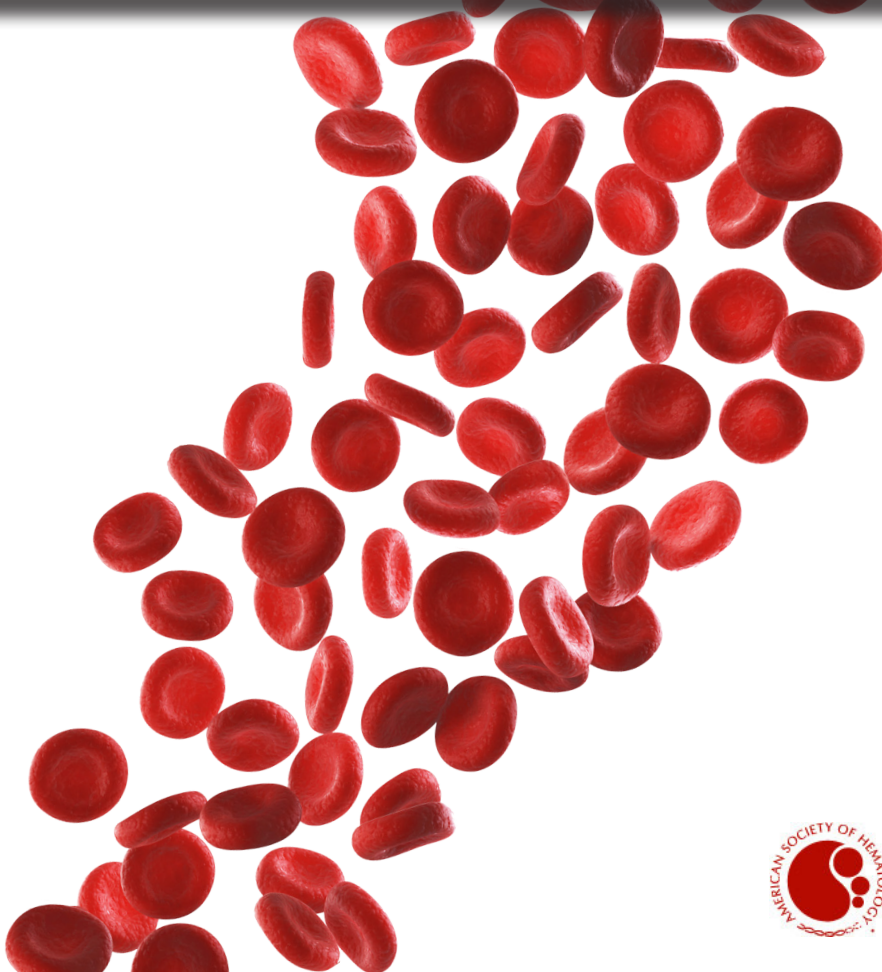




blood®



blood  
advances™



**Advertising  
Representatives**

**Pharmaceutical Media, Inc.**  
30 East 33rd Street, 4th fl  
New York, NY 10016  
www.pminy.com

**Joe Schuldner**  
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**Classified Advertising  
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**Daniel Simone**  
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**American Society of Hematology®**  
Helping hematologists conquer blood diseases worldwide

## Publisher

The American Society of Hematology  
2021 L Street, NW, Suite 900  
Washington, DC 20036  
**Phone:** 202-776-0550  
**E-mail:** editorial@hematology.org

## About The Journal

Official Journal of the American Society of Hematology (ASH), the world's largest professional society devoted to helping Hematologists, Hem/Oncs and specialists in related disciplines conquer blood disease.

**Established:** January 1946

## Staff

**Editor-in-Chief:**  
Bob Löwenberg, MD, PhD  
**Deputy Editor-in-Chief:**  
Nancy Berliner, MD  
**Director of Publishing:**  
Nina Hoffman  
**Managing Editor:**  
Glenn Landis  
**Operations Associate:**  
Eyob Alemu

## General Information

### Editorial

**Blood** is a peer-reviewed medical journal published weekly both digitally and in print by the American Society of Hematology. The journal covers all aspects of hematology, including red and white blood cell disorders, both benign and malignant, platelets, coagulation and other hemostatic mechanisms, vascular biology, immunology, and hematologic oncology. All articles undergo a rigorous peer review and are selected on the basis of the originality of the findings, the superior quality of the work described, and the clarity of presentation.

### About ASH

With more than 16,000 members from nearly 100 countries, the American Society of Hematology (ASH) is the world's largest professional society serving both clinicians and scientists around the world who are working to conquer blood diseases. The Society's mission is to further the understanding, diagnosis, treatment, and prevention of disorders affecting the blood, bone marrow, and the immunologic, hemostatic and vascular systems, by promoting research, clinical care, education, training, and advocacy in hematology.

**Editorial-Advertising Ratio:** 90% editorial/  
10% advertising

**Frequency:** 52 print issues plus the ASH Annual Meeting Digital Abstracts.

**2015 ISI Impact Factor:** 11.847

**Website:** www.bloodjournal.org

**Policy on Placement of Advertising:**  
Advertising precedes and follows editorial.

### Requirements for Acceptance of

#### New Professional Products for Advertising:

Pharmaceuticals will not be accepted until a New Drug Application from the FDA has become effective. However, publisher reserves the right to reject advertising deemed inappropriate. Non-professional products or services must be approved by the publisher.

#### Requirements for Ad Clearance:

All advertising must be approved.  
Allow for a 3-day review period.

## Circulation

### U.S. Print Circulation Profile

Hem/Onc	4,070
Hematology	1,365
Oncology	739
Pediatric (Hem, Hem/Onc & Onc)	1,155
Transfusion Medicine	155
Pathology	596
Research	798
Residents	1,304
Other (Institutions, Libraries, Pharmacology)	825
<b>TOTAL PRINT CIRCULATION</b>	<b>11,007</b>

**Circulation Basis:** Paid, Benefit of Dues

**Circulation Verification:** Sworn Statement

#### Subscription Data:

- Subscription rates: US – individuals, \$2,050; Institutions, \$1,830 (digital only) or \$2,330 (print & digital). International – Individuals, \$1,310; Institutions \$1,700 (digital only) or \$2,175 (print & digital).
- Annual percentage of subscription renewals: 91%

## Print Advertising Rates

### Black and White Rates

Frequency	Page	1/2 Page	1/4 Page
1x	\$3,200	\$1,750	\$1,100
6x	\$3,150	\$1,700	\$1,075
12x	\$3,075	\$1,650	\$1,050
24x	\$3,000	\$1,600	\$1,025
36x	\$2,900	\$1,575	\$1,000
48x	\$2,800	\$1,550	\$ 975
60x	\$2,775	\$1,525	\$ 950
72x	\$2,750	\$1,500	\$ 925
84x	\$2,725	\$1,475	\$ 900
96x	\$2,700	\$1,450	\$ 875

### Four Color Rates (in addition to earned B/W rate)

Color Charges		Position Charges	
Standard Color	\$ 925	Cover 4	50%
Matched Color	\$ 1,000	Cover 2	35%
3 or 4 Color	\$ 2,375	Table of Contents	25%
		Other	25%

### Insert Rates

Charged at the earned B/W rate times the number of pages.

### Rates and Billing Policies

**Earned Rates:** Earned rates are based on the total number of insertions (full or fractional pages) placed within a 1-year period. Free pages do not count towards frequency.

**Agency Commission:** 15% of gross billing on space, color and preferred positions. Invoice terms, net 30 days.

**Dual Responsibility:** Billing directed to the advertising agency at the net rate is approved on condition that the advertiser accept "dual responsibility" for payment if the agency does not remit within 90 days.

**Print Cancellations:** Cancellations in advertising by the advertiser or its agency may not be made after the closing date unless otherwise agreed to by both parties in writing.

*Blood is the most cited peer-reviewed publication in the field of hematology.*

## Advertising Incentive Programs

### Monthly Continuity Program

Place 3 paid insertions for one brand in the same month and receive the 4th insertion free.

All ads, including your free ad, must be for the same product, run in the same month, and be a full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad.

### 6 Times Incentive: Bonus Ad

Place 6 insertions for the same product during the calendar year and get the 7th insertion for the product free.

Ads must be full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad. You can combine the Monthly and 6 Times programs to increase your savings and exposure. By combining them over a four month period, you would pay for 12 ads and get 6 free.

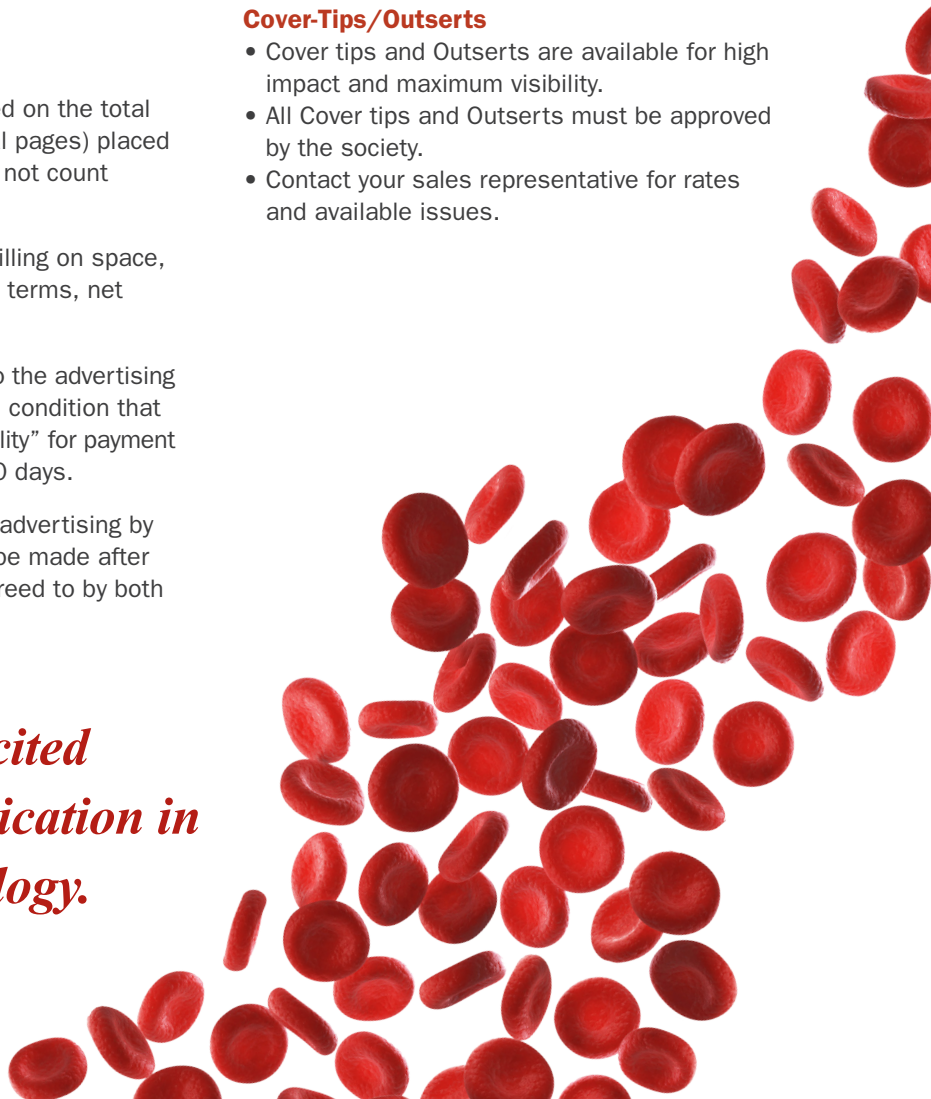
Free insertions from the incentive program DO NOT count towards your earned frequency rate.

### Clinical Trials Ad Discount

Clinical Trials recruitment and awareness ads receive the highest earned frequency (96x rate).

### Cover-Tips/Outserts

- Cover tips and Outserts are available for high impact and maximum visibility.
- All Cover tips and Outserts must be approved by the society.
- Contact your sales representative for rates and available issues.



## Issuance & Closing Dates

Issue Date	Space Closing	Materials	Inserts	Bonus Distribution
1/5	12/7	12/12	12/23	
1/12	12/14	12/19	1/3	
1/19	12/20	12/23	1/9	
1/26	12/28	1/3	1/17	
2/2	1/5	1/10	1/24	
2/9	1/12	1/18	1/31	
2/16	1/20	1/25	2/7	
2/23	1/26	1/31	2/13	
3/2	2/2	2/7	2/21	
3/9	2/9	2/14	2/28	
3/16	2/16	2/22	3/7	
3/23	2/24	3/1	3/14	
3/30	3/3	3/8	3/21	
4/6	3/10	3/15	3/28	
4/13	3/17	3/22	4/4	
4/20	3/24	3/29	4/11	
4/27	3/31	4/5	4/18	
5/4	4/7	4/12	4/25	
5/11	4/14	4/19	5/2	ASCO
5/18	4/21	4/26	5/9	ASCO, EHA
5/25	4/28	5/3	5/16	
6/1	5/4	5/9	5/22	
6/8	5/11	5/16	5/30	
6/15	5/18	5/23	6/6	
6/22	5/25	5/31	6/13	
6/29	6/2	6/7	6/20	
7/6	6/8	6/13	6/26	
7/13	6/15	6/20	7/3	
7/20	6/22	6/27	7/11	
7/27	6/29	7/5	7/18	
8/3	7/7	7/12	7/25	
8/10	7/14	7/19	8/1	
8/17	7/21	7/26	8/8	
8/24	7/28	8/2	8/15	
8/31	8/4	8/9	8/22	
9/7	8/10	8/15	8/28	ASH Hem Malignancies
9/14	8/17	8/22	9/5	
9/21	8/24	8/29	9/12	
9/28	9/2	9/6	9/19	
10/5	9/8	9/13	9/26	
10/12	9/14	9/19	10/2	
10/19	9/21	9/26	10/10	
10/26	9/28	10/3	10/17	
11/2	10/5	10/11	10/24	
11/9	10/13	10/18	10/31	ASH Annual Meeting
11/16	10/19	10/24	11/6	
11/23	10/26	10/30	11/14	ASH Annual Meeting
11/30	11/1	11/3	11/17	
12/7	11/7	11/10	11/28	
12/14	11/15	11/20	12/5	
12/21	11/22	11/29	12/12	
12/28	11/29	12/4	12/15	

### Bonus Distribution

#### American Society of Clinical Oncology (ASCO)

June 3-7, 2017  
Chicago, Illinois

#### European Hematology Association (EHA)

21st Congress  
June 22-25, 2017  
Spain

#### 2017 ASH® Meeting on Hematologic Malignancies

September 7-10, 2017  
Chicago, IL

#### ASH® Annual Meeting & Exposition

December 2-5, 2017  
Location to be announced



**52 print  
issues in  
2017**

## Print Specifications

### Mechanical Specifications

**Trim Size:** 8.25" x 10.875"

**Live Area:** 7.75" x 10.375"

**Binding:** Perfect

**Paper Stock:**

- a. Cover: 6 pt coated.
- b. Body: 45 lb coated.

**Halftone Screen:** 150

**Disposition of Material:** Material will be held for one year from last date of issue used and then destroyed unless other instructions are given to publisher.

### Reproduction Requirements (ROB)

#### Ad Sizes, Bleed

Trim size plus bleed	Width	Height
Spread (two facing pages)	16.75"	11.125"
Full page	8.5"	11.125"
1/2 page horizontal	8.5"	5.438"
1/2 page vertical	4.125"	11.125"

Keep all live matter 1/4" away from trim edges. Bleed requires 1/8" from all sides. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

#### Ad Sizes, Non Bleed

Size of Live Matter	Width	Height
Spread (two facing pages)	16"	10.375"
Full page	7.75"	10.375"
1/2 page horizontal	7.75"	5.062"
1/2 page vertical	3.75"	10.375"
1/4 page	3.5"	4.875"

Keep all live matter 1/4" away from trim edges.

#### Electronic Submission of Advertising Materials:

PDF files only.

PDF files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

**Advertising files must be submitted to the Blood Journal ad portal at <https://ash.sendmyad.com/>**

- Insertion orders entailing "new materials" will automatically generate an invitation to upload materials.
- All multi-page ad units other than a single spread, will have to be uploaded and approved as single pages.
- For portal details contact Kathy Clark (kclark@pminy.com or 212-904-0365) or Monica Griffiths (mgriffiths@pminy.com or 212-904-0362).

#### Ship Disks and Proofs To:

Dartmouth Printing Co.  
69 Lyme Road  
Hanover, NH 03755  
Attn: Lisa George (Blood)  
Ph: 603-643-2220, x 300

#### Insert Requirements

**Delivered Size:** 8.5" x 11.125"

**Trim:** 1/8" from all 4 sides; jogs to head

**Quantity:** 12,000 per issue

All inserts must be furnished printed, folded, untrimmed, and ready to bind. Keep all live matter 1/4" away from trim edges. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

#### Cover Tips

**Maximum Size:** 5" high x 8.125" wide.

**Minimum Size:** 4" high x 6" wide (smaller sizes may run on the equipment but samples need to be reviewed before approval. Additional set up fees may apply)

**Stock:** 50# minimum; 80# maximum

**Quantity:** 12,500 per issue

**Fixation:** Tipped with removable glue

#### Outserts

**Maximum Size:** 8" x 10.875"

**Maximum Weight:** 3.3 oz.

**Quantity:** 12,500 per issue

All cover tips and outserts must be approved by the Editor-in-Chief. Allow 3 days for review.

#### Ship to:

Blood [identify issue]  
Dartmouth Printing Co.  
Attn: Lisa George  
69 Lyme Road  
Hanover, NH 03755  
Ph: 603-643-2220, x300

#### Delivery Specifications:

**Packing:** Carton packing preferred (counterstacking the pieces as needed) or placed in gaylords (in bundles of 20 or 25 without shrink wrap or rubber bands) for shipment.

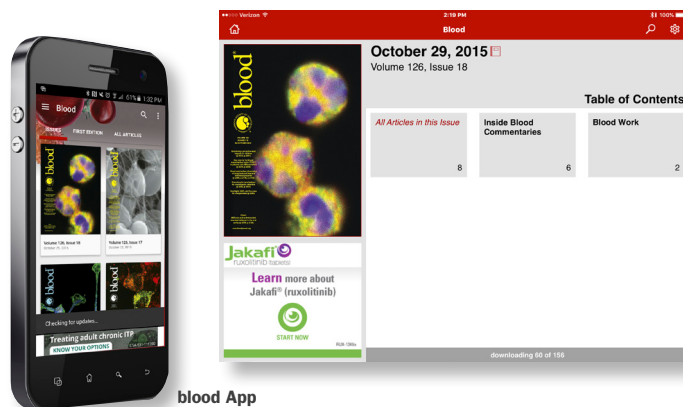
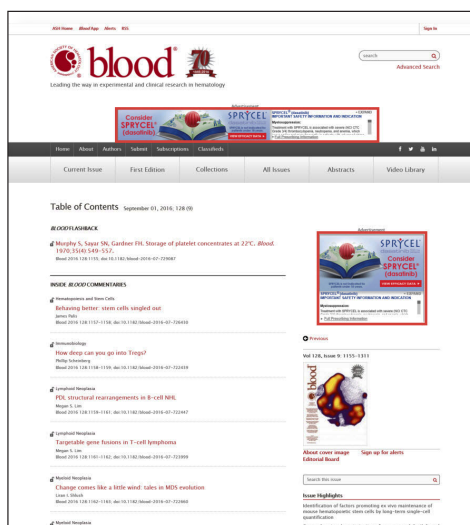
**Labeling:** All shipments should include Journal name (BLOOD), description of item, quantity per carton, total number of cartons in shipment, account manager's name, and issue date.

**Hours:** Shipments accepted Monday through Friday 7:00am–9:00pm.

#### Send All Contracts and Insertion Orders to:

Kathy Clark  
Pharmaceutical Media, Inc.  
Ph: 212-904-0365  
Fax: 212-685-6126  
E: kclark@pminy.com

## Digital Advertising



blood App

### Online Banner Advertising

Feature your campaign on [www.bloodjournal.org](http://www.bloodjournal.org) where hematologists, hem/onc's and oncologists access the latest data published in the print edition of **Blood** as well as monthly direct-to-digital content. Banner ad placement is optimized for viewability and placed throughout the site, including full-content pages to maximize exposure.

#### US Monthly Metrics

Impressions	1.1 MM
Interstitials	175,000
Unique Visitors	97,300

#### Global Monthly Metrics

Impressions	3.3 MM
Interstitials	264,000
Unique Visitors	295,000

#### Online Rates

Global Advertising Rate	\$95 CPM
Geo-targeted Advertising Rate	\$100 CPM
Contextual Targeting	\$125 CPM
Interstitials Rate	\$175 CPM

### Banner Sizes and Specifications

**Leaderboard:** 728 x 90

**Skyscraper:** 160 x 600 or 300 x 600

**Box/MPU:** 300 x 250

**File Format:** Flash, GIF, JPG, PNG, HTML5

**Rich Media on Approval**

**Max File Size:** 200KB

- Animation cannot continue past 3 loops
- Frame rate must not exceed 24fps
- Flash clickTag must be correctly coded
- Expanding ads must be user-initiated by mouse-over or click to expand
- Creative is required for testing 5 days in advance

### Blood Journals App

Reach hematologist and Hem/Onc readers of **Blood** and **Blood Advances** 24/7 using the **Blood Journals App** for iOS and Droid platforms. The growth of the App has been tremendous since its launch in June 2012, with over 53,000 current downloads. **The users of the App are truly engaged in the content and responsive to your advertising message. App users engage with the brand's message and provide exceptional post click-through metrics.**

- 100% Registered Users
- 100% Banner Viewability
- 1.26% Overall CTR

#### US Average Monthly Metrics

- 600 users
- 3,100 avg. sessions
- 21,000 banner impressions
- 3,000 interstitials

#### EU Average Monthly Metrics

- 640 users
- 6,500 sessions
- 20,000 banner impressions
- 6,000 interstitials

Advertising sponsorships are available in 25% SOV increments of both banners and interstitials. Please contact your sales representative for rates and additional data.

### Banner Sizes and Specifications

#### Banner Ads

**Dimensions:** 320 x 50, 728 x 90 & 300 x 250

**Maximum File Size:** 100KB

**Acceptable File Formats:** GIF, JPG, PNG, HTML5  
(3rd-Party Tags can be used)

#### Interstitial Ads

**Dimensions:**

Smart phones: 320 x 480 & 480 x 320

Tablet: 768 x 1024 & 1024 x 768

**Initial Load:** 200KB

**Additional Sub-Load:** 300KB

**Maximum File Size:** 1 MB (Rich Media Elements Built in HTML5)

**Acceptable File Formats:** GIF, JPG, PNG, HTML5  
(3rd-Party Tags can be used)

Learn how **cytogenetics and molecular markers** impact AML treatment. Register for LIVE CME WEBINAR. **728x90**

Leading the way in experimental and clinical research in hematology

ASH Home | Research | Education | Advocacy | Meetings | Publications | ASH Store

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Learn more about **ADYNOVATE** (Apheresis Factor Concentrate) (Hyaline)

Explore Data

Health and Advances in Hematology of Quality Hemostasis (ADYNOVATE)

Baxalta

Do you know that Iron Deficiency accounts for 50% of all cases of anemia? Learn More >>

160 x 600 or 300 x 600

### Blood/ASH Alerts

Blood/ASH Alerts provide an audience of 100% Opt-in subscribers with regular notification of the latest clinical data published in **Blood**, important content that is published ahead of print, and breaking news and event updates from ASH.

### Average Monthly Metrics

Opt-in Subscribers	13,600
Total E-mails Sent	55,000–69,000
<i>blood</i> e-TOC	avg. 4-5 drops
<i>blood</i> First Edition	avg. 16-22 drops
Avg. Open Rate	21.5%
Avg. Impressions	40,000

### Monthly e-Newsletter Sponsorship

#### 3 Positions (33% SOV)

Top leaderboard (728 x 90)	\$5,000 net
Skyscraper (160 x 600)	\$5,000 net
Lower Leaderboard (728 x 90)	\$3,000 net

Advertisement

**Patient Support**  
You can find it here.

**This Week in blood**

Volume 128, Issue 13

Complete Table of Contents

WASHINGTON, September 29, 2016 – Welcome to "This Week in Blood," a weekly snapshot of the hottest studies from each week's issue of *Blood*, the official journal of the American Society of Hematology (ASH), hand-picked by Blood Editor-in-Chief Bob Löwenberg, MD, PhD, and Deputy Editor Nancy Beniter, MD.

**Evolution of acute myelogenous leukemia stem cell properties after treatment and progression**  
This plenary paper presents the first in-depth paired analysis that compares leukemic stem cell frequencies and their genomic instability in acute myelogenous leukemia (AML) at diagnosis and relapse. These data suggest a unique myelogenous shift in phenotype that could explain the poor response to chemotherapy of relapsing AML.

**The immunotherapy era of myeloma: monoclonal antibodies, vaccines, and adoptive T-cell therapies**  
**T cells expressing an anti-B-cell maturation antigen chimeric antigen receptor cause remissions of multiple myeloma**  
In a comprehensive and timely review, Hoyos and Borrello discuss mechanisms of immunosuppression and emerging immunotherapeutic modalities for multiple myeloma, including monoclonal antibodies, checkpoint inhibitors, vaccines, immune modulators, and cellular therapy. In a second paper, Ali et al provide the first clinical data that describe the safety and efficacy of adoptive therapy with patient-derived chimeric antigen receptor (CAR) T cells targeting B-cell maturation antigen in myeloma.

**Chimeric antigen receptor T cells targeting FcγR receptor selectively eliminate CLL cells while sparing healthy B cells**  
Faltchuk and colleagues have developed a new chimeric antigen receptor (CAR)-bearing T-cell system for selective targeting Fcγ receptor-bearing chronic lymphocytic leukemia (CLL) cells with sparing of normal B cells. These CAR T cells against a novel target may have significant therapeutic potential for CLL.

Cover Figure: Cap structure of procoagulant platelets contributing to localized amplification of coagulation in thrombosis. See the article by Poppekoova et al.

## This Week in Blood

Weekly e-newsletters with highlights and reviews of several articles in the weekly print issue of *Blood*, written by the Editor-in-Chief. This commentary and insight is one of the most popular editorial features amongst members.

- 13,800 US Subscribers
- 27.5% Avg. Open Rate
- CTR 0.44%
- Exclusive Monthly Sponsor (100% SOV)
- Top Leaderboard Position: 728x90
- Drop Dates: Every Thursday; 4-5 days per month
- \$15,000 net monthly
- \$4,000 net per drop

**Consult your sales representative for additional information on digital advertising opportunities and rates.**

### Requirements for Ad Clearance

All advertising must be approved by ASH.

### Digital Cancellations

In accordance with the AAA/IAB Standard Terms and Conditions for Internet Advertising, Impression Based Campaigns (via CPM) requires a 14-day written notice, prior to the start of the campaign, to avoid a penalty. For Example, if Advertiser cancels the CPM based order five (5) days prior to the scheduled start date, the Advertiser will be responsible for nine (9) days of those scheduled ad impressions. Flat-Fee or Fixed Placement Campaigns require a minimum of 30 days written notice of cancellation to avoid penalties.

### Send insertion orders and materials to:

Samir Delgado  
Pharmaceutical Media, Inc.  
Ph: 212-904-0369  
Fax: 212-685-6126  
E: adops@pminy.com



Photo Credit: Steve Gschmeissner/Getty Images  
Description: Cancer cell and T lymphocytes, SEM



## Blood Advances

**Blood Advances** is the new, digital only, open-access publication from ASH launching in 2017. The Editor-in-Chief, Dr. Robert Negrins, MD, Professor of Medicine and Chief of the Division of Blood and Marrow Transplantation, Stanford University will select original articles that are either Novel or Definitive. Editorial will include Original Research, Case Reports, Point/Counter Point, Forums & Education and will be highly graphic presentation with visual and audio abstracts.

Online advertising will be available through the Blood Online Network.

### Online Rates

Global Advertising Rate	\$95 CPM
Geo-targeted Advertising Rate	\$100 CPM
Contextual Targeting	\$125 CPM
Interstitials Rate	\$175 CPM

### Banner Sizes and Specifications

**Leaderboard:** 728 x 90

**Skyscraper:** 160 x 600 or 300 x 600

**Box/MPU:** 300 x 250

**File Format:** Flash, GIF, JPG, PNG, HTML5

**Rich Media on Approval**

**Max File Size:** 200KB

- Animation cannot continue past 3 loops
- Frame rate must not exceed 24fps
- Flash clickTag must be correctly coded
- Expanding ads must be user-initiated by mouse-over or click to expand
- Creative is required for testing 5 days in advance

*Blood Advances is the first journal to join the Blood family in 70 years*

## Advance Notice e-Newsletters

The bi-monthly **Advance Notice** e-Newsletter will highlight articles recently posted online with special attention to audio/video abstracts, point/counterpoint and case studies editorial features.

- 13,800 subscribers
- 27.5% Open Rate
- 0.40 CTR
- Drop Dates: 2nd and 4th Tuesday monthly
- 50% SOV (728x90 top) & (160x600 side)
- \$4,000 per banner per drop

## Blood Advances eAlerts

Bi-monthly e-TOCs with a full listing of recently posted articles, Continuous Publication Alerts, Keyword & Citation Alerts.

- 12,400 global subscribers
- 25-35,000 e-mails monthly
- 3 banner positions, sold monthly
  - \$2,000 net (728x90 top) & (160x600 side)
  - \$1,500 net (728x90) bottom

Consult your Sales Representatives for more information.

### Send insertion orders and materials to:

Samir Delgado  
Pharmaceutical Media, Inc.  
Ph: 212-904-0369  
Fax: 212-685-6126  
E: adops@pminy.com



# Advertising Policy

## Preamble

The American Society of Hematology (“ASH” or “Publisher”) is a non-profit organization whose mission is to further the understanding, diagnosis, treatment, and prevention of disorders affecting blood, bone marrow, and the immunologic, hemostatic and vascular systems, by promoting research, clinical care, education, training, and advocacy in hematology. ASH currently publishes various publications, including *Blood*, *ASH News Daily*, and *The Hematologist*, and may in the future produce other publications (collectively, the “Publications”), which accept, or may in the future accept, paid advertising from third parties. The integrity of ASH and the scientific, educational, and advocacy activities it undertakes depend on the avoidance of bias or influence, or the appearance of such bias or influence, and maintaining the highest ethical standards in the Publications’ paid advertising program. In furtherance of its mission and goals, ASH has adopted the following Advertising Policy, which is applicable to all Publications of ASH:

## A. General Principles

1. As used in this Advertising Policy, the term “Advertiser” means the individual or entity whose product or service is promoted in an advertisement published in any of the Publications, and any third party agent hired to represent such individual or entity. It is the responsibility of the individual or entity whose product or service is being promoted to ensure any third-party agent is advised of these policies.
2. All Advertisers, by submitting an advertisement for consideration of being placed in any Publication, whether actually published or not, is deemed to have accepted, be bound by, and made any representation or warranty contained in this Advertising Policy.
3. All advertisements published in the Publications are subject to approval of ASH and/or the editors of each respective Publication, all of which reserve the right to reject any proposed advertisement or cancel any previously accepted advertisement at any time.
4. Each Advertiser represents and warrants to ASH that it is authorized to publish the entire contents and subject matter of their advertisement(s), and that such advertisement(s) do not infringe on the trademark, copyright or other intellectual property of any other person or organization.
5. In consideration of ASH’s publication of an advertisement, the Advertiser agrees to indemnify and hold harmless ASH, its directors, officers, agents, employees from and against any claim, damage, liability, expense, or other loss (including legal fees) resulting from the breach of any representation or warranty of the Advertiser contained in this Advertising Policy, or in any way relating to the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.
6. Publisher shall not be liable for any failure to publish any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement not so published in subsequent available space.
7. Publisher may change the terms set forth herein at any time, provided that no such change applies to advertisements whose closing date precedes the announcement of the change.
8. In the event of nonpayment, Publisher reserves the right to hold the Advertiser and its agents jointly and severally liable for such monies as are past due and payable to Publisher. In addition, Publisher reserves the right to not publish any future advertisements until all of the Advertisers accounts are paid in full.

## B. Content of Advertisements

1. FDA and Other Regulatory Requirements: Each Advertiser represents and warrants to ASH that all advertisements for pharmaceuticals, drugs, devices, and other regulated health care products meet all applicable legal requirements, including regulations of the FDA regarding advertisement and promotion. FDA regulations contain exacting legal controls over the claims that drug advertisers may make for their products and may require advertisements to identify contraindications, side effects, etc. Adherence to FDA and other legal requirements concerning the content of drug advertising is the manufacturer’s responsibility. Acceptance of an advertisement is not an indication that the advertisement is legally compliant. Publisher reserves the right to require an Advertiser to provide a certification of legal compliance with respect to any advertisement.
2. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic or official name; the quantity of all active substances must be stated along with the recommended dosage. New advertisement copy and creative work for pharmaceutical products should be sent to the Publisher’s advertising department. Please allow two weeks for clearance.
3. All advertisements must clearly and prominently identify the Advertiser by name, trademark and/or trade name.
4. Use of a name, logo, trademark, or service mark of Publisher or its affiliates, except in reference citations, is not permitted without the express, written consent of Publisher. Any reference to ASH and/or the Publications, or any other products or services of ASH in advertisements, promotional material, or merchandising by the Advertiser is subject to Publisher’s prior written consent in each instance. Publisher does not endorse or support any product or organization identified in any advertisement published in the Publications.

## C. Layout of Advertisements

1. Publisher will use commercially reasonable efforts not to place advertisements adjacent to any editorial matter that discusses the product or service being advertised, nor adjacent to any article reporting research on the advertised product or service.
2. All advertisements are separate from editorial content. Layout, artwork, and format shall be such as to be readily distinguishable from editorial content to avoid any confusion with the editorial content of the publication. The label “Advertisement” may be required.
3. Publisher will make commercially reasonable efforts to avoid placing digital advertisements so that they are juxtaposed with, in line with, linked to, or adjacent to editorial content on the same topic as the advertisement.
4. Publisher is not responsible for incidental or consequential damage for errors in displaying or printing an advertisement.

## D. Additional Digital Advertising Guidelines

1. Advertorials are not accepted on the Publisher website or e-mail service.
2. Personally identifiable user data is never released to Advertisers. Digital Advertisers may receive reports that show aggregated data about response to their advertisements, including the number of advertisement impressions and the number of times an advertisement was clicked.
3. Advertiser may not link from the advertisement to the Publisher’s website, or to any electronic edition of any Publication, without the express written consent of Publisher. Publisher does not endorse or support any product linked to its website, nor is Publisher responsible for the content of any website promoted in or advertisement published in the Publications. Publisher may advise any user of ASH’s website who clicks a hyperlink associated with any advertisement that the user is leaving ASH’s website, that the advertiser is solely responsible for the content of website to which the user is directed, and/or that ASH does not endorse any product or service advertised, or the manufacturer or service provider that is responsible for the advertisement.