



blood[®]



**blood
advances**[™]



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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 17,000 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.

2017 ISI Impact Factor: 15.132

Websites:

www.bloodjournal.org, www.bloodadvances.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	4,284
Hematology	1,418
Oncology	496
Pediatric (Hem, Hem/Onc & Onc)	1,193
Transfusion Medicine	134
Pathology	684
Research	850
Residents	1,360
Other (Institutions, Libraries, Pharmacology)	830
TOTAL PRINT CIRCULATION	11,249

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Subscription Data:

- Subscription rates: US – individuals, \$1,930; Institutions, \$2,000 (digital only) or \$2,270 (print & digital). International – Individuals, \$2,200; Institutions \$2,000 (digital only) or \$2,540 (print & digital).
- Annual percentage of subscription renewals: 93%

Print Advertising Rates

Black and White Rates

Frequency	Page	1/2 Page	1/4 Page
1x	\$3,300	\$1,750	\$1,125
6x	\$3,250	\$1,725	\$1,100
12x	\$3,200	\$1,700	\$1,075
24x	\$3,150	\$1,675	\$1,050
36x	\$3,100	\$1,650	\$1,025
48x	\$3,050	\$1,625	\$1,000
60x	\$3,000	\$1,600	\$1,000
72x	\$2,975	\$1,575	\$1,000
84x	\$2,950	\$1,550	\$1,000
96x	\$2,925	\$1,525	\$1,000

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 \$ 2,395	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.

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.



Blood Advances

Peer-reviewed, online only, open access journal. Original articles describing basic laboratory, translational, and clinical investigations in hematology.

Editor-in-chief: Robert Negrin, MD, Stanford University Medical Center

2019 Special Print Issue

- December 2019
- 11,249 copies mailed, US-based ASH Members
- 5,000 copies distributed at ASH

Net Rates

Page B&W	\$5,500
1/2 Page B&W	\$3,750
1/4 Page B&W	\$2,250
4 Color	\$2,500
Outsert (Mail only)	\$20,000



Issuance & Closing Dates

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

Bonus Distribution

American Society of Clinical Oncology (ASCO)

May 31 - June 4, 2019
Chicago, IL

European Hematology Association (EHA)

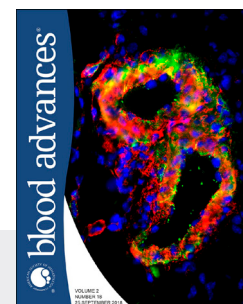
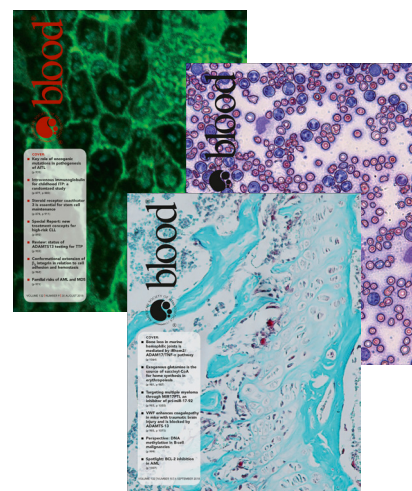
24th Congress of EHA
June 13 - 16, 2019
RAI Amsterdam,
The Netherlands

2019 ASH® Meeting on Hematologic Malignancies

September 6-7, 2019
Chicago, IL

ASH® Annual Meeting & Exposition

December 7-10, 2019
Location to be announced



Blood Advances

5,000 Bonus Distribution at the
2019 ASH Annual Meeting

Space Closing: 10/25

Materials Due: 10/31

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"	5.8125"
1/2 page vertical	4.5"	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 Monica Griffiths (mgriffiths@pmi.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: 12,500 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.

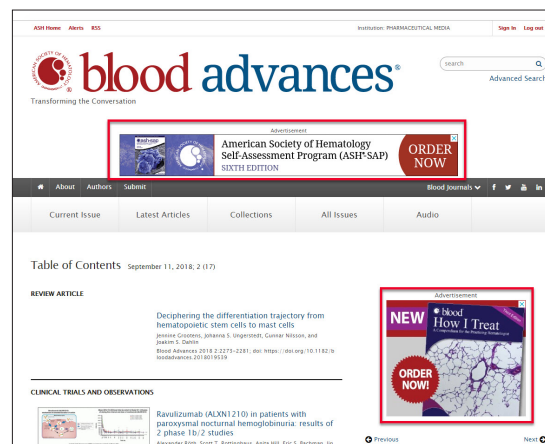
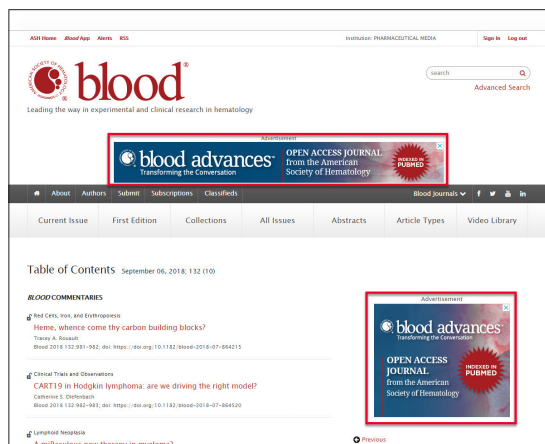
Labeling: All shipments should include Journal name (BLOOD), description of item, quantity per carton, total number of cartons in shipment, account manager's name, and issue date.

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

Send All Contracts and Insertion Orders to:

Monica Griffiths
Pharmaceutical Media, Inc.
Ph: 212-904-0362
Fax: 212-685-5126
E: mgriffiths@pmi.com

Blood Journals Online Network



Feature your campaign on 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	1.5 MM
Interstitials	90,000
Unique Visitors	188,000

Global Monthly Metrics

Impressions	4.1 MM
Interstitials	150,000
Unique Visitors	460,000

Blood Advances www.bloodadvances.org is the digital only, open access publication from ASH launched in 2016 featuring with a highly graphic presentation, visual and audio abstracts. Select original articles are either Novel or Definitive. Editorial will include Original Research, Case Reports, Point/Counter Point, Forums & Education.

Interstitial Monthly Metrics

- One interstitial ad served daily to each unique user
- 90,000 US Impressions monthly
- Avg. CTR = 1.06%

Contextual Banner Advertising

- Ads served only in contextually relevant editorial content
- Keywords/terms selected by client
- 100% SOV available

Banner Sizes and Specifications

Leaderboard: 728 x 90

Box/MPU: 300 x 250

File Format: GIF, JPG, PNG, HTML5

Rich Media on Approval

Max File Size: 200KB

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

Online Rates

Global Advertising Rate	\$100 CPM
Geo-targeted Advertising Rate	\$100 CPM
Contextual Targeting	\$175 CPM
Interstitials Rate	\$195 CPM

Send insertion orders and materials to:

Samir Delgado

Pharmaceutical Media, Inc.

Ph: 212-904-0369 Fax: 212-685-6126

E: adops@pmny.com

Blood Journals Email Opportunities

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	13,115
Total E-mails Sent	55,000–69,000
blood e-TOC	avg. 4-5 drops
blood First Edition	avg. 16-22 drops
Avg. Open Rate	21.1%
Avg. Impressions	29,000
CTR	.12%

Monthly e-Newsletter Sponsorship

3 Positions (33% SOV)

Top leaderboard (728 x 90)	\$5,000 net
Skyscraper (160 x 600 or 120 x 600)	\$5,000 net
Lower Leaderboard (728 x 90)	\$3,000 net

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.

- 12,817 US Subscribers
- 19.5% Avg. Open Rate
- CTR 0.15%
- 300x250 or 728x90
- Drop Dates: Every Thursday; 4-5 drops per month
- \$17,500 net monthly
- \$5,000 net per drop

Advance Notice e-Newsletters

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

- 12,814 subscribers
- 18% Open Rate
- 0.14% CTR
- Drop Dates: 2nd and 4th Tuesday monthly
- 3 banner positions, sold per drop
 - \$4,000 net (300x250 side) & (728x90 top)
 - \$2,000 net (728x90 bottom)

Blood Advances Highlights

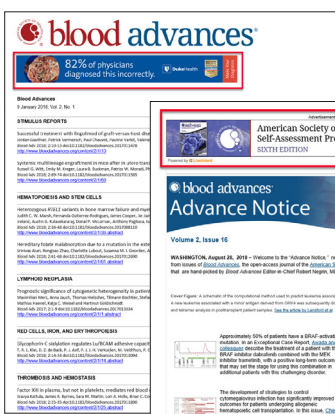
Highlights of the most viewed and downloaded articles posted on www.bloodadvances.org.

- 12,825 US subscribers
- 17.1% Open rate
- .19% CTR
- 3 banner positions, sold per drop
 - \$4,000 net (300x250 side) & (728x90 top)
 - \$2,000 net (728x90 bottom)

Blood Advances eAlerts

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

- 11,320 global subscribers
- 20% Open rate
- 0.24% CTR
- 20-25,000 e-mails monthly
- 3 banner positions, sold per drop
 - \$2,000 net (728x90 top) & (160x600 side)
 - \$1,500 net (728x90 bottom)



Consult your sales representative for more information.

Send insertion orders and materials to:

Samir Delgado
Pharmaceutical Media, Inc.
Ph: 212-904-0369
Fax: 212-685-6126
E: adops@pmi.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, and 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 indorse any product or service advertised, or the manufacturer or service provider that is responsible for the advertisement.