AMERICAN SOCIETY *of* HEMATOLOGY

ASH® News Daily 2011

Advertising Rates and Specifications

San Diego, CA

December 10-13, 2011

AMERICAN SOCIETY OF HEMATOLOGY®

Advertise in *ASH News Daily* and Increase Your Visibility at the 53rd Annual Meeting of the American Society of Hematology

You must be a confirmed exhibitor in order to be eligible to advertise in *ASH News Daily*.

ASH News Daily is:

- The only official daily print publication
- Delivered to select hotels, available on the shuttle buses, displayed on custom racks throughout the convention center, and handed out in the convention center

ASH News Daily offers:

- Live daily coverage of meeting activities (with a schedule of events)
- Three times more exposure than any other publication (Publication dates are December 10, 11, and 12, 2011)

Placing an ad in *ASH News Daily*:

- Protects and enhances your booth investment
- Gives you direct access to more than 18,000 hematologists and other health-care professionals
- Maximizes your on-site effectiveness and long-term recognition
- Earns ASH Priority Points

Advertising Rates (Net Agency Commission)

Size	Dimensions Width x Height	Black & White (Three Issues)	Four Color (Three Issues)
Full Page	10" x 14"	$11,670	$13,550
3/4 Page	10" x 10"	$10,570	$12,525
Jr. Page	7" x 10"	$9,480	$11,500
1/2 Page	10" x 7" or 5" x 14"	$7,270	$9,255
1/4 Page	4 ¾" x 7"	$5,015	N/A
1/8 Page	4 ¾" x 3 ½"	$3,600	N/A

Second color available: $1,125

Premium positions available:
Fourth cover - $6,610; Second cover - $4,625

- Spread ads that require blank space between the ad and the PI information will be charged the ¾ page rate for those pages affected.
- Inserts are calculated on number of pages times Jr. Page Black & White rate. Three bound inserts will be accepted (two single-leaf and one multi-leaf) on a first-come, first-served basis; placement in Section B only.
- Jr. Page spread dimensions: 15 1/2" wide x 10" high.

Closing Dates

Advertising space and payment: **October 11, 2011**

Advertising materials: **October 21, 2011**

NOTE: This is an annual meeting publication. Just as payment for your booth space is due prior to the meeting dates, so is your payment for ad space. All signed agreements are firm. No cancellations accepted after closing.

Mechanical Specifications

- Media: High-resolution Adobe PDF files strongly preferred with all fonts embedded.
- All colors should be built out of CMYK process; no spot colors.
- When saving EPS files, please be sure to include/embed all fonts.
- TIFF, EPS, and JPEG files accepted. Files must include high-resolution graphics (200 dpi or better) and all fonts (screen and printer).
- 85-line screen on all images preferred; 100-line screen acceptable.
- Printed proof of the PDF file itself is required with submission of CD or e-mail. If e-mailing the file, please send the proof by standard mail to the contact address. If sending the file, please include the proof with the CD. If a proof is not sent, we are not responsible for the outcome of the ad (color, fonts, text, etc.).
- Advertiser will be billed at cost for time required to prepare files to above standards.

Ad Creation

Maximum combined density of 240 percent with only one solid. Two secondary colors should not exceed 75 percent each. Any single color not intended to print solid should not exceed 80 percent. Additional 10 percent under-color removal for cyan. Type should be surprinted in areas having tint values of 30 percent. Four-color type reverses should not be smaller than 10 points (14 points if using a narrow face font). Reverses should only be used out of areas having at least 70 percent tone value in black, magenta, or cyan.

Color reproduction is assured to generally accepted industry standards for cold web newspaper printing.

Contacts

Insertion Orders and Contracts:

Kevin Dunn/Jim Cunningham
Cunningham Associates
180 Old Tappan Road
Old Tappan, NJ 07675
Phone: 201-767-4170
Cell: 201-264-5345
Fax: 201-767-8065
E-mail: *kdunn@cunnasso.com*

Reproduction Materials:

Tim Mercer/Jenn Waters
ASH News Daily
4341 Montgomery Avenue
Bethesda, MD 20814
Phone: 301-951-1881
Fax: 301-841-0040
E-mail: *showdailies@verizon.net*, *jwaters@showdailies.com*
Contact Tim or Jenn for ftp transmission information.

Exhibit Booth Space:

Julie Sullivan
J. Spargo & Associates, Inc.
Phone: 800-564-4220, x3861
Alt. phone: 703-631-6200
E-mail: *julie.sullivan@jspargo.com*

Special Notes:

- All advertising subject to the approval of ASH.
- All resizing and mechanical or production services will require additional charges.
- All efforts are made to preserve advertising materials in their original condition; however, publisher is not responsible for lost or damaged advertising materials after publication.
- As a publisher's courtesy, ASH will provide pubsets upon advertiser request; however, ASH will not be held financially responsible for incorrect information as supplied by advertiser or for changed booth numbers after space closing.
- Advertising materials must remain the same in each issue.
- Publisher reserves the right to tag advertorials "ADVERTISEMENT."

2011 Insert Specifications

Special Notes

- Final dimensions: 10 5/8" x 14" or smaller. If the finished size of the insert is smaller than 10 5/8" x 14" it will not trim and should be provided to the printer at the actual size.
- For single-sheet inserts: a 5" lip/flap is required (must be low side) to run the vertical length of the insert. This allows the insert to be stitched into the newspaper. There should be a 1/4" foot trim.
- All inserts should arrive folded.

Multi-Page Insert

- The insert should arrive folded.
- A 1/4" foot trim and 3/8" low-side lip is required.
- 100# coated gross-text weight maximum.

DUE DATE:
November 1, 2011
Quantity: 35,000

Exclusive Opportunity for ASH Exhibitors

Register as an exhibitor for the 2011 annual meeting and you will be eligible to place an ad in *ASH News Daily*. The exhibit hall, open December 10-12, 2011, is your opportunity to showcase your products and services and make contact with key decision-makers. For information about reserving booth space in San Diego, please contact Julie Sullivan (*julie.sullivan@jspargo.com*) at J. Spargo & Associates.

Additional Opportunities for Exposure at the 2011 Annual Meeting

Annual Meeting Support

There are opportunities to support ASH at its annual meeting through grants for a variety of programs. Acknowledgments of this support will be included in the abstract issue of *Blood*, in *ASH News Daily*, on the ASH website, and in the 2011 Program Book, as well as on signs in the convention center. For more information, please contact *development@hematology.org*.

Blood

***Blood* is the official journal of ASH. *Blood* has a paid circulation of 15,000. The November 17 and 24, 2011, issues of *Blood* offer bonus distribution with copies available from the *Blood* booth on the convention floor during the ASH annual meeting in San Diego.**