

Mobile App Advertising Opportunity

Advertising in the mobile app for The American Society of Pediatric Hematology/Oncology (ASPHO) 2018 Conference offers you concentrated exposure to more than 1,100 specialized physicians and fellows trained in the research and treatment of children with cancer and blood diseases. The mobile app includes the complete listing of educational sessions, presenters, meeting events, and exhibit activities. It is a valuable tool for all assembly attendees that they refer to often and depend on throughout the conference. To reserve space, contact the ASPHO Professional Relations department. **The mobile app banner ad is \$1,000.**

Ad details: The banner ads rotate at the top of the app Home page, and click through to a full-screen App Landing Page. A maximum of 10 rotating ads are available; each ad rotates approximately every 5 to 8 seconds. The ad fee includes provided post-show user metrics. Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

Enhancements Available: You can upload your company's .jpg logo to the app. Attendees see it on your mobile app exhibitor listing. You can also upload product literature, show brochures, press releases, and other .pdf documents to the mobile app. Attendees download your information to their smart phones, or email them. Optional Push Alerts are also available. The app enhancements are available at an additional charge. For more information go to <http://aspho.sponsorship.ges.com/mobile-app-enhancements>.

Contact:
The American Society of Pediatric Hematology/Oncology
Rob Frey
Director, Professional Relations & Development
8735 W Higgins Rd., Suite 300
Chicago, IL 60631
847/375-6470, Fax 888/374-7259
rpfrey@aspho.org

AD SPECIFICATIONS

**BANNER AD WITH ACCOMPANYING
FULL-SCREEN LANDING PAGE**

Rotating Banner Ad
640 x 110 pixels (required)
.jpg or .png format
300 dpi
All banners click through to an accompanying app landing page.

Accompanying Full-Screen App Landing Page
320 x 418 (required)
640 x 1008 pixels (required)
1536 x 1920 (required)
1408 x 1408 (required)
1080 x 1920 or 2160 x 3840 (required)
.jpg or .png format
300 dpi

Suggestions:
No visible outside graphic borders. App Landing Pages may contain graphic buttons or "hot spots" that link users to provided webpage URLs (recommended button size: at least 64x64 pixels)

Material due date: April 6, 2018
Note: Ad sizes/specs subject to change. No cancellations will be accepted after the due date.

Name of company/ organization _____

Address _____

City/State/Zip _____

Submitted by _____ Title _____

Date _____ Email _____ Phone () _____

Check Enclosed (payable to AAHPM) Check Number: _____

Credit Card: MasterCard Visa American Express Discover

Name on Card (please print): _____ Amount: \$ _____

Credit Card Number: _____ Expiration Date: _____

Signature: _____