

2020 eNews Material Due Dates

February Issue	1/18
April Issue	3/22
June Issue	5/24
August Issue	7/19
October Issue	9/20
December Issue	11/22

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 sub-specialists 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. Call for multiple issue discounts.

\$2,500 per issue \$3,750 per exclusive issue

Rate: Includes a more prominent 'square ad' (300 x 250 pixels) on the right side white space of the issue. Ad may automatically reposition to above banner ads on certain devices and orientations. Call for multiple issue discounts.

\$3,000 per issue \$4,000 per exclusive issue

Marketing eBlast

Opportunity for a digital ad included at the bottom of select marketing eBlasts. Sent to approximately 2,000 member recipients, and/or attendees for conference related eblasts. Only one exclusive digital ad allowed per eblast.

\$2,500 per eBlast

Online Career Center

ASPHO offers an opportunity to place a banner ad on its Career Center web page. 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 unless it links to a posting inside the ASPHO Career Center. Call for multiple issue discounts.

\$1,000 per month

Formatting for these ad opportunities: Ads should be 720x112 pixels (leaderboard) with a max file of 40k. Resolution is 72dpi or 72px and must be a .jpeg format. Flash ads are not acceptable. Submissions must include a click able URL and alt text. Ads must be general in nature and not a specific individual job posting.

Annual Conference Landing Page

Digital ad located in the white space on the right side of the annual conference landing page on the ASPHO website. Second highest traffic page on the ASPHO website. Limited to two ads. Call for multiple issue discounts.

\$1,500 / 30 day posting

Products Web Page

ASPHO offers the opportunity to have an ad on the right side on its new Products Web Page. This is the third highest traffic page on the ASPHO website. Call for multiple issue discounts.

\$1,500 / 30 day posting

Format: Ads should be 300x250 (square ad) with a max files of 40k. Resolution 72dpi or 72 px and must be a jpeg format.

eNews and Marketing eBlast Analytics:

Analytics will be provided to the client on the 15th of the month following the posting.

Enews:
total sent, percent open, percent click

Career Center/Annual Conference Landing Page Web:
total impressions and number of click

Digital Advertising Agreement

_____ agrees to Advertise _____ months/issues of the following (please check appropriate box)
(Company Name)

eNews *Online Career Center* *Annual Conference Landing Page* *Products Web Page* *Marketing eBlast*

Start Date/Issue _____ End Date _____

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

For Questions Please Contact
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Professional Relations & Development, 8735 W.
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Chicago, IL 60631
Phone: 847.375.6470
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Cancellation Policy: In the event that the advertiser notifies the Association in writing of the intent to cancel the agreement after acceptance but prior to the agreed upon placement date, a full refund of monies received, minus a \$250 administrative fee will be made. If full payment is not received prior to the agreed upon placement date, the ad will not be posted.