

## 2023 eNews Material Due Dates

February Issue	1/20
April Issue	3/24
June Issue	5/19
August Issue	7/14
October Issue	9/15
December Issue	11/17

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 #1:** Includes horizontal banner, at the bottom of the issue. Call for multiple issue discounts.

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

**Rate #2:** Includes a more prominent 'square ad' 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

## ASPHO Advocacy Brief Advertising

Digital advertising space is available in Advocacy Brief, a member benefit offering from ASPHO distributed each quarter. The goal of this digital newsletter is to inform members about legislative & regulatory issues impacting the profession of pediatric hematology/oncology & the patients that ASPHO members' serve.

**Rate:** Includes horizontal banner, at the bottom of the issues. Call for multiple issue discounts.

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

## Marketing eBlast

Opportunity for a digital banner ad included within select marketing eBlasts. Sent to approximately 2,000 member recipients, and/or attendees for conference related eBlasts. Only one exclusive digital banner ad allowed per eBlast.

\$2500 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

## Annual Conference Landing Page

Digital square ad located in the white space on the right side of the annual conference and travel landing pages on the ASPHO website. Second highest traffic pages 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 a square 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

## Advertising Analytics and Specifications

- Analytics will be provided to the client on the 15th of the month following the posting
  - \*eNews, Advocacy Brief, and eBlast analytics include: total sent, percent open, and percent clicked
  - \*Career center, conference landing pages, & products webpage analytics include: total impressions and number of clicks
- Square Ad Specs: 300 X 250 pixels with a max file of 40K. Resolution of 72dpi or 72px and must be in JPEG format
- Banner Ad Specs: 720 X 112 pixels with a max file of 40K. Resolution of 72dpi or 72px and must be in JPEG format.
  - \*Flash ads are not acceptable. Submissions must include a clickable URL and alt text.

# Digital Advertising Agreement

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

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> <i>eNews</i>                | <input type="checkbox"/> <i>Advocacy Brief</i>                 | <input type="checkbox"/> <i>Marketing eBlast</i>  |
| <input type="checkbox"/> <i>Online Career Center</i> | <input type="checkbox"/> <i>Annual Conference Landing Page</i> | <input type="checkbox"/> <i>Products Web Page</i> |

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 (\*There will be a 3% processing fee added to all charges over \$5,000\*).

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**  
Jim Cavanaugh, Sr. Sales Manager, Professional Relations & Development  
8735 W. Higgins Road, Suite 300, Chicago, IL 60631  
Phone: 214-620-7062  
[Jcavanaugh@aspho.org](mailto:Jcavanaugh@aspho.org)

**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.