



POCKET GUIDE ADVERTISING

MARCH 20-23, 2017 NEW YORK CITY

You'll be seeing a lot of changes at DCAT Week '17 and that includes some to the Pocket Guide. As always, the DCAT Week Pocket Guide is the most sought-after item for any attendee. Going forward, the new Pocket Guide will include information regarding the hotel name (only where member company's business meeting spaces are located, midtown maps and landmarks and other key information to help attendees navigate DCAT Week. A copy of the Pocket Guide is mailed to members at the beginning of March and then thousands more are distributed during DCAT Week. *Listings of attendees at the Annual Dinner will now be featured in the DCAT Annual Dinner Booklet. Both the DCAT Week Pocket Guide and the DCAT Annual Dinner Booklet will be available to attendees from Monday through Thursday during DCAT Week.*

USE YOUR POCKET GUIDE AD TO:

- Promote your products and services
- Boost your brand visibility
- Invite guests to your company's hospitality event
- Make special company announcements
- Enhance your reputation as a key supporter of DCAT

ONE AD, MULTIPLE EXPOSURES

1st Distribution – On or about March 1, 2017, the Pocket Guide will be mailed to thousands of pharmaceutical industry representatives.

2nd Distribution – During DCAT Week, the Pocket Guide will be distributed at all Official DCAT Week Hotels: Intercontinental New York Barclay, Omni Berkshire Place, Lotte New York Palace, New York Marriott East Side, Hotel 48Lex, The Lexington New York City, The Benjamin, and DoubleTree Metropolitan. It will also be provided at all DCAT-sponsored educational events and in the Member Lounges.

3rd Distribution – Multiple copies of the Pocket Guides will be provided to all member companies occupying meeting space for their colleagues and guests.

AD RATES AND PLACEMENT

- Member Standard Ad placement – \$2,900
- Member Premium Ad placement – Contact Lauryn Kuna at lkuna@dcatt.org or 848-469-1171 for locations and prices.
- Ad space is limited. Please note that past advertisers are given the right of first refusal.
- Sorry, Pocket Guide ads are for DCAT member companies only. For information on becoming a DCAT member, contact Lauryn Kuna at lkuna@dcatt.org.

FORMAT REQUIREMENTS

The preferred format for the submission of an ad is as a high-resolution PDF. Please be sure that all the art and fonts are embedded.

MECHANICAL REQUIREMENTS

- Trim Size: 4" x 9"
- Live Image Area: 3 1/4" x 8 1/2"
- Bleed Size: 4 1/4" x 9 1/4"

AD SUBMISSION

- Via email to Staci Cadden at scadden@dcatt.org
- Via online file transfer:
Go to dcatt.wetransfer.com
Add file(s)
Send to scadden@dcatt.org

Ad Closing Date: All ads must be received by the DCAT organization by 5:00 pm EST on January 27, 2017. Sorry, NO exceptions or extensions.

PAYMENT

- Advertisers and advertising agencies are jointly responsible for the payment of all ad insertions in the Pocket Guide.
- DCAT will invoice the advertiser or advertising agency immediately after the signed contract is received.
- All ads are non-commissionable.
- If your company requires additional production or graphic design assistance, the rate will be \$95/hour.
- **Payment is due by ad closing date, January 27, 2017.**



Pay by December 31, 2016 and receive a 10% discount on your ad. The pre-paid discount only applies to payments received by the DCAT organization by December 31, 2016. Payments made or received after that time must pay the full amount.

CANCELLATIONS/CHANGES

No cancellations will be accepted after January 13, 2017. Any and all changes must be received by the ad closing date, January 27, 2017.

Order your ad by January 13, 2017 – call 1-800-640-DCAT (3228) for a contract today!