

# Blood Blood Advances



ELSEVIER



TABLE OF CONTENTS ►

# Table of Contents

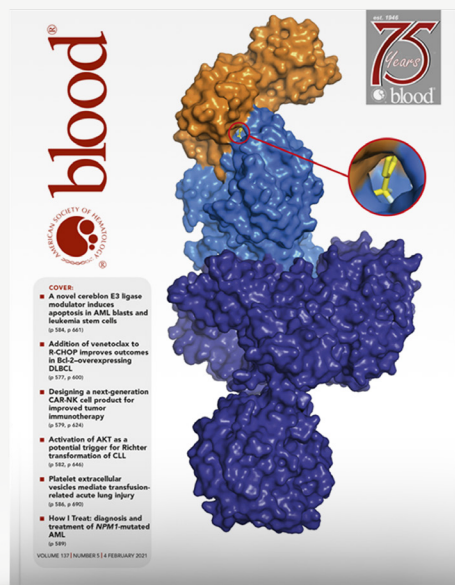


*Click to view*

By the Numbers .....	1
Society Affiliation .....	2
<i>The American Society of Hematology (ASH)</i> .....	2
Editorial Overview .....	3
<i>Blood</i> .....	3
<i>Blood Advances</i> .....	5
Print Advertising Opportunities .....	6
<i>Blood Print Rates</i> .....	6
<i>Issue Calendar &amp; Closing Dates</i> .....	8
<i>Meeting Issues</i> .....	10
Digital Advertising Opportunities .....	11
<i>Blood Journal Website Banner Advertising</i> .....	11
<i>Blood Advances Journal Website Banner Advertising</i> .....	12
<i>Blood Table of Contents Email Advertising</i> .....	13
<i>Blood Advances Table of Contents Email Advertising</i> .....	14
<i>This Week in Blood</i> .....	15
<i>Advance Notice</i> .....	16
<i>Blood Advances Highlights</i> .....	17
<i>Blood Advances ASH Annual Meeting Print Issue</i> .....	18
Reprint Capabilities .....	19
Specifications .....	21
<i>Print Media</i> .....	21
<i>Digital Media</i> .....	25
Contacts .....	28
Advertising Policy .....	29



# By the Numbers



Print Circulation

10,894

Average Monthly Pageviews\*

409,000

Average Monthly Unique Visits\*

186,000

Opt-in Email Subscribers†

29,000

Average Monthly Pageviews\*

79,000

Average Monthly Unique Visits\*

42,000

Opt-in Email Subscribers†

28,000

\*Google Analytics, US-only, March 2021-September 2021.

†2021 Average, *This Week in Blood* and *Blood Advances Highlights* eNewsletter sends per drop.



ELSEVIER

# The American Society of Hematology (ASH)



## 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.

*ASH is the **world's largest professional society** devoted to helping Hematologists, Hem/Oncs and specialists in related disciplines conquer blood disease.*

## Requirements for Ad Clearance:

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

## Circulation

### Circulation Basis

Paid, Benefit of Dues

### Circulation Verification

Sworn Statement

## Policy on Placement of Advertising:

Advertising precedes and follows editorial.

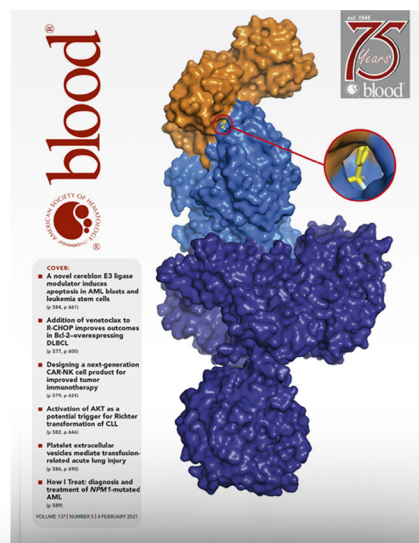
## Requirements for Acceptance of New Professional Products for Advertising:

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.



ELSEVIER





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

### Editorial Direction

*Blood*, the official journal of the American Society of Hematology, <https://www.hematology.org/> provides an international forum for the publication of original articles describing basic laboratory, translational, and clinical investigations in hematology.

Primary research articles will be published under the following scientific categories:

- Clinical Trials and Observations
- Gene Therapy
- Hematopoiesis and Stem Cells
- Immunobiology and Immunotherapy
- Myeloid Neoplasia
- Lymphoid Neoplasia
- Phagocytes, Granulocytes and Myelopoiesis
- Platelets and Thrombopoiesis

- Red Cells, Iron and Erythropoiesis
- Thrombosis and Hemostasis
- Transfusion Medicine
- Transplantation
- Vascular Biology

Papers can be listed under more than one category as appropriate.

*Blood* welcomes submission of manuscripts reporting on clinical trials whether phase 1, 2, 3 or 4. Reports should include a full description of the study design, patient population, methodology and conduct, and statistical plan.

Immunobiology and Immunotherapy encompass a wide spectrum of research, but *Blood* can accommodate only papers that have clear and important implications for hematology. Preference is given to papers focusing on human immunobiology, immunotherapy, and immune pharmacology approaches in the human setting and those with

# Blood (cont'd)



significant implications for understanding of normal or malignant hematologic processes. Papers on tumor immunology, tumor vaccines and cancer immunotherapy development may be appropriate if the target cells or antigens are relevant to hematologic malignancies, but generally *Blood* cannot accommodate tumor immunology papers focusing solely on non-hematologic tumor types.

Papers investigating autoimmunity and utilizing non-hematologic models are not within the scope of *Blood*.

Vascular biology papers that focus primarily on atherosclerosis are outside the scope of *Blood* and instead should be considered for alternative journals.

Authors are invited to contact the Editor-in-Chief, Nancy Berliner, MD prior to submission if they are uncertain whether their work falls within the general scope of the journal.

Established	1946
Issuance	52 print issues, plus ASH Annual Meeting Digital Abstracts
Circulation	10,894
Impact Factor	23.629*
Website	<a href="http://www.bloodjournal.org">www.bloodjournal.org</a>

## Editor-in-Chief

Nancy Berliner, MD  
Chief, Division of Hematology  
Professor, Harvard Medical School  
Boston, MA

## Societies & Affiliations

Official Journal of the American Society of Hematology (ASH)

## Market

Hematologists, Hem/Oncs and specialists in related disciplines conquer blood disease.



\*Journal Citation Reports (Clarivate Analytics), 2020

# Blood Advances



*Blood Advances is the  
second most-cited  
journal in hematology\**

## Editorial Direction

*Blood Advances* is a semimonthly medical journal published by the American Society of Hematology. It is the first journal to join the Blood family in 70 years and is a peer-reviewed, online only, open access journal. Under the direction of founding editor-in-chief Robert Negrin, MD, Stanford University Medical Center, Stanford, CA, the inaugural issue debuted on November 29, 2016.

*Blood Advances* provides an international forum for the publication of original articles describing basic laboratory, translational, and clinical investigations in hematology. The journal covers all aspects of hematology, including disorders of leukocytes, both benign and malignant, erythrocytes, platelets, 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.

Established	2016
Issuance	24 times per year
Circulation	<b>Online only, open-access</b>
Impact Factor	6.799*
Website	<a href="http://www.bloodadvances.org">www.bloodadvances.org</a>

## Editor-in-Chief

Robert Negrin, MD  
Stanford University Medical Center  
Stanford, CA

## Societies & Affiliations

Official Journal of the American Society of Hematology (ASH)

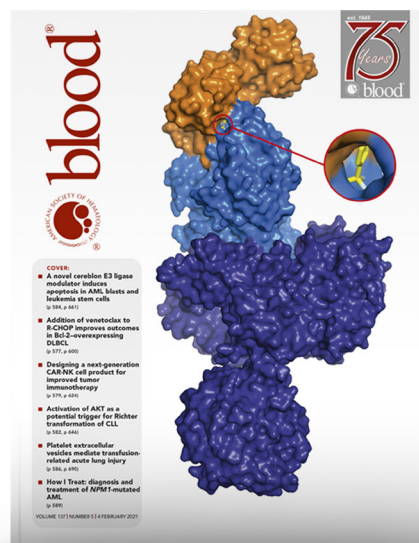
## Market

Hematologists, Hem/Oncs and specialists in related disciplines conquer blood disease.



\*Journal Citation Reports (Clarivate Analytics), 2021

# Blood Print Rates



## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,750	\$1,875	\$1,175
3x	\$3,700	\$1,850	\$1,150
6x	\$3,650	\$1,825	\$1,125
12x	\$3,600	\$1,800	\$1,100
24x	\$3,550	\$1,775	\$1,075
36x	\$3,500	\$1,750	\$1,050
48x	\$3,450	\$1,725	\$1,025
60x	\$3,400	\$1,700	\$1,025
72x	\$3,350	\$1,675	\$1,025
84x	\$3,300	\$1,650	\$1,025
96x	\$3,250	\$1,625	\$1,025
120x	\$3,225	\$1,625	\$1,025
144x	\$3,200	\$1,625	\$1,025

## Color Rates

Standard Color	\$925
Matched Color	\$1,000
3 or 4 Color	\$2,450

## Premium Positions

Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
First right hand page	25% B/W page rate
Other preferred positions	10% B/W page rate



\*All ads must go through an approval process.



# Blood Print Rates (cont'd)

## Cover Tips

\$ 19,000 Net

Client Provided (standard size, 2-sided); please contact your sales representative for rates and available issues.

## Outserts

\$19,000 Net

Client Provided (standard size, 2-sided); please contact your sales representative for rates and available issues.

All Cover tips and Outserts must be approved by the society.

## Inserts

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.

## 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).

## Advertising Incentive Program

### 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.

\*All ads must go through an approval process.



ELSEVIER



# Issue Calendar & Closing Dates



Issue	Publication date	Space Closing	Print Materials Due	Inserts Due
139-1	January 6, 2022	12/7/21	12/13/21	12/20/21
139-2	January 13, 2022	12/15/21	12/20/21	12/29/21
139-3	January 20, 2022	12/22/21	12/23/21	1/7/22
139-4	January 27, 2022	12/29/21	1/5/22	1/14/22
139-5	February 3, 2022	1/7/22	1/12/22	1/21/22
139-6	February 10, 2022	1/14/22	1/18/22	1/28/22
139-7	February 17, 2022	1/21/22	1/25/22	2/4/22
139-8	February 24, 2022	1/27/22	2/1/22	2/10/22
139-9	March 3, 2022	2/3/22	2/8/22	2/17/22
139-10	March 10, 2022	2/10/22	2/15/22	2/25/22
139-11	March 17, 2022	2/17/22	2/22/22	3/4/22
139-12	March 24, 2022	2/25/22	3/1/22	3/11/22
139-13	March 31, 2022	3/4/22	3/8/22	3/18/22
139-14	April 7, 2022	3/11/22	3/15/22	3/25/22
139-15	April 14, 2022	3/18/22	3/22/22	4/1/22
139-16	April 21, 2022	3/25/22	3/29/22	4/8/22
139-17	April 28, 2022	4/1/22	4/5/22	4/15/22
139-18	May 5, 2022	4/8/22	4/12/22	4/22/22
139-19	May 12, 2022	4/15/22	4/19/22	4/29/22
139-20	May 19, 2022	4/22/22	4/26/22	5/6/22
139-21	May 26, 2022	4/29/22	5/3/22	5/13/22
139-22	June 2, 2022	5/5/22	5/10/22	5/19/22
139-23	June 9, 2022	5/12/22	5/17/22	5/26/22
139-24	June 16, 2022	5/19/22	5/24/22	6/3/22
139-25	June 23, 2022	5/26/22	5/31/22	6/10/22
139-26	June 30, 2022	6/2/22	6/7/22	6/17/22



# Issue Calendar & Closing Dates

(cont'd)



Issue	Publication date	Space Closing	Print Materials Due	Inserts Due
140-1	July 7, 2022	6/10/22	6/14/22	6/24/22
140-2	July 14, 2022	6/17/22	6/22/22	6/30/22
140-3	July 21, 2022	6/24/22	6/28/22	7/8/22
140-4	July 28, 2022	7/1/22	7/6/22	7/15/22
140-5	August 4, 2022	7/8/22	7/12/22	7/22/22
140-6	August 11, 2022	7/15/22	7/19/22	7/29/22
140-7	August 18, 2022	7/22/22	7/26/22	8/5/22
140-8	August 25, 2022	7/29/22	8/2/22	8/12/22
140-9	September 1, 2022	8/5/22	8/9/22	8/19/22
140-10	September 8, 2022	8/11/22	8/16/22	8/25/22
140-11	September 15, 2022	8/18/22	8/23/22	9/1/22
140-12	September 22, 2022	8/25/22	8/30/22	9/9/22
140-13	September 29, 2022	9/1/22	9/6/22	10/16/22
140-14	October 6, 2022	9/9/22	9/13/22	10/23/22
140-15	October 13, 2022	9/15/22	9/20/22	9/29/22
140-16	October 20, 2022	9/22/22	9/27/22	10/6/22
140-17	October 27, 2022	9/29/22	10/4/22	10/14/22
140-18	November 3, 2022	10/6/22	10/11/22	10/21/22
140-19	November 10, 2022	10/13/22	10/17/22 (10 AM EST)	10/27/22
140-20	November 17, 2022	10/20/22	10/25/22	11/3/22
140-21	November 24, 2022	10/27/22	10/31/22 (10 AM EST)	11/9/22
140-22	December 1, 2022	11/3/22	11/7/22 (10 AM EDT)	11/16/22
140-23	December 8, 2022	11/9/22	11/14/22 (10 AM EDT)	11/23/22
140-24	December 15, 2022	11/16/22	11/21/22 (10 AM EDT)	12/2/22
140-25	December 22, 2022	11/23/22	11/29/22	12/8/22
140-26	December 29, 2022	11/30/22	12/5/22	12/14/22



EST, eastern standard time; EDT, eastern daylight time.

# Meeting Issues



## American Society of Clinical Oncology (ASCO)

June 3-7, 2022 (Chicago, IL)

## European Hematology Association (EHA)

June 9 - 12, 2022 (Vienna, Austria)

## ASH® Meeting on Hematologic Malignancies (MHM)

September 2022 (TBD)

## ASH® Annual Meeting & Exposition

December 2022 (TBD)



Please Note: Conference distribution subject to change.  
Please contact your Sales Representative prior to finalizing your media plan.

# Blood Journal Website Banner Advertising



Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Feature your campaign 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.

## Banner Positions

Leaderboard	728 x 90
Mobile leaderboard	300 x 50
Rectangle (MPU)	300 x 250
Monster (MPU)	300 x 600

## Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. and Rectangle on ROS pages remains in place on right side throughout scroll.

## Monthly Metrics\*

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

### US

Impressions	785,000
Interstitials	110,000
Unique visitors	186,000

### Global

Impressions	2,215,000
Interstitials	340,000
Unique visitors	416,000

## Rates

ROS	\$140 CPM
Contextual targeting	\$250 CPM
Interstitial	\$275 CPM



\*American Society of Hematology, Google Analytics & Google Ad Manager, January-September 2021.

# Blood Advances Journal Website Banner Advertising



Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

*Blood Advances* [www.bloodadvances.org](http://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.

## Banner Positions

Leaderboard	728 x 90
Mobile leaderboard	300 x 50
Rectangle (MPU)	300 x 250
Monster (MPU)	300 x 600

## Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. and Rectangle on ROS pages remains in place on right side throughout scroll.

## Monthly Metrics\*

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

US Impressions	165,000
Average CTR	0.10%

## Interstitial

One interstitial ad served daily to each unique user

## Rates

ROS	\$140 CPM
Contextual targeting	\$250 CPM
Interstitial	\$275 CPM



\*American Society of Hematology, Google Analytics & Google Ad Manager, January-September 2021.



# Blood Table of Contents Email Advertising



## Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for *Blood* and *Blood Advances* providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

*Blood*/ASH eTOCs 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.

- 30,000 total emails sent, average 4-5 drops/month
- 3 positions (33% SOV)

### Banner Positions

Leaderboard (top, bottom)	728 x 90
Rectangle (side)	300 x 250

### Metrics\*

#### *Blood*/ASH eAlerts

Opt-in Distribution	7,639
Average Open Rate	33.0%
Average US Impressions	35,000
CTR	0.16%

### Rates

\$6,750 net (300 x 250 side) & (728 x 90 top)  
\$4,000 net (728 x 90 bottom)



\*American Society of Hematology, Salesforce Marketing Cloud, Campaigner & Live Intent, January-September 2021.

# Blood Advances Table of Contents Email Advertising



## Bi-monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for *Blood Advances* a full listing of recently posted articles, Continuous Publication Alerts, Keyword & Citation Alerts. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

- 15,000 emails sent, monthly
- 3 positions (33% SOV)

### Banner Positions

Leaderboard (top, bottom)	728 x 90
Rectangle (side)	300 x 250

### Metrics\*

#### *Blood Advances eAlerts*

Opt-in Distribution	6,260
Average Open Rate	32.4%
CTR	0.25%

### Rates

\$3,000 net (300 x 250 side) & (728 x 90 top)  
\$2,000 net (728 x 90 bottom)



\*American Society of Hematology, Salesforce Marketing Cloud, Campaigner & Live Intent, January-September 2021.

# This Week in Blood



## Weekly eNewsletter

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.

- Drop dates: every Thursday; 4-5 drops per month
- 3 banner positions, sold per drop

### Banner Positions

Leaderboard (top)	728 x 90
Rectangle (side)	300 x 250

### Metrics\*

Opt-in US subscribers	29,932
Average Open Rate	20.2%
CTR	0.18%

### Rate

\$22,500 net monthly (4 drops)  
\$6500 net per drop



\*American Society of Hematology, Salesforce Marketing Cloud, Campaigner & Live Intent, January-September 2021.

# Advance Notice



## Bi-monthly eNewsletter

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.

- Drop dates: 2nd and 4th Tuesday, monthly
- 3 banner positions, sold per drop

### Banner Positions

Leaderboard (top, bottom)	728 x 90
Rectangle (side)	300 x 250

### Metrics\*

Opt-in US subscribers	28,357
Average Open Rate	21.9%
CTR	0.14%

### Rate

\$4,500 net (300 x 250 side) & (728 x 90 top)  
\$2,000 net (728 x 90 bottom)



\*American Society of Hematology, Salesforce Marketing Cloud, Campaigner & Live Intent, January-September 2021.

# Blood Advances Highlights



## Monthly Highlights Email

Each month, registered subscribers receive highlights of the most viewed and downloaded articles posted on [www.bloodadvances.org](http://www.bloodadvances.org). Metrics are sent on a monthly basis.

- 3 banner positions, sold per drop

### Banner Positions

Leaderboard (top, bottom)	728 x 90
Rectangle (side)	300 x 250

### Metrics\*

Opt-in US subscribers	28,221
Average Open Rate	22%
CTR	0.19%

### Rate

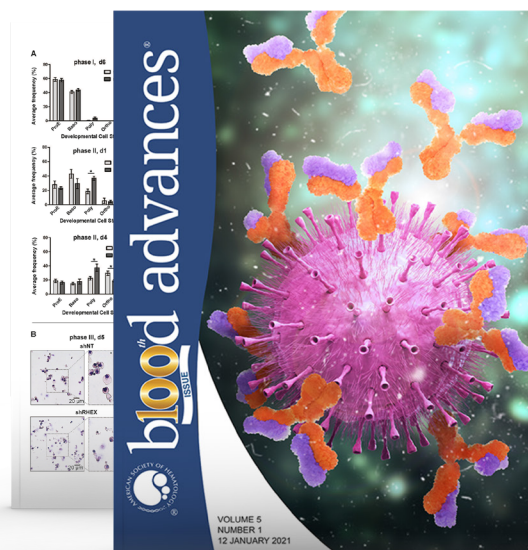
\$4,500 net (300 x 250 side) & (728 x 90 top)  
\$2,000 net (728 x 90 bottom)



\*American Society of Hematology, Salesforce Marketing Cloud, Campaigner & Live Intent, January-September 2021.



# Blood Advances ASH Annual Meeting Print Issue



## Blood Advances 2022 ASH Annual Meeting Print Issue

### 2022 Special Print Issue

- December 2022
- 9,863 copies mailed to US-based ASH Members
- 3,000 bonus names

### Important Due Dates

Space Reservation	10/24/22
Materials Due	10/27/22

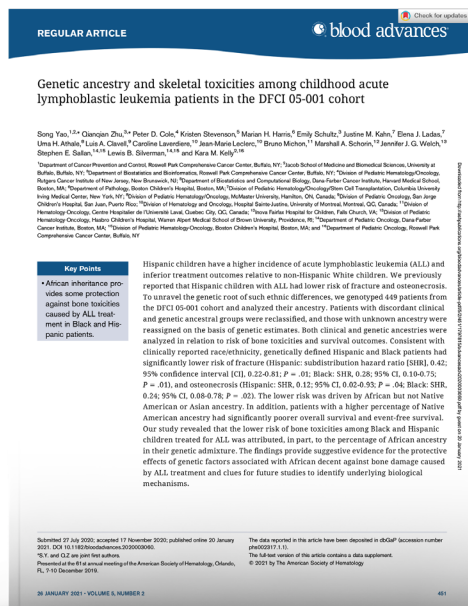
### Rates

Full page (b&w)	\$6,000
1/2 Page (b&w)	\$3,750
1/4 page (b&w)	\$2,250
4-Color	\$2,500
Outsert (mailed issues only)	\$20,000



\*All targeted solutions are subject to society and Editor approval.

# Reprint Capabilities



## The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multi-media programs and your published work.

## Hard Copy Reprints

### Customizable Options

#### Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

### Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs



# Reprint Capabilities (cont'd)



## Digital Reprints

### E-Premier

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints

[View a demo](#)

### Linkards:

Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

### QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

### Tablet Program

Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

### Targeted Email Marketing

We offer the opportunity to distribute your ePrint via Elsevier's specialty email lists or your own email list.

## Order Reprints Online

Visit us at [medreprints.com](http://medreprints.com) where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process



# Print Media



## Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8.25" x 10.875"	—
Full Page	7.75" x 10.375"	8.5" x 11.125"
Spread	16" x 10.375"	16.75" x 11.125"
1/2 Horizontal	7.75" x 5.062"	8.5" x 5.8125"
1/2 Vertical	3.75" x 10.375"	4.5" x 11.125"
1/4 Page	3.5" x 4.875"	—

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.

Binding	Perfect
Printing process	Web
Halftone screen	Cover, 150 line screen Text, 150 line screen
Paper stock	Cover, 6 pt coated Body, 45 lb coated

## Print Ad Specifications

### File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to*

*process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- Adobe Indesign CS6 or higher
- Adobe Illustrator\* CS6 or higher

Additional costs may apply if problems are encountered.

*\*When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

### Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

### Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

### Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.



Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

# Print Media (cont'd)



- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

## Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

## Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be

sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

*NOTE: Any non-intended spot colors will be converted to CMYK.*

## Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

## Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

## Delivery

Submit PDF ad files to ASH ad portal at <https://ash.sendmyad.com>.

- All multi-page ad units other than a single spread, will have to be uploaded and approved as single pages
- For portal details contact Chris Allas at [callas@pminy.com](mailto:callas@pminy.com) or 212-904-0362.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.





# Print Media (cont'd)



## Ship Proofs to:

Blood [identify issue]  
Dartmouth Printing Co.  
69 Lyme Road  
Hanover, NH 03755  
Attn: Lisa George  
Ph: 603-643-2220, x 300

## Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

## Insert Requirements

2-page insert	8.5" x 11.125"
4-page insert	17" x 22.25", furnish folded to 8.5" x 11.125"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
Closing Date for Booking Inserts	Same as ad space closing
Insert Delivery Date	See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.

Insert Quality	Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.
----------------	---

Insert Quantity	13,000 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"h x 8.125"w
Minimum size	4" h x 6"w (smaller sizes may run on the equipment but samples need to be reviewed before approval. Additional set up fees may apply)
Paper stock	50# minimum; 80# maximum
Quantity	13,000 per issue
Fixation	Tipped with removable glue

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

## Insert, Cover Tip Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.



ELSEVIER

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

# Print Media (continued)



## Outsert Requirements

Maximum size	8" x 10.875"
Maximum weight	3.3 oz
Quantity	13,000 per issue

### Outsert Packing & Shipping Instructions

#### 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  
7:00 AM–9:00 PM.

Send All Contracts and Insertion Orders to:

#### Chris Allas

Pharmaceutical Media Inc.  
4 South Orange Ave  
South Orange, NJ 07079

Tel: 212-904-0362

Email: callas@pminy.com

### Insert, Cover Tip, Outsert Shipment Address

*Blood* [identify issue]  
Dartmouth Printing Co.  
69 Lyme Road  
Hanover, NH 03755  
Attn: Elsevier Team  
Ph: 603-643-2220, x 300

## Disposition of Reproduction Material

All digital ad files will be held for twelve months from original upload date unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.



ELSEVIER

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

# Digital Media



## Journal Website Banner Ads

### Creative Sizes

#### Leaderboard

728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

#### Skyscraper

160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles\*)

#### Large Rectangle

300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles\*)

### Specifications

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



ELSEVIER

\*Generic list of non-content pages available upon request though will vary by journal

# Digital Media (cont'd)



## Rich Media Expanding & HTML In-Page Ads<sup>†</sup>

### Creative Sizes

<b>Leaderboard</b>	728 x 90
Expands ▼ down (maximum size)	728 x 315
<b>Skyscraper</b>	160 x 600
Expands ◀ left (maximum size)	300 x 600
<b>Large Rectangle</b>	300 x 250
Expands ▶ right (maximum size)	600 x 250

### Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)

### Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

<sup>†</sup>Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.



# Digital Media (cont'd)



## Table of Contents (TOC) Email Banner Ads

### Creative Sizes

Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Large Rectangle	300 x 250

### Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

# Contacts



## Integrated Advertising

### Joe Schuldner

Pharmaceutical Media Inc.  
4 South Orange Ave  
South Orange, NJ 07079

Tel: 212-904-0377

Email: jschuldner@pminy.com

### John Alberto

Pharmaceutical Media Inc.  
4 South Orange Ave  
South Orange, NJ 07079

Tel: 212-904-0364

Email: jalberto@pminy.com

Visit [www.elsmediakits.com](http://www.elsmediakits.com) to view other media kits and rate cards.

## Recruitment & Classified Advertising

### Eamon Wood

Pharmaceutical Media Inc.  
4 South Orange Ave  
South Orange, NJ 07079

Email: ewood@pminy.com

## Contracts, Insertion Orders & Production Materials

### Chris Allas

Pharmaceutical Media Inc.  
4 South Orange Ave  
South Orange, NJ 07079

Tel: 212-904-0362

Email: callas@pminy.com

## Digital Production Materials

### Samir Delgado

Pharmaceutical Media Inc.  
4 South Orange Ave  
South Orange, NJ 07079

Tel: 212-904-0369

Fax: 212-685-6126

Email: 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, 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



# Advertising Policy (cont'd)



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 two column copy

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.



# Advertising Policy (cont'd)



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 web-site, 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.

