.



**Email Newsletters:** Each issue of *APIC Daily News* will be distributed via an [email newsletter](#). Limited banner advertising placements are available in each daily email newsletter. Ads will be linked to the webpage of your choice.

The distribution list will include conference attendees and APIC members. (Apx. 15,400 recipients.) Email newsletters sent during APIC 2024 had a 41% open rate and 7% click-thru rate.



**Product Showcase:** Every issue of *APIC Daily News* will feature a [Product Showcase](#) section, offering the opportunity to highlight products and services.

Listings will include company name, booth number, product photo, 100-word description and link to company website in digital version. Products introduced after January 1, 2025, will have a “new” designation next to their listing.

For more information on *APIC Daily News* advertising opportunities, please contact Jenn Hess, [jhess@showdailies.com](mailto:jhess@showdailies.com).

**Book by March 28:**

Save 5% on premium placements and 10% on all other placements. (N/A to bellyband or inserts.)

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## APIC Daily News: Print and Digital Issues

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 five times:

- **Sunday, June 15, and Wednesday, June 18:** digital-only issues shared via **APIC Daily News** email newsletter and social media.
- **Monday, June 16, and Tuesday, June 17:** print issues actively distributed throughout the convention center, with a digital issue shared via email newsletter and social media. **Print issues will include the exhibitor list/floor plan and daily session schedules.**
- **Highlights issue (late June):** digital-only issue shared via **APIC Daily News** email newsletter and social media.

**Complimentary Editorial Opportunity:** Each **APIC Daily News** advertisement placement includes the opportunity to submit one 200-word press release for [complimentary publication in the same issue the ad appears](#).

### Five Issues, premium placements, 4C included:

Page One Strip ad: \$7,100  
Page One billboard: \$6,700  
Back Cover: \$8,100 (back cover in print issues, page three in digital issues)  
Inside Front Cover: \$7,600 (IFC in print issues, page five in digital issues)  
Full page opposite exhibitor list start page: \$7,200  
Full page opposite exhibitor list ending page: \$6,900

### Five Issues, 4C included:

Full page ad: \$6,500      Half Horizontal: \$5,500  
Half Island: \$6,100      Quarter page: \$4,900

### Print Issues (Monday & Tuesday), 4C included:

Full Page: \$2,900 (1x), \$4,950 (2x)  
Half Island: \$2,550 (1x), \$4,550 (2x)  
Half Horizontal: \$2,400 (1x), \$4,200 (2x)  
Quarter page: \$1,950 (1x), \$3,400 (2x)

### Digital-Only Issues (Sun., Wed., & Highlights), 4C included:

Full Page: \$1,200 (1x), \$2,900 (3x)  
Half Island: \$900 (1x), \$2,300 (3x)  
Half Horizontal: \$750 (1x), \$1,900 (3x)  
Quarter page: \$1,650 (3x)

### Advertising Deadlines:

**Early bird deadline:** March 28, 2025  
Save 5% on premium placements and 10% on all other placements. (N/A to bellyband or inserts.)

**Space reservations:** May 28, 2025

**Materials:** June 5, 2025

### Advertising Specs:

Page One Strip Ad: 10" w x 2" h  
Page One Billboard Ad: 2" w x 2.5" h  
Full page ad: 10" w x 14" h  
Half-page island ad: 7" w x 10" h  
Half-page ad horizontal ad: 10" w x 7" h  
Quarter-page ad: 4.50" w x 7" h

*All pricing is net pricing.*

### Print Specifications

- **Trim size:** 11" x 15". Live area is 10" w x 14" h. No bleeds.
- **Paper stock:** 50# offset (non-glossy).
- **Ad specs:** Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible.
- **Display Ad Files** – Please provide a high-resolution PDF (PDF/X-1a) with all fonts and images embedded. URLs and email addresses displayed in ad copy will be linked to those addresses.
- **Product Showcase** – Please provide description in text file (Microsoft Word preferred) and one hi-res image (300 DPI), max. size 2.25" w x 2.5" h.
- **File Submissions** – Send to [jhess@showdailies.com](mailto:jhess@showdailies.com).
- **Inserts/Bellywrap** – additional specifications to be provided upon request.

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## Exclusive Print Issue Opportunities:

### Bellyband:

Wrapped around issue; 4C, price includes printing: \$5,500/net per issue. (Limit one per issue, for the Monday and Tuesday issues.)

Sold on first-come basis

Materials due by May 20, 2025.

Size: 22.5" w x 3" h

\*N/A to early bird discount

### Inserts:

Postcard loosely inserted into publication

4C, price includes double-sided printing:

\$3,500/net per issue. (Limit three per issue, for the Monday and Tuesday issues.)

Materials due by May 20, 2025.

Size: 6" x 4"

\*N/A to early bird discount

## Product Showcase

Every issue of **APIC Daily News** will feature a [Product Showcase section](#), offering exhibitors the opportunity to highlight products on display at APIC 2025.

### • Pricing per product listing:

\$900/net (two print issues); \$1,350/net (all five issues)

• **Listing Includes:** company name, booth number, product color photo, description (100 words max.), link to company website in digital version.

• Products introduced after January 1, 2025, will have a "new" icon next to listings.

• Listings will be organized alphabetically, by company name.

PAID ADVERTISEMENTS

### PRODUCT SHOWCASE



**Access Vascular**  
Booth #611  
www.accessvascularinc.com

See the future of vascular access at Booth #611 Access Vascular's hydrophilic biomaterial RICC and Midline catheters are made from a completely new material with Hinc™ technology that mimics the body's natural chemistry and contains no polyurethane. Hinc™ technology reduced bacterial adhesion by 99.99% compared to both standard polyurethane catheters and CVC-coated polyurethane catheters in an in vitro study (data on file at AVI). Additionally, the Hinc™ catheter showed 6X fewer complications in a retrospective study versus standard polyurethane (Burch, J. JGIM, 2022). Stop by Booth #611 to learn more!



**AquaMedix**  
Booth #615  
www.aquamedix.net

Introducing the newest inline water filter from AquaMedix: The AS Tube. This elegant stainless-steel housing holds a replaceable 0.2 micron hollow fiber membrane cartridge and sediment prefilter. Boasting a capacity of over 3,500 gallons, the AS Tube delivers safe water and provides long term protection against all waterborne bacteria including legionella, pseudomonas, and nontuberculous mycobacteria. With standard threaded connections, the AS Tube is adaptable to countless applications for infection prevention including surgical scrub sinks, patient showers, and beverage machines. The replaceable cartridge is easily and quickly exchanged while leaving the housing in position saving time, money, and reducing unnecessary waste.



**Denseo Health**  
Booth #716  
www.denseohealth.com

Discover the World's Cleanest Baricade Scanner. Designed by healthcare professionals for healthcare professionals, DENSEO Health barcode scanners are the world's cleanest for all healthcare and pharmaceutical environments. Top-quality performance and superior value combine with a competitive price range that delivers these user-friendly features to make your workflow easier:

- Smooth, cleaning chemical friendly surfaces
- Antimicrobial material with IP65 rated protection
- Seamless handle: No crannies or screw holes
- Quiet warning alert: No batteries
- Compatible across iOS, Android, Windows devices
- Bluetooth 5 enabled
- Ergonomic and drop resistant
- Charges for use in 30 seconds
- IT loves how it works with your current HIES or LIS.



**Diversey**  
Booth #1127  
www.solutionsdesignforhealthcare.com

Speed up cleaning and disinfection with the power of Oxivir 1 Wipes, powered by Accelerated Hydrogen Peroxide (AHP) technology. With a 1-minute contact time, these wipes emerge cleaning and disinfecting while streamlining the process. Oxivir 1 wipes are bactericidal, virucidal, tuberculocidal and fungicidal (including Candida auris) in 1 minute, with more than 100 kill claims. Oxivir 1 Wipes are non-irritating to users, and have the best possible safety profile, making them safe for patients and staff with regular use. Oxivir 1 Wipes are available in multiple sizes and quantities.

**Book by March 28 to save 10%**

## APIC Daily News Email Newsletter

Advertising space is available in an [email newsletter](#) sent out daily during the APIC Annual Conference. Each email will contain a link to the digital version of **APIC Daily News**, conference highlights, and meeting information.

Only six banner ads will be accepted in each issue. The distribution list includes APIC members, attendees and industry representatives (Apx. 14,300).

### Email Dates:

• Sunday, June 15 • Monday, June 16 • Tuesday, June 17 • Wednesday, June 18  
• Highlights issue (late June)

### Pricing:

Top Banner ad placement (600 px w x 150 px h): \$1,275 net per placement

Banner ad (530 px w x 120 px h): \$950 net per placement

**Deadlines:** May 28 (space); June 5 (materials)

\*Ads are sold on a first-come basis.

Click [here](#) to view an email from APIC 2024 Annual Conference.

Reach more than  
15,000 APIC annual  
conference attendees  
and members!

Apx. 15,400 recipients

41% avg. open rate

7% avg. click-thru rate

8.5% avg. multiple opens

Questions? Contact Jenn Hess, [jhess@showdailies.com](mailto:jhess@showdailies.com) or 508/530-2787

# APIC Daily News

## Advertising Insertion Order

Please complete and  
return to  
Jenn Hess:  
JH Communications LLC  
jhess@  
showdailies.com

### Company Information

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

### Space Reservation

#### Display Advertising

Ad Size: \_\_\_\_\_ Print or Digital? \_\_\_\_\_  
Which Issues? \_\_\_\_\_ Early Bird Discount? \_\_\_\_\_  
Net Total: \_\_\_\_\_

#### APIC Daily News Product Showcase Listings:

Number of Listings? \_\_\_\_\_ 2x or 5x? \_\_\_\_\_  
Early Bird Discount? \_\_\_\_\_ New in 2025? \_\_\_\_\_ Net Total: \_\_\_\_\_

#### APIC Daily News Email Newsletter Advertising:

Ad Size? \_\_\_\_\_ Which Days? \_\_\_\_\_  
Early Bird Discount? \_\_\_\_\_ Net Total: \_\_\_\_\_

Payment: ☐ Bill Me Now ☐ Bill Me on 6/18/25 ☐ 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**

**Cancellation Policy:** Advertisers cancelling after March 1, 2025 will be billed for 50% of the total net cost. Advertisers cancelling after April 1, 2025 will be billed for 100% of the total net cost.