

# DATIA focus



Thanks for the great job on the first issue of **focus**!

I loved the magazine and I loved our ad.

**Lillian Burling,**  
*Product Manager QSD*  
**Bio-Rad Laboratories**

I would like to compliment DATIA on doing a wonderful job on the first issue of **focus**.

I am looking forward to future issues.

**Lisa Van Zutphen,**  
*Training Director*  
**AlcoPro, Inc**

The premier issue of **focus** is very attractive. **focus** will fill an industry void.

**Ted Shults,**  
*Chairman*  
**AAMRO**

**DATIA** represents more than **1 MILLION COMPANIES** in the drug & alcohol testing industry.

**DATIA** members perform more than **60 MILLION** drug & alcohol tests per year.

## Wouldn't you like to do business with our members?

Advertise with DATIA and your message will reach the appropriate consumers. Our over 1,300 members are highly educated and are the largest targeted audience of influential drug and alcohol testing professionals in the field. They actively participate in training services and are highly certified for the positions they hold. In addition, they are the decision-makers and are directly responsible for buying or approving purchases of products and services that they can provide their clients. **DATIA focus** will give you the opportunity to keep in contact with these buyers and all members year round, keeping your message consistent and constructive. With a circulation of more than 3,000, your services will not go unnoticed.

## IN EVERY ISSUE

Still curious about what **DATIA focus** is all about? Listed below are the magazine departments that will appear in each issue.

- Letter from the President
- Letter from the Executive Director
- New Member Listing
- Technology Focus
- Best Practices
- Client Case Study
- Business Sense
- Washington Report
- Legal
- Q&A with DATIA
- Spotlight On
- Trends in Drug Use
- Focus on Alcohol Testing



The **Drug and Alcohol Testing Industry Association (DATIA)** was founded in 1995 as the National Association of Collection Sites, and has grown to represent over 1,300 members, and expanded its scope. DATIA now represents the entire spectrum of drug and alcohol service providers including collection sites, laboratories, consortiums/TPAs, MROs, and testing equipment manufacturers.

**DATIA focus** is the new magazine for the premier association for the drug and alcohol testing industry. For more industry information, visit [www.datia.org](http://www.datia.org).

Advertise in **DATIA focus**! Email [kyle@bluehouse.us](mailto:kyle@bluehouse.us) or call 202.337.1893 for more information.

# 2010 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.

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

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

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

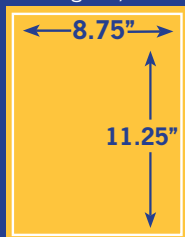
## Space & Materials Deadlines

Reserve Space	Materials	Mail Date
Spring 2010 (April/May/June)		
Advertisers in the Spring 2010 issue of <b>DATIA focus</b> are required to place one additional ad in any of the remaining issues.		
4/13/10	4/20/10	5/26/10
Summer 2010 (July/August/September)		
6/23/10	6/30/10	8/5/10
Fall 2010 (October/November/December)		
9/17/10	9/24/10	11/11/10
Winter 2011 (January/February/March)		
12/3/10	12/10/10	1/29/11

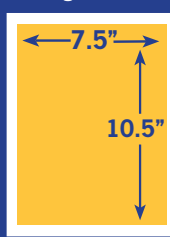
**Questions? 202-337-1893**

## Ad Size Specifications

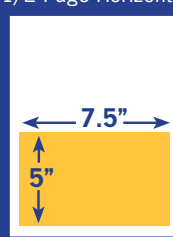
Full Page (w/bleed)



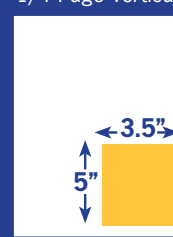
Full Page (no bleed)



1/2 Page Horizontal



1/4 Page Vertical



**DATIA focus**

2168 Wisconsin Ave., NW • Washington, DC 20007

FAX order form to 202-337-1200

[www.datia.org](http://www.datia.org)