



**PARTNER WITH DATIA** and your message will reach thousands of companies in the drug and alcohol testing market. With over 1,500 members, DATIA connects you with the largest targeted audience of influential drug and alcohol testing professionals in the field. Our members are highly certified and actively participate in training services; they are company decision-makers directly responsible for the buying and approving of products and services.



**ORGANIZATIONS** in the  
Drug and Alcohol Testing Industry:  
**1 MILLION**



**DATIA MEMBERS** drug  
tests per year: **60 MILLION**

DATIA has existed  
for



**25 YEARS**

DATIA members: **1,500**



Annual Conference  
exhibitors: **80**

Annual  
Conference  
attendees:  
**OVER 800**



**DATIA focus**  
readership:  
**OVER 3,000**



**DATIA E-NEWS**  
subscription list:  
**ABOUT 4,000**



WOULDN'T YOU LIKE TO DO BUSINESS WITH OUR MEMBERS?

**The Drug and Alcohol Testing Industry Association (DATIA)** was founded in 1995. Since then DATIA has grown to represent over 1,500 members, and expanded its scope. DATIA represents the entire spectrum of drug and alcohol service providers including collection sites, laboratories, consortiums/TPAs, MROs, and testing equipment manufacturers.

Partner with DATIA! Email [chris@bhsalesgroup.com](mailto:chris@bhsalesgroup.com) or call 202.352.2552 for more information.



## Opportunities Overview

Select an opportunity from each category to maximize your investment and increase your engagement with our members.

- 1 Print Advertising**
  - DATIA focus
- 2 Online Advertising**
  - DATIA.org
  - eNews
  - Digital edition of DATIA focus
- 3 Exhibit/Sponsor**

### 1 Print Advertising

**DATIA focus** is the only magazine to cover the drug and alcohol testing industry. Our quarterly publication will keep you in contact with industry buyers and members year round, keeping your message consistent and constructive. With a print circulation of more than 3,000, your services will not go unnoticed.

#### IN EVERY ISSUE

Below are the magazine departments that appear in each issue:

- Letter From the Chairman
- Letter from the Executive Director
- New Member Profiles
- Best Practices
- Business Sense
- Trends in Drug Use
- Washington Report
- Getting to Know
- Spotlight On
- Focus on Alcohol Testing
- Ask Alice
- DATIA in Motion
- Marijuana Law Updates
- Name That Drug
- State Drug Testing Law 101
- New Member Listing



#### MATERIAL SUBMISSION

- Please supply a high-resolution PDF with fonts and images embedded.
- All files under 8MB may be emailed to [chris@bhsalesgroup.com](mailto:chris@bhsalesgroup.com)
- For files over 8MB, call for submission information.

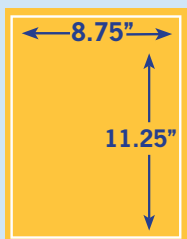
#### Print Advertising Material Specifications

	Width	Height
<b>DATIA focus</b>	8.5"	11"
Full Page*	8.5"	11"
2-Page Spread*	17"	11"
1/2 Page Horizontal	7.5"	5"
1/4 Page Vertical	3.5"	5"

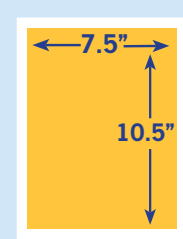
\*A uniform bleed of 0.125" should be used on all ads that bleed. All cropmarks should be offset to 0.125".

#### Ad Diagrams

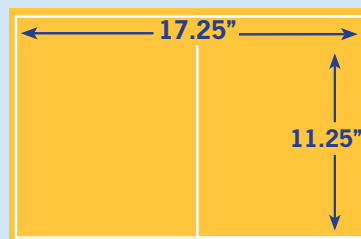
Full Page (w/bleed)



Full Page (no bleed)



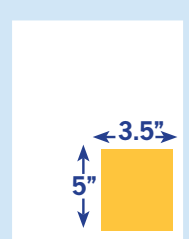
2-Page Spread (w/bleed)



1/2 Page Horizontal



1/4 Page Vertical





## 2 Online Advertising

Advertise on DATIA's website, in our eNews, or sponsor the digital issue of *DATIA focus* and gain further exposure as our members seek out and review the most up-to-date industry news.

### DATIA.org

Our website features resources and topical industry information, useful to both our members as well as those interested in learning more about DATIA. Our website offers maximum advertising exposure and visibility throughout the site by limiting the number of ads to eight per month.



### eNews

Savvy marketers can gain great visibility by incorporating DATIA's eNews into their overall marketing plan. Sponsor ads receive top placement, headlining the newsletter, while advertisers earn great exposure with strategic placement between news sections. With only one sponsor and four banner ads per newsletter, these exclusive opportunities are sure to maximize your visibility.

Do you have important industry insights or news? Paid article placement provides the opportunity to convey a specific message to our loyal industry readers. Contact us for details about how to reserve a sponsored article and share your message with our readers!

### DATIA focus Digital Edition

Put your company in front of our members by sponsoring the digital edition of *DATIA focus*. This exclusive sponsorship places your company name and logo before the cover and a full page digital ad.



## DATIA Online Advertising

	3 months	6 months	12 months
eNews Sponsor (560 x 100)	N/A	N/A	\$12,000
eNews Banner (300 x 100)	\$1,500	\$2,000	\$3,000
DATIA focus Digital Sponsorship	\$3,000	\$4,000	\$6,000
Datia.org (190 x 160)	\$1,000	\$1,650	\$2,850

eNews Sponsored Article	\$750 per article
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### TERMS

- DATIA reserves the right to reject any advertising.
- Agency discounts are not allowed.
- Liability for contents of ads is assumed by the advertiser and/or advertising agency.
- No ad changes will be accepted after the materials closing date unless the substituted ad is of like size and color.
- Advance payment is required from advertisers and agencies who have no established credit record with DATIA.
- Invoices not paid within 30 days are subject to an interest charge of 2.0% per month on the outstanding balance.
- Cancellations between space closing and material close will be billed at 50% of full rate. Cancellations after material close will be billed at full rate.
- Pre-paid insertions may be rescheduled but are non-refundable.
- All payments are to be made in US funds.
- Ads that appear in the publication with errors that are our fault may receive space credit in the next available issue.
- We are not responsible for damages.

Partner with DATIA! Email [chris@bhsalesgroup.com](mailto:chris@bhsalesgroup.com) or call 202.352.2552 for more information.



Connect with more than **800 industry professionals** at DATIA's Annual Conference and Exposition.

### 3 Exhibit and Sponsor

Exhibit and Sponsor at DATIA's 2020 Annual Conference and Exposition, held May 27–29, 2020 at the Marriott Wardman Park in Washington, DC. DATIA's Annual Conference is a must for professionals in the drug and alcohol testing industry and those administering drug and alcohol testing programs. The conference and exposition will feature new product launches and educational sessions requested by industry professionals.

#### Sponsor

Increase market share in the drug and alcohol testing industry with heightened visibility by developing a sponsorship to meet your marketing and customer relations' goals. With four recognition levels, DATIA offers added exposure for any budget.

#### Exhibit

Stay ahead of the competition by exhibiting at the premiere conference for the drug and alcohol testing industry. This is an opportunity to showcase your products and services to an estimated 800 attendees over a three day period.

**For the complete Exhibitor Prospectus Click Here!**

PLATINUM SPONSOR .....	\$9,000
GOLD SPONSOR .....	\$6,750
SILVER SPONSOR.....	\$4,750
PATRON SPONSOR.....	\$2,750
10X10 EXHIBIT SPACE	
Member .....	\$1,900
Nonmember.....	\$2,500
LISTS*	
Pre-Show Email List .....	\$375
Post-Show Email List.....	\$350
*Included on Platinum only	



# 2020 Advertising Contract

Company

Contact

Address

City

State/Zip

Phone

Email

Web Site

The undersigned hereby authorizes and directs **DATIA focus** to publish advertising in the issues and programs specified below pursuant to the terms and conditions set forth below. **DATIA focus** agrees to run an advertisement for the aforementioned Advertiser as set forth below. All payments are due within thirty days of publication. Location of any ad is not guaranteed (unless specifically noted). Content of ad is subject to approval by **DATIA focus**. **DATIA focus** reserves the right to not print the advertisement for failure to receive ad copy by the Material Due Dates provided below.

Liability for mistakes is limited to amounts paid hereunder. This agreement shall be non-assignable and non-cancelable. Any amounts past due shall be subject to interest charges at the rate of 3% per month or the maximum legal rate of interest allowed by law. The parties signing below warrant and represent that they have the authority to enter into this agreement.

Date

Signature

Make checks payable to **DATIA focus** or pay by MasterCard, Visa or American Express by completing the below.

VISA

MasterCard

AMEX

Card number

Exp. date

Card holder

Billing zip code

## Ad Rates

Please check the box below to indicate your ad size and frequency.

### Print

4-color	1x	4x
quarter page	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$975
half page	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,100
full page	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,500
page 3	<input type="checkbox"/> \$2,295	<input type="checkbox"/> \$1,750
inside covers	<input type="checkbox"/> \$2,445	<input type="checkbox"/> \$1,975
back cover	<input type="checkbox"/> \$2,650	<input type="checkbox"/> \$2,325

### Black/White

	1x	4x
quarter page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$650
half page	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$850

Ad rates are net. Agency commissions or fees cannot be deducted.

### Online

	3 Months	6 Months	12 Months
eNews Sponsor (560 x 100)	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$12,000
eNews Banner (300 x 100)	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000
<b>DATIA focus</b> Digital Sponsorship	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$6,000
Datia.org (190 x 160)	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$2,850

eNews Sponsored Article  \$750 per article

## Space & Materials Deadlines

Reserve Space	Materials	Mail Date
<b>Winter 2020 (January/February/March)</b>		
11/29/19	12/10/19	1/30/20
<b>Spring 2020 (April/May/June)</b>		
2/15/20	2/27/20	4/10/20
<b>Summer 2020 (July/August/September)</b>		
6/4/20	6/13/20	7/24/20
<b>Fall 2020 (October/November/December)</b>		
9/12/20	9/20/20	10/30/20

Questions? Call Chris Schriever

202.352.2552 • [chris@bhsalesgroup.com](mailto:chris@bhsalesgroup.com)