

ADVERTISING



Show Daily Magazine

IMSH is the Premier Event for the Healthcare Simulation Channel
The official IMSH 2024 *Show Daily* offers a unique high-impact advertising opportunity to build your brand awareness with all the IMSH participants during the event.

3 LIVE ISSUES



IMSH 2024 *Show Daily* Advertising Rates

Rates include insertion in all three days, January 21, 22, 23, 2024

STANDARD POSITIONS

AD SIZE	
Full Page	\$4,500
Half Page (horizontal)	2,750
Half Page (vertical)	2,750
Quarter Page	1,800

PREMIUM POSITIONS

AD SIZE	
Cover II	\$4,950
Cover III	4,950
Cover IV	5,500
Cover Strip (1/4 horizontal)	4,750
1/2 Front Cover Tip (4/C one side)	7,500

ADVERTISING DEADLINES & SCHEDULE

JANUARY 2, 2024: Advertising Reservation Deadline
JANUARY 8, 2024: Ad Material Deadline
JANUARY 21, 22, 23, 2024: IMSH Show Daily Issue Dates

SHOW DAILY SPECIFICATIONS

Magazine trim size 8.375" x 10.875"

AD SIZES

Full Page	8.375" x 10.875"
Half Page (horizontal)	8.375" x 5.375"
Half Page (vertical)	4" x 10.875"
Quarter Page	4" x 5"
Cover Tip	8" x 5"
Cover Strip	8.375" x 2.5"

Bleed Ads: Add 1/8" on each side to dimensions shown for bleed ads. (bleeds only available on half page size or larger, cover wrap and cover strip positions).
Safety Margin: Keep all live, non-bleed images 1/4" from trim edges.

Ad Space Reservations

Contact Tom Reil now to reserve your space:
Tom Reil
 phone: 707-291-7304
 tom@tsmpartners.com

Digital Bonus

Buy an ad in the print show daily and your ad will be included in each digital version for FREE—reaching far past the event's walls.

FREE OFFER

Change your advertising materials each day at no additional charge.

Press Releases

Submit your releases, and product news to mark@tsmpartners.com for consideration in *Show Daily*.

IMSH SHOW DAILY

Show Daily is printed and distributed Sunday, Monday and Tuesday of IMSH. Attendees will see your advertising message as they read the timely content and editorial coverage of IMSH 2023.

- A daily roundup of the top news from each day of IMSH, making it a "must read" during the conference
- Distributed daily at the conference center, to rooms of choice hotels, and uploaded to the IMSH website

\$15,000 COMMERCIALS (Max = 10)

Highly visible exposure as most attendees begin their days at the opening plenary sessions

- Played on loop as attendees enter into the plenary hall on Sunday, Monday, Tuesday, and Wednesday
- Sponsor is responsible for content and production of commercial

\$3,500: BOOK BAG INSERTS (max = 5)

- Company/product information and booth number and location are allowed on the insert. Once insert is approved, sponsor will ship the appropriate quantity to the warehouse and IMSH staff will insert the material into the book bags.

\$1,500: IMSH WEBSITE BANNER ADS

Located on IMSH2024.org – the official website for IMSH 2023, banner ads linked to your company's website are available on the Exhibitor List landing page that attendees visit as they plan their exhibit visits.

\$1,000/each Mobile App Push Notifications

Quickest and simplest way to ensure your message gets in front of all IMSH attendees

- One-time app notification of your choice sent to all attendees

CONTACT:

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