



TO PLACE AN AD, CONTACT

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BLACK AND WHITE RATES

	1x	3x	6x
Full Page	\$3,600	\$3,550	\$3,500
Half Page	\$1,875	\$1,850	\$1,825
Quarter Page	\$1,175	\$1,150	\$1,125

UNIT SIZES

	Width	Height
Full Page	7.75"	10.375"
1/2 Page H	7.75"	5.0625"
1/2 Page V	3.75"	10.375"
1/4 Page	3.5"	4.875"

COLOR RATES

- a. Color logo: \$500
- b. 4-Color rate: \$1,000

bloodjournal.org ONLINE RATES

Online Only: \$450 | With Print: \$300

AGENCY COMMISSION

15% of gross billing on space and color. Dual Responsibility: Billing directed to the advertising agency at the net rate is approved on the condition that the advertiser accept "dual responsibility" for payment if the agency does not remit payment within 90 days.

INCENTIVES (Print and Digital)

*Advertise in 3 consecutive issues and receive the 4th insertion free. If ads vary in size, the least expensive unit qualifies for your free ad.

2021 ISSUANCE AND CLOSING DATES

Issue Date	Deadline
1/7	12/08
1/14	12/17
1/21	12/23
1/28	12/30
2/4	1/07
2/11	1/14
2/18	1/21
2/25	1/28
3/4	2/4
3/11	2/11
3/18	2/19
3/25	2/26
4/1	3/5

Issue Date	Deadline
4/8	3/12
4/15	3/19
4/22	3/26
4/29	4/2
5/6	4/9
5/13	4/16
5/20	4/23
5/27	4/30
6/3	5/6
6/10	5/13
6/17	5/20
6/24	6/27
7/1	6/3

Issue Date	Deadline
7/8	6/10
7/15	6/17
7/22	6/24
7/29	7/1
8/5	7/9
8/12	7/16
8/19	7/23
8/26	7/30
9/2	8/6
9/9	8/12
9/16	8/19
9/23	8/26
9/30	9/2

Issue Date	Deadline
10/7	9/10
10/14	9/16
10/21	9/23
10/28	9/30
11/4	10/7
11/11	10/14
11/18	10/21
11/25	10/28
12/2	11/4
12/9	11/10
12/16	11/17
12/23	11/24
12/30	12/1