

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

<i>eNews 2017 Deadlines</i>	
<u>Material Due Date</u>	
February	1/13
April	3/17
June	5/18
August	7/14
October	9/14
December	11/16

### 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 contact only; no specific job postings permitted.

**\$600/ per month** call for multiple issue discounts

**Format:** 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*

*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

#### **eNews**

#### **Online Career Center**

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 [rfrey@aspho.org](mailto:rfrey@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