



Digital Advertising & Sponsorship Contract

The American Society of Pediatric Hematology/Oncology (ASPHO) is a professional community of over 2,000 pediatric specialists in the hematology and oncology profession. ASPHO is the only organization dedicated solely to the professional development and interest of subspecialists in this field. More than 75% of the members are practicing pediatric hematology oncologists.

ASPHO eNews Advertising

ASPHO eNews is a bi-monthly newsletter sent directly to ASPHO's full membership. The eNews is also posted on the ASPHO website for high visibility. The eNews receives a 35% open rate and a 39% click rate.

Rate: Includes horizontal banner, at the bottom of the issue

\$2,500/ per issue call for multiple issue discounts

Annual Conference Landing Web Page

Button ad located on the right side white space of annual conference landing page on the ASPHO website. Second highest traffic page on the ASPHO website. Limited ad quantities.

\$1,500/ 30 day posting call for multiple issue discounts

Format: Ads should be 300 x 250 (square ad) with a max file of 40k, Resolution 72dpi or 72 px and must be a jpeg format.

Online Career Center

ASPHO offers an opportunity to place a banner ad on its Career Center webpage. Horizontal banner ads can increase visibility to hiring institutions or others targeting the pediatric hematology/oncology audience. General ad content only; no specific job postings permitted.

\$1,000/ per month call for multiple issue discounts

<i>eNews 2018 Deadlines</i>	
Material Due Date	
February	1/12
April	3/16
June	5/11
August	7/13
October	9/14
December	11/16

Format for eNews and online Career Center: Ads should be 720 x 112 (Leaderboard) with a max file of 40k, Resolution is 72dpi or 72px and must be a .jpeg. Flash ads are not acceptable. Submissions must include a clickable URL and alt text. Ads must be general in nature and not a specific individual job posting.

Analytics

Analytics will be provided to the client 15 days after full ad run.

eNews

Email: total sent, percent open, percent click

Career Center/Annual Conference Landing Page

Web: total impressions and number of clicks

_____ agrees to Sponsor /Advertise in the _____ of ASPHO's
 (Company Name) eNews issue or months for Career Center or Conference Landing Page

eNews

Online Career Center

Annual Conference Landing Page

This contract is authorized by _____ / _____ Date _____
 (Contact Name) (Title)

Advertiser Information

Name _____
 Title _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____
 Email _____

Billing Information (if different from Advertiser)

Name _____
 Title _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____
 Email _____

Payment information: You may pay by check or credit card (3% service charge will be added to the total for credit card payments).

Amount \$ _____ USD Check # _____
 Credit Card # _____ Expiration Date: _____
 Card Holder Name: _____ Credit Card Type: _____
 Signature: _____

Please mail your check payment with form to: ASPHO/ P.O. Box 3781/ Oakbrook, IL 60522 or fax credit card information to 888.374.7259

Questions – Contact Rob Frey, Director, Professional Relations & Development / 8735 W. Higgins Road, Suite 300, Chicago, IL 60631

Phone: 847.375.6470 rpfrey@aspho.org

Cancellation Policy: All cancellations must be in writing and received prior to the space reservation deadline on the rate card.

Payment Policy: payment due in full before ad posting