



# ASH Clinical News®

Your source for worldwide news and perspectives on hematology/oncology

# 2022 MEDIA KIT



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# About *ASH Clinical News*

## ASH Clinical News is your source for worldwide news and perspectives on hematology/oncology.

*ASH Clinical News* is an award-winning magazine for American Society of Hematology (ASH) members and non-members alike—offering news and views to a broad multidisciplinary audience of hematology/oncology professionals. Each month, under the leadership of Editor-in-Chief Aaron Gerds, MD, Associate Professor of Medicine and Deputy Director for Clinical Research at Cleveland Clinic Taussig Cancer in Cleveland, Ohio, *ASH Clinical News* provides readers with the latest updates in the field, including:

- reporting from major medical meetings
- the latest research published in *Blood* and other medical journals
- in-depth feature articles about consequential health care issues
- perspectives and opinions from key leaders

As an official publication of ASH, *ASH Clinical News* assists the Society in communicating news relevant to its membership, including coverage of practice-changing policies and information about investigational and newly approved therapies.

The publication also features tools and resources for readers, such as best practices for teaching hematology to medical students and expert opinions on challenging clinical questions.



## Editorial Board



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# Issuance & Closing Dates

FREQUENCY:	15x
MAILING CLASS:	Periodical
MAILING DATES:	ASH Clinical News mails on the first Monday of every month. Bonus issues mail on the third Monday of the month of issue.
DEADLINES:	See table below.

Issue Date	Closing Date	Ad Materials	Inserts	Special Features
January 3	11/24/2021	12/3/2021	12/9/2021	
January 17	12/13/2021	12/20/2021	12/23/2021	CONFERENCE COVERAGE SPECIAL 2021 ASH Annual Meeting
February 7	12/28/2021	1/5/2022	1/13/2022	
March 7	1/28/2022	2/4/2022	2/15/2022	
April 4	2/25/2022	3/4/2022	3/15/2022	
May 2	3/29/2022	4/5/2022	4/11/2022	BONUS DISTRIBUTION 2022 ASCO Annual Meeting
June 6	4/28/2022	5/5/2022	5/13/2022	
July 5	5/27/2022	6/6/2022	6/10/2022	
July 18	6/13/2022	6/20/2022	6/24/2022	CONFERENCE COVERAGE SPECIAL 2022 ASCO & EHA Annual Meetings
August 1	6/27/2022	7/5/2022	7/11/2022	
September 6	7/29/2022	8/5/2022	8/12/2022	BONUS DISTRIBUTION ASH Meeting on Hematologic Malignancies
October 3	8/29/2022	9/6/2022	9/12/2022	
November 7	9/28/2022	10/5/2022	10/14/2022	
November 21	10/13/2022	10/20/2022	10/28/2022	CONFERENCE COVERAGE SPECIAL 64 <sup>th</sup> ASH Annual Meeting Preview
December 5	10/28/2022	11/4/2022	11/10/2022	BONUS DISTRIBUTION 64 <sup>th</sup> ASH Annual Meeting

# Special Issues

## 2022 CONFERENCE COVERAGE ISSUES

### 2021 ASH Annual Meeting Wrap-up:

Mid-January issue

### ASCO & EHA Annual Meeting Wrap-ups:

Mid-July Issue

### 2022 ASH Annual Meeting Preview:

Mid-November Issue

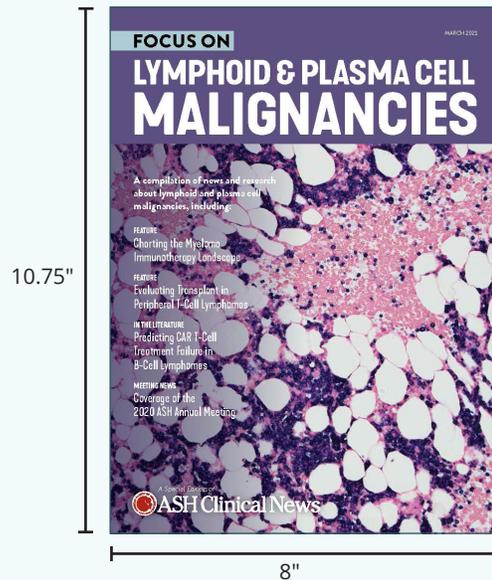
- Positions are first come, first served (Cover Tip, Cover 2, TOC, Center Spread, and Cover 4)
- Contact your Account Manager for further information

Note: *Blood* Combo Discount does not apply to premium positions in meeting coverage issues.



## TOPIC SUPPLEMENTS

- Special supplemental issue focusing on a specific topic
- Unique perspective on recent advances in hematology subspecialties, including:
  - A roundup of recently approved agents
  - Conference coverage from recent hematology/oncology meetings
  - Roundtable discussions with experts in the field about new diagnostic/staging criteria, challenging patient scenarios, and approved and investigational drugs
- Polybagged with an issue of *ASH Clinical News*
- Contact your Account Manager for further information



Please note that these supplements have a smaller trim size than *ASH Clinical News* at 8" x 10.75"

# Circulation & Readership

Subject Area	Reach
Hematology/Oncology	9,897
Medical Oncology	3,322
Pediatric Hematology	2,682
Hematology	1,214
Hematology/Pathology	1,141
Other/Unspecified	8,711
<b>Total (U.S. Only)</b>	<b>26,967</b>

## KANTAR READERSHIP RANKING

**#5** Average Page Exposure\*

(Hematology/Oncology & Oncology)

**#5** Average Page Exposure\*

(Hematology/Oncology)

**#5** Average Issue Readers\*

(Hematology/Oncology)

\*Source: Kantar; Medical/Surgical Media Measurement, 2021 – Oncology and Hem/Onc - Publications

# Print Rates & Incentives

**EARNED RATES:** Rates are based on the total pages run in a calendar year (e.g., 6 full pages and 6 half pages earn 12x rate) in both *ASH Clinical News* and *Blood*. Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

**AGENCY COMMISSION:** 15%

## ADVERTISING PAGE B&W RATES:

Frequency	Full Page	3/4 Page	Island Page	1/2 Page	1/4 Page
1x	\$5,600	\$5,200	\$4,450	\$4,300	\$2,500
3x	\$5,550	\$5,100	\$4,400	\$4,250	\$2,475
6x	\$5,475	\$5,050	\$4,350	\$4,200	\$2,450
12x	\$5,400	\$5,000	\$4,300	\$4,150	\$2,425
24x	\$5,350	\$4,900	\$4,250	\$4,100	\$2,400
36x	\$5,275	\$4,850	\$4,200	\$4,050	\$2,375
48x	\$5,250	\$4,825	\$4,150	\$4,000	\$2,350
60x	\$5,225	\$4,800	\$4,125	\$3,950	\$2,325
72x	\$5,200	\$4,775	\$4,100	\$3,900	\$2,300
84x	\$5,175	\$4,750	\$4,075	\$3,875	\$2,275
96x	\$5,150	\$4,725	\$4,050	\$3,850	\$2,250
120x	\$5,125	\$4,700	\$4,025	\$3,825	\$2,225
144x	\$5,100	\$4,675	\$4,000	\$3,800	\$2,200

## 2022 Blood Combo Discount

Place the same brand ad in *ASH Clinical News* and *Blood* in the same month and receive a \$500 per page gross discount in *ASH Clinical News*.

## COLOR RATES

(in addition to earned B&W rate):

Standard Color:	\$1,000
3- or 4-Color:	\$2,275
5-Color (Standard + 1 Spot):	\$2,625

## POSITIONS

(in addition to earned B&W rate):

2nd Cover:	35%
4th Cover:	50%
Center Spread:	25%

## INSERTS

Charged at the earned B&W page rate

## LIST MATCH

A \$500 non-commissionable product charge will be applied for all list matches.

## CLASSIFIED ADVERTISING

Classified advertising accepted. Please contact your representative for quote/availability.

## DUAL RESPONSIBILITY

Advertisers agree to accept "dual responsibility" for payment to the publisher if the advertiser's agency does not remit payment within 90 days of the invoice date.

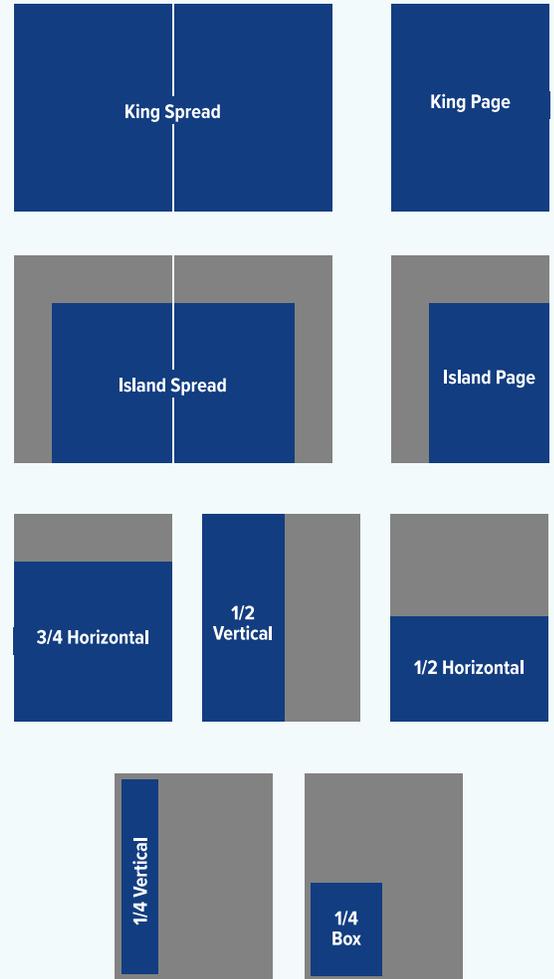
# Print Specifications

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact publisher before ad is due for additional specifications. Submit in PDF (note: do not use the PDF/X-1a:2001 standard). Convert spot colors to CMYK or PMS. All fonts must be embedded. High resolution images. File and proof should include bleeds and trim.

All material should be supplied to the following specs:

- TRIM SIZE:** 10.5" x 15"
- BLEED:** 0.125"
- LIVE MATTER:** 0.5" from trim and gutter
- TYPE OF BINDING:** Saddle-stitched & perfect bound

Ad Sizes	Non-Bleed	Bleed
King Spread	20" x 14"	21.25" x 15.25"
King Page	9.5" x 13.875"	10.75" x 15.25"
Island Spread	13.5" x 9"	14.875" x 10"
Island Page	7" x 10"	7.25" x 10.25"
3/4 Horizontal	9.5" x 10"	9.75" x 10.25"
1/2 Vertical	4.5" x 13.875"	4.75" x 15.25"
1/2 Horizontal	9.5" x 7"	9.75" x 7.25"
1/4 Vertical	4.5" x 7"	4.75" x 7.25"



## INSERTS

**Quantity:** 29,500 required, 31,500 for the December issue. Both include spoilage.

**Paper weight:** 80# maximum

**Specifications:**

- King Size – 10.75" x 15.25" (0.125" head, foot, and face trim will be applied). Full-size inserts should be supplied untrimmed and folded.
- A-Size – 8" x 11" pre-trimmed head and face (0.125" foot trim will be applied). Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires preclearance of all inserts by submission of sample paper stock or paper dummy.

# High-Impact Opportunities

## COVER TIPS

**STANDARD TRIM SIZE:** 10.5" x 6"

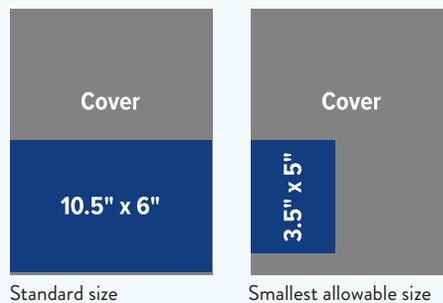
**MINIMUM TRIM SIZE:** 3.5" x 5" for a single page,  
4" x 6" for multiple page cover tips

NOTE: If client is providing the files to print, please include a bleed of 0.125".  
If client is providing preprinted materials, they must be trimmed to spec.

**COVER TIP RATES:**

\$27,000 NET (January - November)

\$30,000 NET (Bonus December Conference Distribution)



## OUTSERTS

Outserts may be any size up to and including 10.5" x 15", but no larger. There are no page count or paper stock requirements.

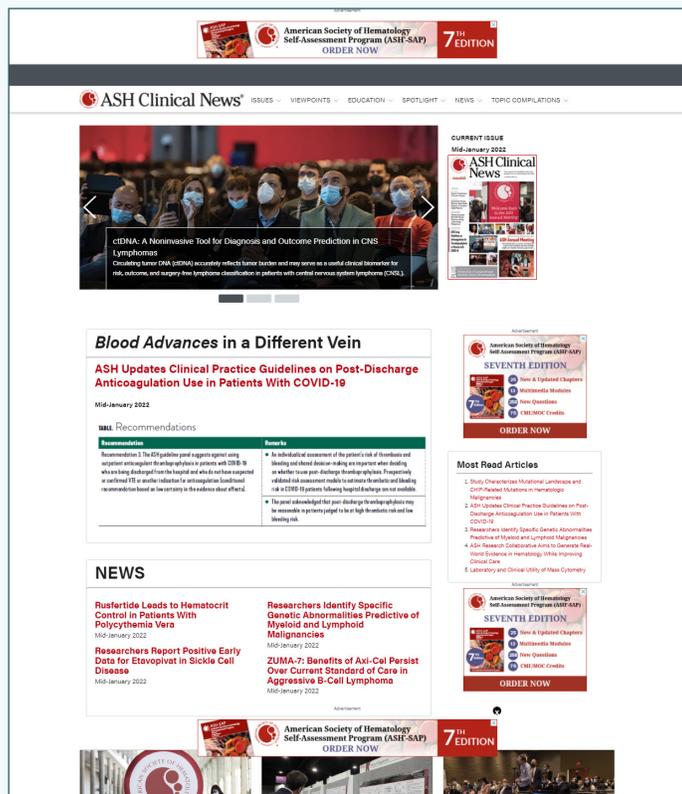
**POLY-BAGGED OUTSERT RATES:**

Full run: \$27,000 NET

List-match minimum: \$15,000 NET

# Website Advertising

## RUN-of-SITE ADVERTISING on ASHClinicalNews.org



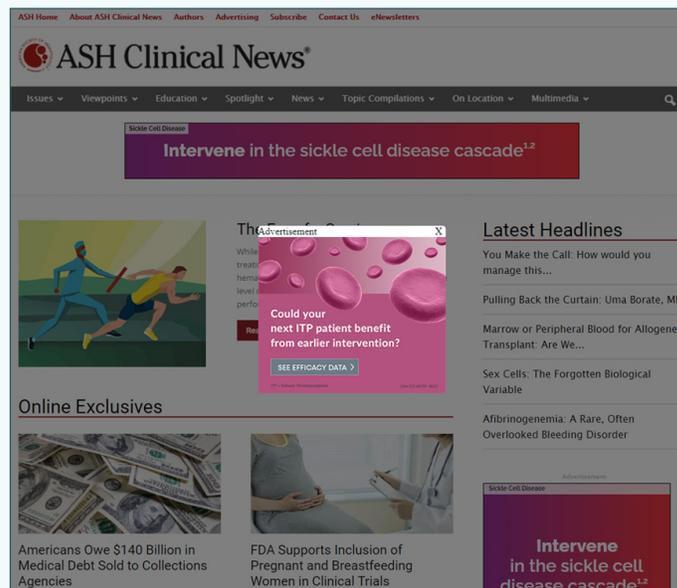
### RUN-OF-SITE:

\$150 CPM

### METRICS:

Avg. Monthly ROS Impressions	135,000
Avg. Monthly Interstitials Impressions	27,000
Avg. Active Users	50,000
Avg. Monthly Visits	65,000
Avg. Monthly Page Views	100,000
Avg. Time on Site	1:00

## INTERSTITIAL ADVERTISING on ASHClinicalNews.org



### INTERSTITIALS/PRESTITIALS:

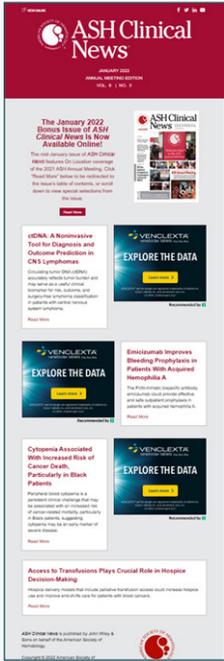
\$450 CPM

### STANDARD WEB BANNER SPECS:

ACCEPTED AD UNITS:	728x90, 300x250
FILE TYPES:	GIF/JPEG/HTML5
MAX. FILE SIZE (GIF and JPEG):	200KB
THIRD-PARTY AD TAGS:	Third-party tags are accepted.

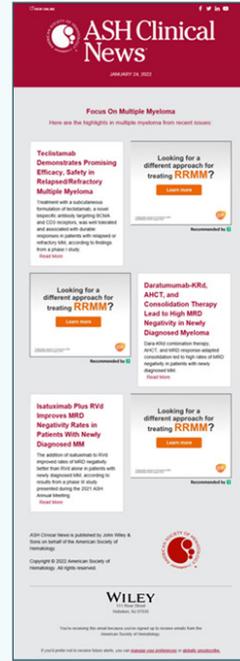
# Email Advertising

## eNEWSLETTERS



**ASH Clinical News e-Newsletters deliver exposure to the hematology/oncology market on a weekly basis throughout the year.**

## FOCUS ON eNEWSLETTERS



**ASH Clinical News offers topic-focused e-Newsletters, focused on specific topics of interest to our readers.**

- **Monthly ACN eTOC:** 1<sup>st</sup> Wed of month
- **“You Make the Call”:** 2<sup>nd</sup> Wed of the month
- **Issue Highlights/Top 5:** 3<sup>rd</sup> Wed of the month
- **Special Issue eTOCs:** 3<sup>rd</sup> Wed of month (Jan, Jul, Nov)
- **Issue Preview:** 4<sup>th</sup> Wed of the month

**ASH Clinical News offers defined reach specific to the U.S. market and international recipients, delivering strong open rates, via mobile optimized emails.**

**REACH:**

U.S. Only.....	26,914
International.....	20,580

**OPEN RATE:**

Average open rate .....	20%
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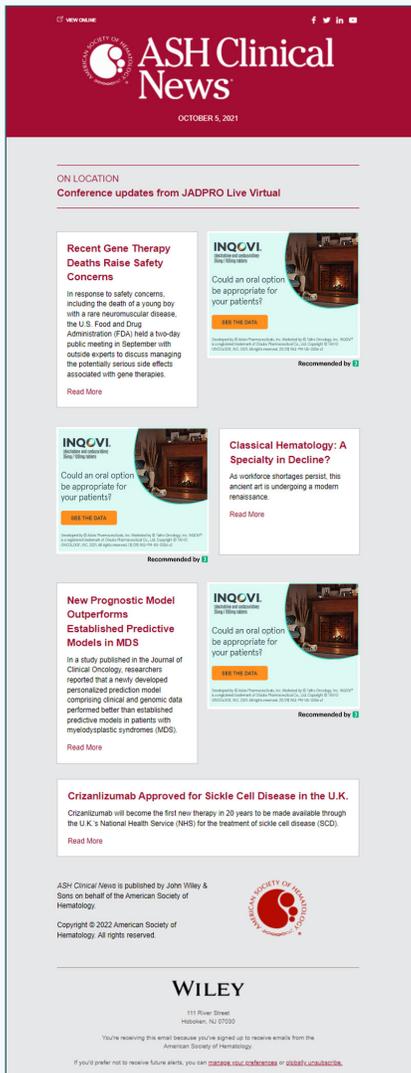
**COST (per deployment):**

Top 300x250 .....	\$4,000
Mid 300x250 .....	\$4,000
Lower 300x250.....	\$2,000
Exclusive.....	\$6,500

- Leukemia, lymphoma, multiple myeloma, anemia, thrombosis, thrombocytopenia, hemophilia, sickle cell disease, etc.
- Single Sponsored
- Purchased as 3...6 to 12 email series
- Includes Top & Middle & Third 300x250 banners
- Average open rate: 22%
- Cost is \$12,500 net per deployment
- Adjustable based on length of series

# Digital Conference Coverage

## “ON LOCATION” MEETING COVERAGE E-NEWSLETTERS



ASH Clinical News “On Location” meeting coverage e-Newsletters feature topical multimedia coverage from major hem/onc medical conferences.

- Three to four e-Newsletters highlighting news and information presented at major hematology/oncology conferences
  - AACR, ASCO, EHA, ASH MHM and more
  - ASH Annual Meeting Coverage by disease state: Leukemia, lymphoma, multiple myeloma, anemia, thrombosis, thrombocytopenia, hemophilia, sickle cell disease, etc.
- Single-sponsored or multi-sponsored
- Pre-, during and post-meeting email deployments
- Written and video coverage available
- Contact your sales representative for availability, full options and pricing

# Acceptance of Advertising

All advertisements are subject to review and approval by the Editorial Board and *ASH Clinical News* staff. Allow for a 3-day review period.

## **ADVERTORIALS:**

Advertorials must include the word "ADVERTISEMENT" prominently at the top of the page at a minimum of 20pt font size and the company logo and copyright information to be included at the bottom of the page. The typefaces and colors used must clearly differ from those used within *ASH Clinical News*.

## **AD PLACEMENT POLICY:**

Interspersed within articles.

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# Delivery of Material

## **MEDIA DELIVERY OF ADS:**

PDFs sent via email or FTP are required.

## **INTERNET/FTP DELIVERY OF ADS:**

Please email the materials contact prior to submitting a file via FTP.

## **PRINT ADVERTISING MATERIALS:**

Pharmaceutical Media, Inc.  
Attn: Shemika Houston  
shouston@pminy.com  
212.904.0367

## **DIGITAL ADVERTISING MATERIALS:**

Pharmaceutical Media, Inc.  
Attn: PMI Digital Ad Ops  
adops@pminy.com  
212.904.0369

## **CONTRACTS AND INSERTION ORDERS:**

Pharmaceutical Media, Inc.  
Attn: Shemika Houston  
4 South Orange Avenue #504  
South Orange, NJ 07079  
shouston@pminy.com  
212.904.0367

## **INSERT SHIPPING INFORMATION:**

Hess Print Solutions (HPS)  
Attn: Audrey Thomas  
ACN Issue  
3765 Sunnybrook Road  
Brimfield, OH 44240  
a\_thomas@hessprintsolutions.com

# Contact

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