Circulation

TOTAL CIRCULATION: 27,836

BREAKDOWN OF CIRCULATION:
- Hematology: 1,795
- Hematology/Oncology: 9,161
- Pediatric Hematology: 2,960
- Hematology/Pathology: 1,309
- Oncology: 4,655
- Transfusion Medicine: 122
- Other: 7,834

Total (U.S. only): 27,836

Rates

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

AGENCY COMMISSION: 15%

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.

ADVERTISING PAGE B/W RATES:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>3/4 Page</th>
<th>Island Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,174</td>
<td>$4,765</td>
<td>$4,062</td>
<td>$3,947</td>
<td>$2,302</td>
</tr>
<tr>
<td>3x</td>
<td>$5,113</td>
<td>$4,708</td>
<td>$4,012</td>
<td>$3,899</td>
<td>$2,274</td>
</tr>
<tr>
<td>6x</td>
<td>$5,050</td>
<td>$4,651</td>
<td>$3,964</td>
<td>$3,852</td>
<td>$2,246</td>
</tr>
<tr>
<td>12x</td>
<td>$4,992</td>
<td>$4,596</td>
<td>$3,919</td>
<td>$3,807</td>
<td>$2,219</td>
</tr>
<tr>
<td>24x</td>
<td>$4,931</td>
<td>$4,541</td>
<td>$3,870</td>
<td>$3,760</td>
<td>$2,193</td>
</tr>
<tr>
<td>36x</td>
<td>$4,872</td>
<td>$4,487</td>
<td>$3,823</td>
<td>$3,716</td>
<td>$2,168</td>
</tr>
<tr>
<td>48x</td>
<td>$4,814</td>
<td>$4,434</td>
<td>$3,778</td>
<td>$3,671</td>
<td>$2,141</td>
</tr>
<tr>
<td>72x</td>
<td>$4,756</td>
<td>$4,379</td>
<td>$3,734</td>
<td>$3,626</td>
<td>$2,115</td>
</tr>
<tr>
<td>120x</td>
<td>$4,700</td>
<td>$4,327</td>
<td>$3,688</td>
<td>$3,582</td>
<td>$2,090</td>
</tr>
</tbody>
</table>

COLOR RATES (In addition to earned B&W rate):
- Standard Color: $950
- Matched Color: $1,365
- 3- or 4-Color: $2,165
- 5-Color: $2,525

POSITIONS (In addition to earned B&W rate):
- 2nd Cover: 50%
- 4th Cover: 50%
- Center Spread: 25%
- Online First: 25%

COVER TIPS:
- $22,250 (Jan-Nov)
- $27,500 (Dec*)

INSERTS:
- Furnished inserts billed at B&W space rate, plus an additional $500 commissionable production charge.

BELLY BANDS & POLYBAGGED OUTSERTS:
- Call rep.

CLASSIFIED LINE AD RATES

<table>
<thead>
<tr>
<th>Words</th>
<th>Rates</th>
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<tbody>
<tr>
<td>1–50</td>
<td>$232</td>
</tr>
<tr>
<td>51–100</td>
<td>$433</td>
</tr>
<tr>
<td>101–150</td>
<td>$633</td>
</tr>
<tr>
<td>151–200</td>
<td>$839</td>
</tr>
<tr>
<td>201–250</td>
<td>$1,045</td>
</tr>
<tr>
<td>251–300</td>
<td>$1,251</td>
</tr>
</tbody>
</table>

*December is the issue that includes 10,000 additional copies for bonus distribution.
**Issuance & Closing Dates:**

**FREQUENCY:** 14x in 2017  
**MAILING CLASS:** Periodical  

**CLOSING DATES:**

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Closing Date</th>
<th>Ad Materials</th>
<th>Inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/5/16</td>
<td>12/14/16</td>
<td>12/19/16</td>
</tr>
<tr>
<td>Jan ASH Meeting</td>
<td>12/30/16</td>
<td>1/6/17</td>
<td>1/11/17</td>
</tr>
<tr>
<td>February</td>
<td>1/12/17</td>
<td>1/18/17</td>
<td>1/24/17</td>
</tr>
<tr>
<td>March</td>
<td>2/8/17</td>
<td>2/17/17</td>
<td>2/21/17</td>
</tr>
<tr>
<td>April</td>
<td>3/7/17</td>
<td>3/16/17</td>
<td>3/20/17</td>
</tr>
<tr>
<td>May</td>
<td>4/4/17</td>
<td>4/13/17</td>
<td>4/17/17</td>
</tr>
<tr>
<td>June</td>
<td>5/3/17</td>
<td>5/12/17</td>
<td>5/15/17</td>
</tr>
<tr>
<td>July</td>
<td>5/23/17</td>
<td>6/1/17</td>
<td>6/5/17</td>
</tr>
<tr>
<td>July Maj. Med Mtg.</td>
<td>6/12/17</td>
<td>6/21/17</td>
<td>6/26/17</td>
</tr>
<tr>
<td>August</td>
<td>7/5/17</td>
<td>7/13/17</td>
<td>7/17/17</td>
</tr>
<tr>
<td>September</td>
<td>8/2/17</td>
<td>8/11/17</td>
<td>8/15/17</td>
</tr>
<tr>
<td>October</td>
<td>9/1/17</td>
<td>9/13/17</td>
<td>9/15/17</td>
</tr>
<tr>
<td>November</td>
<td>10/4/17</td>
<td>10/13/17</td>
<td>10/17/17</td>
</tr>
<tr>
<td>December</td>
<td>11/1/17</td>
<td>11/13/17</td>
<td>11/16/17</td>
</tr>
</tbody>
</table>

**BONUS DISTRIBUTION ISSUES:**

- **May:** 2017 ASCO Annual Meeting, 6/2–6/6  
- **September:** ASH Meeting on Hematologic Malignancies, 10/8–10/9  
- **December:** 59th ASH Annual Meeting and Exposition, 12/9–12/12

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**General Information**

**EDITOR-IN-CHIEF:** Mikkael Sekeres, MD, MS, of the Cleveland Clinic

*ASH Clinical News*, an official publication of the American Society of Hematology (ASH), is a monthly tabloid magazine designed to assist ASH in communicating hematology and oncology news relevant to its members and hematology and oncology professionals.  

*ASH Clinical News* features in-depth and timely reports on professional meetings, ongoing trials and therapies, policies and politics, strategies for improving quality of care and practice management, and insights from key hematology/oncology leaders and other health-care decision makers. *ASH Clinical News* is a voice of ASH in advancing the highest quality hematology care to a broad multidisciplinary audience of hematology/oncology professionals and ASH members.

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**Acceptance of Advertising:**  
All advertisements are subject to review and approval by the Editorial Board and ASH Clinical News staff.

**Ad Placement Policy:**  
Interspersed within articles

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**Mechanical Requirements**

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 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 14”
- **PAPER STOCK:**  
  - Inside: 50 lb. coated stock  
  - Covers: 80 lb. coated cover stock
- **BLEED:** 0.125”
- **LIVE MATTER:** 0.5” from trim and gutter
- **TYPE OF BINDING:** saddle-stitched

**Ad Sizes:**

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>King Spread</td>
<td>20” x 13”</td>
<td>21.25” x 14.25”</td>
</tr>
<tr>
<td>King Page</td>
<td>9.5” x 13”</td>
<td>10.75” x 14.25”</td>
</tr>
<tr>
<td>3/4 Horizontal</td>
<td>9.5” x 10”</td>
<td>10.75” x 10.75”</td>
</tr>
<tr>
<td>Island Page</td>
<td>7” x 10”</td>
<td>7.875” x 10.75”</td>
</tr>
<tr>
<td>Island Spread</td>
<td>15” x 10”</td>
<td>15.5” x 10.75”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.625” x 13”</td>
<td>5.5” x 14.25”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>9.5” x 6.5”</td>
<td>10.75” x 7.25”</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>2.25” x 13”</td>
<td>NA</td>
</tr>
<tr>
<td>1/4 Horizontal</td>
<td>4.625” x 6.375”</td>
<td>NA</td>
</tr>
</tbody>
</table>

**PAPER STOCK:**

- Inside: 50 lb. coated stock
- Covers: 80 lb. coated cover stock

**Reproduction Requirements:**

**DIGITAL FILES REQUIRED.**

**INSERTS:**

- Quantity: 29,000 required (includes spoilage)
- Paper weight: 80# maximum
- Specifications:
  - King Size – 10.625” x 14.125” (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 supplied). 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 when insert is not standard. Please check with American Medical Communications for availability and other information required.

**Cover Tips:**

- Trim size: 10.5” x 6”
- NOTE: If client is providing the files for American Medical Communications to print, please include a bleed of .125”. If client is providing preprinted materials, they must be trimmed to spec.
- Bellybands, cover wraps, and poly-bags are also accepted in *ASH Clinical News*. Contact your sales representative for pricing and available issues.
Insert Conversion Program
(for multi-page insert advertisers only)

American Medical Communications can convert inserts of 4 pages or larger to king size ad pages at no cost. The converted ad will be billed at the king-size B&W page rate times the number of pages, plus one additional king page B&W. Digital file required.

Digital File Specifications

FILE FORMATS:
Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PD version 1.3 (Acrobat 4); EPS, TIFF.
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. Do not nest EPS files.

PAGE LAYOUT:
Supply as single page files only. Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal, plus a minimum 0.125" bleed on all sides. Keep live matter 0.5" from trim edges. Crop marks and SWOP color bars must be included, position 0.5" outside trim. Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

PROOFS:
Proofs must be produced from the final file submitted. All proofs must conform to SWOP standards. For a list of current SWOP-approved proofs, visit www.swop.org/certification/certmfg.asp, and click on “Certified Systems & Ads.” Desktop inkjet printer proofs do not meet SWOP standards. American Medical Communications cannot guarantee color match unless acceptable proof is provided.

DISPOSITION OF MATERIAL:
Reproduction material will be held one year from last insertion.

Advertising Incentive Programs

CONTINUITY DISCOUNT:
Advertise in 14 issues and get 12% off each issue.
Advertise in 12 issues, get 8% off each issue.
Advertise in 6 issues, get 4% off each issue.
Advertise in 2 issues in the same month (January, July) and get 10% off each insertion.

NEW ADVERTISER/PRODUCT DISCOUNT:
New product advertisers receive a 10% discount on all advertising placed in 2017 with a minimum 4-ad commitment. Discount cannot be combined with continuity discount.

ADDITIONAL PROMOTIONAL OPPORTUNITIES:
Prescribing Information (PI), ISI, and FDA Disclosure pages are eligible for the following discount: The 3rd page of PI and after may take a 50% discount normal earned rate. Only applies to black and white pages.

Delivery of Material

MEDIA DELIVERY OF ADS:
CD-ROM or DVD. All disks must be labeled with the following: Publication Title, Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of disk contents.

INTERNET/FTP DELIVERY OF ADS:
Please email Ari Mihos (amihos@americanmedicalcomm.com) prior to submitting a file via FTP.
Address: ftp://199.193.117.104
Log in: ASHftp
Password: Hematology1
Folder: ASHftp/ASH_Clinical_News

INSERTION ORDERS TO:
American Medical Communications
Chris Witt Holt
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732-490-5530
Fax 732-862-1116
E-mail: cwitt Holt@americanmedicalcomm.com

R.O.B. AD MATERIAL TO:
American Medical Communications
Ari Mihos
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732-490-5530

INSERT SHIPPING INFORMATION:
Democrat Printing & Litho
ATTN: Alan Mazander
6401 Lindsey Road
Little Rock, AR 72206
1-800-622-2216
Packaging should be clearly marked ASH Clinical News with issue date.
Digital Advertising Opportunities

ROS ADVERTISING ON ASH CLINICAL NEWS

E-NEWSLETTERS

Three newsletters per week (Mon, Wed, Fri) mailed to more than 50K hematologists, hem/oncs, and medical oncologists.

FLAT RATES

100% SOV: $8,500
50% SOV: $4,500

E-NEWSLETTER STATS

REACH:
ASH members and Non-Members - 17,000
Hematologists - 2,000+
Hem/Onc - 10,000+
Oncologists 14,000+
Oncology Nurses 7,000+

OPEN RATE
18%–21%

CLICK RATE
1%–2%

Flat rate: $3,000 - 20% SOV
Interstitials/Prestitials:
100% SOV: $5,000; 50% SOV: $3,000; 25% SOV: $2,000

DIGITAL CONFERENCE COVERAGE

- Four to five emails highlighting news and information presented at major hematology/oncology conferences
- Programs can be single-sponsored or multi-sponsored
- 50% or 100% SOV of conference meeting coverage section on http://ashclinicalnews.org
- Emails delivered daily to report on each day’s events
- Pre- and post-meeting emails to alert and wrap up the meeting

Please contact sales rep for additional information and pricing.