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.

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.
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

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

Print Advertising Material Specifications

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>DATIA focus</td>
<td>8.5&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>Full Page*</td>
<td>8.5&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>2-Page Spread*</td>
<td>17&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.5&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3.5&quot;</td>
<td>5&quot;</td>
</tr>
</tbody>
</table>

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

Ad Diagrams

Partner with DATIA! Email keegan@bluehouse.us or call 202.337.1893 for more information. datia.org
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.

DATIA Online Advertising

<table>
<thead>
<tr>
<th></th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>eNews Sponsor (560 x 100)</td>
<td>N/A</td>
<td>N/A</td>
<td>$12,000</td>
</tr>
<tr>
<td>eNews Banner (300 x 100)</td>
<td>$1,500</td>
<td>$2,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>DATIA focus Digital Sponsorship</td>
<td>$3,000</td>
<td>$4,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Datia.org (190 x 160)</td>
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<td>$1,650</td>
<td>$2,850</td>
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<tr>
<td>eNews Sponsored Article</td>
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<td>$750 per article</td>
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</table>

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 keegan@bluehouse.us or call 202.337.1893 for more information. datia.org
Exhibit and Sponsor

Exhibit and Sponsor at DATIA's 2017 Annual Conference and Exposition, held May 16–18, 2017 at the Rosen Shingle Creek Hotel in Orlando, Florida. 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 700 attendees over a three day period.

For the complete Exhibitor Prospectus contact us today!

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM SPONSOR</td>
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<tr>
<td>GOLD SPONSOR</td>
<td>$6,750</td>
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<tr>
<td>SILVER SPONSOR</td>
<td>$4,750</td>
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<tr>
<td>PATRON SPONSOR</td>
<td>$2,750</td>
</tr>
<tr>
<td>10X10 EXHIBIT SPACE</td>
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</tr>
<tr>
<td>Member</td>
<td>$1,900</td>
</tr>
<tr>
<td>Nonmember</td>
<td>$2,200</td>
</tr>
<tr>
<td>LISTS*</td>
<td></td>
</tr>
<tr>
<td>Pre-Show Email List</td>
<td>$375</td>
</tr>
<tr>
<td>Post-Show Email List</td>
<td>$350</td>
</tr>
</tbody>
</table>

*Included on Platinum only

Partner with DATIA! Email keegan@bluehouse.us or call 202.337.1893 for more information. datia.org
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 are net. Agency commissions or fees cannot be deducted.