

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.

#### Advertising Benefits:

- The eNews receives a 35% open rate and a 39% click rate.
- Includes Leaderboard Ad, at the bottom of the issue

**Rate:**      **\$2,500/ issue**      **\$6,000/ 3 issues**      **\$10,000/ issues**

### eNews 2017 Deadlines

Material Due Date	
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. Leaderboard banner ads can increase visibility to hiring institutions or others targeting the pediatric hematology/oncology audience.

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

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

### Analytics

*Analytics will be provided to the client one week after full ad run.*

#### eNews

Email: total sent, percent open, percent click  
Web: total impressions and number of clicks

#### 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 \_\_\_\_\_

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)

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