



SAN FRANCISCO 2014

INFORMS ANNUAL MEETING

BRIDGING DATA AND DECISIONS

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Reserve your advertising space now in Annual Meeting eNews Daily, the official news source of the INFORMS Annual Meeting. Each morning attendees will receive Annual Meeting eNews Daily in their in-boxes. eNews Daily provides a preview of the day's key events and a recap of the previous day's happenings. 60% of the 4,000+ attendees open and read eNews Daily.

See a sample issue of Annual Meeting eNews Daily

<http://archive.constantcontact.com/fs150/1101540798173/archive/1114994387740.html>

SPECIFICATIONS:

If you would like to advertise in eNews Daily, please send a .jpg or .png file at 150 x 300 pixels in full color to mary.leszczynski@informs.org and gary.bennett@informs.org. Ads will be displayed in the right-hand column of eNews Daily along side the news stories. Ads will be placed vertically from the top to bottom in the order they are received. Please include the URL you would like the ad to link to and the date(s) you would like your ad to run.

DELIVERY SCHEDULE:

eNews Daily will be delivered by 5:00 a.m. on the followings days:

Wed., 11/5 - preview edition to all meeting pre-registrants

Sun., 11/9 - all attendees

Mon., 11/10 - all attendees

Tues., 11/11 - all attendees

Wed., 11/12 - all attendees

ADVERTISING RATES:

any 1 day - \$250

any 2 days - \$450

any 3 days - \$600

any 4 days - \$700

all 5 days - \$750

PAYMENT:

Payment may be made at the INFORMS exhibit booth. Payment is required on Sunday, 11/9 before the exhibit hall closes at 9:00 pm. Checks made payable to INFORMS and credit cards only will be accepted. No cash. INFORMS accepts Visa, MasterCard, Discover, and American Express. Payments not received by 9:00 pm on Sunday 11/9 will cause cancellation of remaining ads (if any) and the inability to advertise in next year's Annual Meeting eNews Daily.

QUESTIONS:

Please direct questions to Tom Fink, Senior Marketing Manager
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