



# Electronic Advertising & Sponsorship Contract

The American Society of Pediatric Hematology/Oncology (ASPHO) is a professional community of over 1,900 pediatric specialists in the hematology and oncology profession. ASPHO is the only professional organization uniquely dedicated to the professional development and interest of this subspecialty. More than 75% of the members are practicing pediatric hematology oncologists.

## ASPHO eNews Sponsorship

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.

### Leadersboard Advertising

- Features logo with a link to sponsor's website
- Includes Leaderboard Ad, at the bottom of the issue
- **Rates: \$2,500 issue 3 issues— \$6,000 6—issues \$10,000**
- Available: February, April, June, August, October, December.

## ASPHO eAlert

ASPHO eAlert is a bi-monthly electronic publication sent to ASPHO members which delivers deadline specific content. eAlerts receives 36% open rate.

### Leadersboard Advertising

- Located at the bottom of the issue
- **Rates: \$2,000 issue 3 issues—\$4,500 6—issues \$6,000**
- Available: January, March, May, July, September, November

## 2016 Deadlines

Issue	Material Due Date
January	1/4
February	2/1
March	2/29
April	4/4
May	5/2
June	5/30
July	7/5
August	8/1
September	9/6
October	10/3
November	10/31
December	11/28

## ASPHO Online Career Center

ASPHO offers the added opportunity to place a banner ad on the Career Center page. Banner ads can increase visibility to hiring institutions or others targeting the pediatric hematology/oncology audience.

- **Rate: \$600 per month 3 months \$1,600 6 months \$3,100**

**Format:** 720 x 112 (Leaderboard), Resolution is 72dpi or 72px and must be a.jpeg or .gif file.

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

\_\_\_\_\_ agrees to Sponsor /Advertise in the \_\_\_\_\_ of ASPHO's  
 (Company Name) (Issue)

eNews       eAlert       Online Career Center Banner

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

### Advertiser Information

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_

### Billing (if different from Advertiser) Information

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_

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 Mary Paulson, Manager, Professional Relations & Development / 8735 W. Higgins Road, Suite 300, Chicago, IL 60631**  
 Phone: 847.375.4803 [mpaulson@aspho.org](mailto:mpaulson@aspho.org)