Digital Advertising Agreement

The American Society of Pediatric Hematology/Oncology (ASPHO) is a professional community of nearly 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, and 85%+ of U.S. pediatric hem/onc fellows are ASPHO members.

2027 *eNews* Material Due Dates

February Issue	January 22
April Issue	March 19
June Issue	May 21
August Issue	July 23
October Issue	September 17
December Issue	November 19

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 very high open rate.

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

☐ **$2,900 per issue** ☐ **$4,200 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.

☐ **$3,600 per issue** ☐ **$4,200 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.

☐ **$2,900 per issue** ☐ **$4,200 per exclusive issue**

Marketing eBlast

Opportunity for a digital banner ad included within select weekly marketing eBlasts. Sent to approximately 2,000-4,000 member recipients and/or others based upon topic-related eBlasts. Only one exclusive digital banner ad allowed per eBlast.

☐ **$2,900 per eBlast**

Online Career Center

ASPHO offers an opportunity to place a high visibility banner ad near the top of the Career Center web page (one of the top-traffic ASPHO webpages). 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. Ad spec: 720 x 150 pixels.

☐ **$1,350 per 30-day posting**

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. Spacing limited to two ads at a time. Call for multiple issue discounts.

☐ **$3,000 per 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 another high-traffic page on the ASPHO website. Call for multiple issue discounts.

☐ **$1,500 per 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 pages, and 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 (that is 'utm' tagged) and alt text.

Digital Advertising Agreement

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

(Company Name)

- ☐ *eNews*
- ☐ *Advocacy Brief*
- ☐ *Marketing eBlast*
- ☐ *Online Career Center*
- ☐ *Annual Conference Landing Page*
- ☐ *Products Web Page*

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 with 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 88019, Chicago, IL 60680-1019; or call 847.375.4716 to provide credit card information.

For Questions, Please Contact
ASPHO Customer Service
Phone: 847.375.4716
support@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.