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 newly appointed Editor-in-Chief David Steensma, MD, Institute Physician at the Dana-Farber Cancer Institute and Associate Professor at Harvard Medical School, ASH Clinical News provides readers with the latest updates in the field, including:

- on-site conference reporting
- the latest research published in Blood and other medical journals
- in-depth feature articles about controversial 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 to help clinicians with quality and performance improvement, patient education, and teaching hematology to medical students.

Editorial Board

EDITOR-IN-CHIEF
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DIGITAL PROJECTS MANAGER
Chris Gedikli
# Issuance & Closing Dates

**FREQUENCY:** 15x  
**MAILING CLASS:** Periodical  
**DEADLINES:**

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Closing Date</th>
<th>Ad Materials</th>
<th>Inserts</th>
<th>Special Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 6</td>
<td>12/2/19</td>
<td>12/13/19</td>
<td>12/17/19</td>
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</tr>
<tr>
<td>January 20 – Annual Meeting Wrap Up</td>
<td>12/13/19</td>
<td>1/3/20</td>
<td>1/7/20</td>
<td>2019 ASH Annual Meeting Coverage</td>
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<tr>
<td>February 3</td>
<td>1/2/20</td>
<td>1/15/20</td>
<td>1/20/20</td>
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<tr>
<td>March 2</td>
<td>2/3/20</td>
<td>2/12/20</td>
<td>2/14/20</td>
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<tr>
<td>April 6</td>
<td>3/2/20</td>
<td>3/13/20</td>
<td>3/17/20</td>
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</tbody>
</table>
| May 4               | 4/1/20       | 4/13/20      | 4/16/20 | BONUS DISTRIBUTION  
2020 ASCO Annual Meeting, May 29 – June 2, 2020        |
| June 1              | 5/1/20       | 5/13/20      | 5/15/20 |                                                       |
| July 6              | 6/1/20       | 6/12/20      | 6/15/20 |                                                       |
| July 20 – Bonus Mid-Year Edition | 6/15/20 | 7/2/20 | 7/6/20 | Major Medical Meeting Coverage                         |
| August 3            | 7/1/20       | 7/13/20      | 7/16/20 |                                                       |
| September 7         | 7/31/20      | 8/12/20      | 8/14/20 | BONUS DISTRIBUTION  
ASH Meeting on Hematologic Malignancies                 |
| October 5           | 8/31/20      | 9/11/20      | 9/14/20 |                                                       |
| November 2          | 10/1/20      | 10/12/20     | 10/15/20|                                                       |
| November 16 – Annual Meeting Preview Edition | 10/19/20 | 10/28/20 | 10/30/20 |                                               |
| December 7*         | 10/30/20     | 11/10/20     | 11/12/20| BONUS DISTRIBUTION  
62nd ASH Annual Meeting and Exposition, Dec. 5–8, 2020 |

* The December issue has a mail drop date of Nov. 30 due to the annual meeting distribution.
**Print Rates & Circulation**

**Earned Rates:** Rates are based on the total units run in a calendar year (e.g., 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%

**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>$5,598</td>
<td>$5,156</td>
<td>$4,395</td>
<td>$4,271</td>
<td>$2,490</td>
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<tr>
<td>3x</td>
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<td>$4,341</td>
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<td>$4,290</td>
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<td>$2,401</td>
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<td>$4,068</td>
<td>$2,373</td>
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<td>36x</td>
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<td>$4,855</td>
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<td>$4,021</td>
<td>$2,346</td>
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<tr>
<td>48x</td>
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<td>$4,797</td>
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<td>$2,317</td>
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<td>$4,040</td>
<td>$3,924</td>
<td>$2,289</td>
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<td>$4,016</td>
<td>$3,900</td>
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<td>$4,682</td>
<td>$3,990</td>
<td>$3,876</td>
<td>$2,262</td>
</tr>
</tbody>
</table>

**Color Rates (in addition to earned B&W rate):**

- Standard Color: $990
- Matched Color: $1,430
- 3- or 4-Color: $2,255
- 5-Color (Standard + 1 Spot): $2,625

**Positions (in addition to earned B&W rate):**

- 2nd Cover: 50%
- 4th Cover: 50%
- Center Spread: 25%
- Online First: 25%

**Cover Tips:**

- $22,500 (Jan-Nov)
- $27,500 (Bonus conference distribution)

**Cover Gatefolds:**

- $40,000

**Belly Bands:**

- $30,000

**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.

**Credit Card Payment:** A 2.5% surcharge will be applied to credit card payments.

**Cover Tips:**

- $22,500 (Jan-Nov)
- $27,500 (Bonus conference distribution)

**Cover Gatefolds:**

- $40,000

**Belly Bands:**

- $30,000

**Classified Line Ad Rates:**

<table>
<thead>
<tr>
<th>Words</th>
<th>Rate</th>
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<tbody>
<tr>
<td>1–50</td>
<td>$242</td>
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<tr>
<td>51–100</td>
<td>$451</td>
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<td>101–150</td>
<td>$659</td>
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<td>151–200</td>
<td>$873</td>
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<tr>
<td>201–250</td>
<td>$1,087</td>
</tr>
<tr>
<td>251–300</td>
<td>$1,302</td>
</tr>
</tbody>
</table>

**List Match:**

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

**Inserts:**

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

**Poly-Bagged Outserts:**

- Full run: $25,000NET
- List-match minimum: $10,000NET

Call Nick Luciano for additional information.

**Breakdown:**

- Hematology: 2,441
- Hematology/Oncology: 10,918
- Pediatric Hematology: 3,236
- Other Hematologists: 5,977
- Transfusion Med: 83
- Total (U.S. only): 27,795

**Total:** 27,795
Discounts & Incentives

RUN IN 12 ISSUES AND GET 8% OFF EACH AD

RUN IN 6 ISSUES AND GET 4% OFF EACH AD

NEW PRODUCT DISCOUNT:
Get a **5% discount** with a 4-insertion commitment

CLINICAL TRIAL DISCOUNT:
25% off every placement
2020 LIMITED SPONSORSHIP ISSUES
Up to 6 advertisers in each issue

JANUARY 20TH ISSUE:
2019 ASH Annual Meeting Wrap-up

JULY 20TH ISSUE:
ASCO & EHA Annual Meeting Wrap-ups
• Sponsorship includes up to 6 pages of advertisement
• Positions are first come, first served (cover tip, cover 2, TOC, center spread, and cover 4)
• Cost: $30,000 per sponsorship
• Discount: 10% off when advertiser runs in both special editions (see Discounts & Incentives on page 5)

NEW! NOVEMBER 20TH ISSUE:
2020 ASH Annual Meeting Preview

2020 DISEASE-STATE SUPPLEMENTS

MARCH:
Lymphoid Malignancies

MAY:
Myeloid Malignancies

OCTOBER:
Classical Hematology
• Special supplemental issue focusing on a specific disease state
• 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
• Mailed with an issue of ASH Clinical News
• Sponsorship opportunities:
  - $5,000 net per page
  - Preferred position: Additional $1,000 net (includes Cover 2, Cover 4, TOC, and Center Spread positions)

Please note that these supplements have a smaller trim size than ASH Clinical News at 8” x 10.75”.
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 format CMYK + any PMS colors; indicate PMS colors on digital proof. 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 14”

**BLEED:** 0.125”

**TYPE OF BINDING:** Saddle-stitched & perfect bound

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Non-Bleed</th>
<th>Bleed</th>
<th>Trim</th>
</tr>
</thead>
<tbody>
<tr>
<td>King Spread</td>
<td>20” x 13”</td>
<td>21.25” x 14.25”</td>
<td>21” x 14”</td>
</tr>
<tr>
<td>King Page</td>
<td>9.5” x 13”</td>
<td>10.75” x 14.25”</td>
<td>10.5” x 14”</td>
</tr>
<tr>
<td>Island Spread</td>
<td>15” x 10”</td>
<td>15.5” x 10.75”</td>
<td>15.25” x 10.5”</td>
</tr>
<tr>
<td>Island Page</td>
<td>7” x 10”</td>
<td>7.75” x 10.75”</td>
<td>7.5” x 10.5”</td>
</tr>
<tr>
<td>3/4 Horizontal</td>
<td>9.5” x 10”</td>
<td>10.75” x 10.75”</td>
<td>NA</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.625” x 13”</td>
<td>5.5” x 14.25”</td>
<td>NA</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>9.5” x 6.5”</td>
<td>10.75” x 7.25”</td>
<td>NA</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>2.25” x 13”</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1/4 Box</td>
<td>4.625” x 6.375”</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**INSERTS:**

- **Quantity:** 29,000 required, 31,500 for the December issue. Both include 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 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 when insert is not standard.

**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

**NOTES:** If client is providing the files for American Medical Communications to print, please include a bleed of 0.125”. If client is providing preprinted materials, they must be trimmed to spec.

**BELLY BANDS:**

- Flat trim size: 24” x 4” (Allow 2” of blank space on left edge for overlap)

**OUTserts:**

Outserts may be any size up to and including 10.5” x 14”, but no larger. There are no page count or paper stock requirements.
High-Impact Print 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 for American Medical Communications to print, please include a bleed of 0.125". If client is providing preprinted materials, they must be trimmed to spec.

COST: $22,500 (Jan-Nov) $27,500 (Bonus conference distribution)

FRONT-COVER GATEFOLDS

All material should be supplied to the following specs:

TRIM SIZE: See table
BLEED: 0.125"
LIVE MATTER: 0.5" from trim and gutter
COST: $40,000

Belly bands

Flat trim size: 24" x 4" (Allow 1" of blank space on left edge for gluing)
COST: $30,000
WEBSITE ADVERTISING

RUN-of-SITE ADVERTISING on ASHClinicalNews.org

**Website Advertising Topics:**
- **Website Advertising:**
  - Website Advertising
  - Run-of-Site Advertising on ASHClinicalNews.org
  - ROS: $115/CPM
  - Interstitials/Prestitials:
    - 100% SOV: $8,000
    - 50% SOV: $6,000
    - 25% SOV: $4,000

**Metrics:**
- Avg. Monthly Impressions: 49,468
- Avg. Active Users: 18,029
- Avg. Monthly Visits: 31,464
- Avg. Monthly Page Views: 50,848
- Avg. Time on Site: 2:16
- Avg. Click-through Rate: 0.92%

**Accepted Ad Units:**
- 728x90
- 300x250

**File Types:**
- GIF/JPEG/HTML5

**Max. File Size:**
- (GIF and JPEG): 40KB

**Third-Party Ad Tags:**
- Subject to review. If not using DoubleClick internal tags, there can be up to a 9% discrepancy. Third-party hosted creative must come from secure server over HTTPS.

**Animation:**
- 15-second autoplay animation time limit 30-second total autoplay video and animation time limit

**NOTE:** Because many browsers no longer support Flash, we recommend creating HTML5 banners instead.
Email Advertising

eNEWSLETTERS

Three eNewsletters per week (Mon, Wed, Fri) mailed to more than 74,000+ Hematologists, Hem/Oncs, and Medical Oncologists.

FLAT RATES:
$4,000 per ad
$6,000 for both ads – 100% SOV

eNEWSLETTER STATS
REACH:
ASH Members 16,647
Non-members
- Hematologists 1,420
- Hem/Oncs 11,007
- Oncologists 11,243
- Onc Nurses 28,219
- Pediatric Hem/Onc 2,750
- PA/NP 3,417
TOTAL: 74,694
OPEN RATE: 16%

eNEWSLETTER SPECS
ACCEPTED AD UNITS: 300x250
FILE TYPES: JPEG and Static GIF Only
MAX. FILE SIZE: 40KB
CLICK-THROUGH URL: Required—only one click-through URL
RESTRICTIONS: Expandable banners are prohibited
NOTE: Because many browsers no longer support Flash, we recommend creating HTML5 banners instead.
Email Advertising

Digital Conference Coverage

- Four to five eNewsletters highlighting news and information presented at major hematology/oncology conferences
- Programs can be single-sponsored or multi-sponsored
- 33% or 100% SOV of conference meeting coverage section on ashclinicalnews.org
- Emails delivered daily to report on each day's events
- Pre- and post-meeting emails to preview and wrap up the meeting

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**eNEWSLETTER SPECS**

**ACCEPTED AD UNITS:** 300x250

**FILE TYPES:** JPEG and Static GIF Only

**MAX. FILE SIZE:** 40KB

**CLICK-THROUGH URL:** Required—only one click-through URL

**RESTRICTIONS:** Expandable banners are prohibited

**NOTE:** Because many browsers no longer support Flash, we recommend creating HTML5 banners instead.
ACCEPTANCE OF ADVERTISING

All advertisements are subject to review and approval by the Editorial Board and ASH Clinical News staff.

ADVERTORIALS:
Advertorials must include the word “ADVERTISEMENT” prominently at the top of the page at a minimum of 20pt font size. The typefaces and colors used must clearly differ from those used within ASH Clinical News.

AD PLACEMENT POLICY:
Interspersed within articles.

MEDIA DELIVERY OF ADS:
PDFs sent via email or FTP are preferred, but CD-ROM or DVD will be accepted. 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_News

CONTRACTS, INSERTION ORDERS, AND INVOICING:
AMC Media Group
Judi Skalak
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E-mail: jskalak@americanmedicalcomm.com

AMC Media Group
Ari Mihos
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 215-791-5106
E-mail: amihos@americanmedicalcomm.com

AD MATERIAL:
AMC Media Group
Ari Mihos
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 215-791-5106
E-mail: amihos@americanmedicalcomm.com

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.

Contact
Advertising & Sales Office

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nluciano@ashclinicalnews.org

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