ABOUT

*Daily News Briefing* is a news briefing tailored to the needs of the members of The Infectious Diseases Society of America, and delivered every morning to the nation’s premier group of physicians, scientists and other healthcare professionals who specialize in infectious disease. IDSA’s purpose is to improve the health of individuals, communities, and society by promoting excellence in patient care, education, research, public health, and prevention relating to infectious diseases.

**REACH INFECTIOUS DISEASE SPECIALISTS**

Advertise with IDSA's *Daily News Briefing*

- **7,400** U.S. Circulation
- **52%** Gross Open Rate
- **76%** Monthly Open Rate
- **55%** Mobile Open Rate
- **99.89%** Delivery Rate

**DISEASES & CONDITIONS**

- **Antimicrobials**
- **Infectious Diseases**
- **Immunization**
- **Infection Control**
- **Infectious Disease News**

**ADVERTISE WITH IDSA’S DAILY NEWS BRIEFING**

- Reach Infectious Disease Specialists
- **7,400** U.S. Circulation
- **52%** Gross Open Rate
- **76%** Monthly Open Rate
- **55%** Mobile Open Rate
- **99.89%** Delivery Rate

**ABOUT**

*Daily News Briefing* is a news briefing tailored to the needs of the members of The Infectious Diseases Society of America, and delivered every morning to the nation’s premier group of physicians, scientists and other healthcare professionals who specialize in infectious disease. IDSA’s purpose is to improve the health of individuals, communities, and society by promoting excellence in patient care, education, research, public health, and prevention relating to infectious diseases.
BENEFITS OF ADVERTISING WITH IDSA’S DAILY NEWS BRIEFING

- Exclusive Delivery to a 100% Qualified Audience
- Responsive Email Design Across All Platforms
- 25% Minimum SOV, Limited Digital Ad Units Available
- IDSA Branded
- Specialty, List Match, & Geo-Targeting Available
- ISI and/or Black Box Ad Solutions

For advertising placement, contact advertise@bulletinhealthcare.com