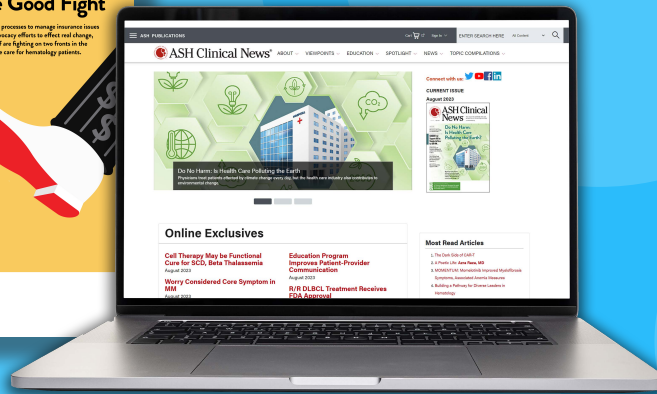




# ASH Clinical News®

Your source for worldwide news and perspectives on hematology/oncology

# 2024 MEDIA KIT



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# About *ASH Clinical News*

***ASH Clinical News* is your source for worldwide news and perspectives on hematology/oncology.**

*ASH Clinical News* is an award-winning magazine for American Society of Hematology (ASH) members and non-members alike—offering news and views to a broad multidisciplinary audience of hematology/oncology professionals. Each month, under the leadership of Editor-in-Chief Aaron Gerds, MD, Associate Professor of Medicine and Deputy Director for Clinical Research at Cleveland Clinic Taussig Cancer Center in Cleveland, Ohio, *ASH Clinical News* provides readers with the latest updates in the field, including:

- reporting from major medical meetings
- the latest research published in *Blood* and other medical journals
- in-depth feature articles about consequential health care issues
- perspectives and opinions from key leaders

As an official publication of ASH, *ASH Clinical News* assists the Society in communicating news relevant to its membership, including coverage of practice-changing policies and information about investigational and newly approved therapies.

The publication also features tools and resources for readers, such as explanations of complex scientific techniques for the practicing clinician and expert opinions on challenging clinical questions.



## Editorial Board



EDITOR-IN-CHIEF  
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# Issuance & Closing Dates

FREQUENCY:	14x
MAILING CLASS:	Periodical
MAILING DATES:	ASH Clinical News mails on the first Monday of every month. Bonus issues mail on the third Monday of the month of issue.
DEADLINES:	See table below.

Issue Date	Closing Date	Ad Materials	Inserts	Special Features
January 16	12/11/23	12/20/23	12/27/23	CONFERENCE COVERAGE SPECIAL 2023 ASH Annual Meeting
February 5	01/02/24	01/05/24	01/12/24	
March 4	01/30/24	02/05/24	02/12/24	
April 1	02/28/24	03/04/24	03/11/24	
May 6	04/03/24	04/05/24	04/12/24	BONUS DISTRIBUTION 2024 ASCO Annual Meeting
June 3	05/01/24	05/03/24	05/10/24	
July 1	05/28/24	06/04/24	06/11/24	
July 15	06/14/24	06/20/24	06/27/24	CONFERENCE COVERAGE SPECIAL 2024 ASCO & EHA Annual Meetings
August 5	06/28/24	07/05/24	07/12/24	BONUS DISTRIBUTION ASH Meeting on Hematologic Malignancies
September 3	07/31/24	08/05/24	08/12/24	
October 7	09/04/24	09/05/24	09/12/24	
November 4	10/02/24	10/04/24	10/11/24	
November 18	10/16/24	10/18/24	10/25/24	CONFERENCE COVERAGE SPECIAL 66 <sup>th</sup> ASH Annual Meeting Preview
December 2	10/29/24	11/04/24	11/12/24	BONUS DISTRIBUTION 66 <sup>th</sup> ASH Annual Meeting

# Special Issues

**98% of ASH Clinical News recipients have found ASH Clinical News special edition supplements valuable.**

Source: Readex – ASH Clinical News, Editorial Survey; 2023.

BEST OF PRINT SUPPLEMENT INFORMATION

## 2023/2024 CONFERENCE COVERAGE ISSUES

### 2023 ASH Annual Meeting Wrap-up:

Mid-January issue

### ASCO & EHA Annual Meeting Wrap-ups:

Mid-July Issue

### 2024 ASH Annual Meeting Preview:

Mid-November Issue

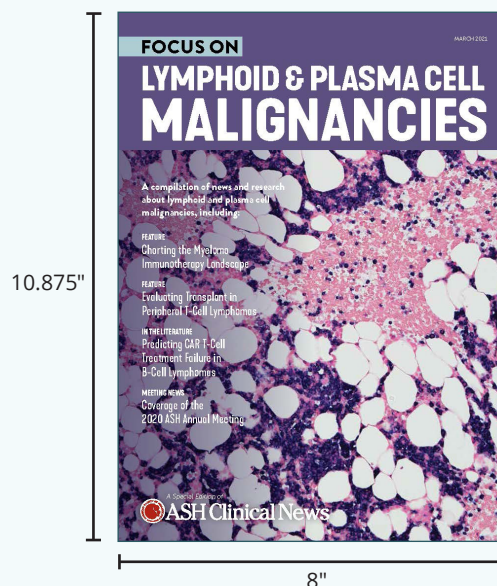
- Positions are first come, first served (Cover Tip, Cover 2, TOC, Center Spread, and Cover 4)
- Contact your Account Manager for further information



Size: King Size publication

## TOPIC SUPPLEMENTS

- Special supplemental issue focusing on a specific topic
- Unique perspective on recent advances in hematology subspecialties, including:
  - A roundup of recently approved agents
  - Conference coverage from recent hematology/oncology meetings
  - Roundtable discussions with experts in the field about new diagnostic/staging criteria, challenging patient scenarios, and approved and investigational drugs
- Polybagged with an issue of *ASH Clinical News*



10.875"

8"

Please note that these supplements have a smaller trim size than *ASH Clinical News* at 8" x 10.875"  
Size: A Size publication

# Circulation & Readership

Subject Area	Reach
Hematology/Oncology	9,897
Medical Oncology	3,322
Pediatric Hematology	2,682
Hematology	1,214
Hematology/Pathology	1,141
Other/Unspecified	8,711
<b>Total (U.S. Only)</b>	<b>26,967</b>

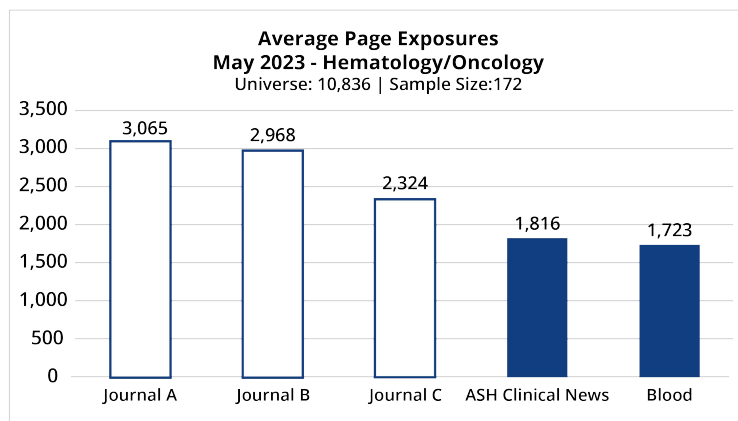
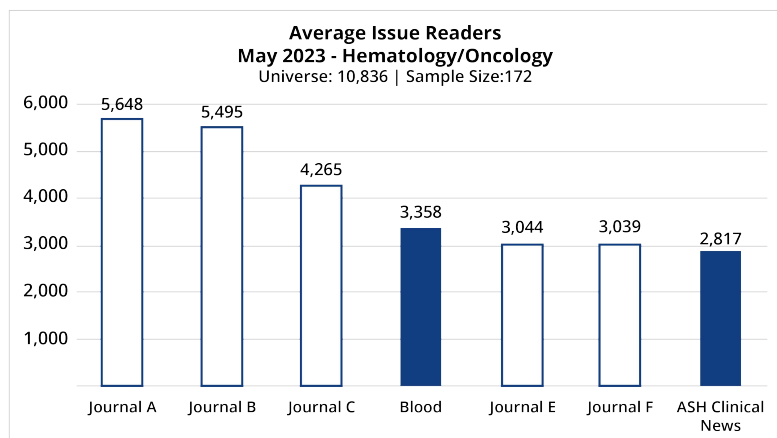
## KANTAR READERSHIP

### ASH Clinical News

**#1** Hem/Onc Tabloid  
in Market\*

### Blood

**#1** Hem/Onc Clinical  
in Market\*



\*Source: Kantar, Medical/Surgical Media Measurement, 2023 – Oncology and Hem/Onc publications; Table 405 Hematology/Oncology – Average Issue Readers and Average Page Exposures

# Print Rates & Incentives

**EARNED RATES:** Rates are based on the total pages run in a calendar year (e.g., 6 full pages and 6 half pages earn 12x rate) in both *ASH Clinical News* and *Blood*. Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

**AGENCY COMMISSION:** 15%

## ADVERTISING PAGE B&W RATES:

Frequency	King Page	3/4 Page	Island	Half	Quarter
1x	\$5,995	\$5,575	\$4,765	\$4,605	\$2,680
3x	\$5,950	\$5,465	\$4,715	\$4,555	\$2,655
6x	\$5,870	\$5,410	\$4,665	\$4,505	\$2,630
12x	\$5,785	\$5,360	\$4,605	\$4,445	\$2,600
24x	\$5,735	\$5,250	\$4,555	\$4,395	\$2,575
36x	\$5,650	\$5,200	\$4,505	\$4,340	\$2,545
48x	\$5,625	\$5,175	\$4,445	\$4,285	\$2,520
60x	\$5,600	\$5,140	\$4,420	\$4,235	\$2,490
72x	\$5,575	\$5,115	\$4,395	\$4,180	\$2,465
84x	\$5,545	\$5,090	\$4,370	\$4,155	\$2,440
96x	\$5,520	\$5,065	\$4,340	\$4,130	\$2,415
120x	\$5,490	\$5,035	\$4,315	\$4,095	\$2,385
144x	\$5,465	\$5,010	\$4,285	\$4,070	\$2,355

## 2024 Blood Combo Discount

Place the same brand ad in *ASH Clinical News* and *Blood* in the same month and receive a \$500 per page gross discount in *ASH Clinical News*.

## COLOR RATES

(in addition to earned B&W rate):

Standard Color:	\$1,000
3- or 4-Color:	\$2,650
5-Color (Standard + 1 Spot):	\$2,625

## POSITIONS

(in addition to earned B&W rate):

2nd Cover:	50%
4th Cover:	50%
Center Spread:	25%

## INSERTS

Charged at the earned B&W page rate

## CLASSIFIED ADVERTISING

Classified advertising accepted. Please contact your representative for quote/availability.

## DUAL RESPONSIBILITY

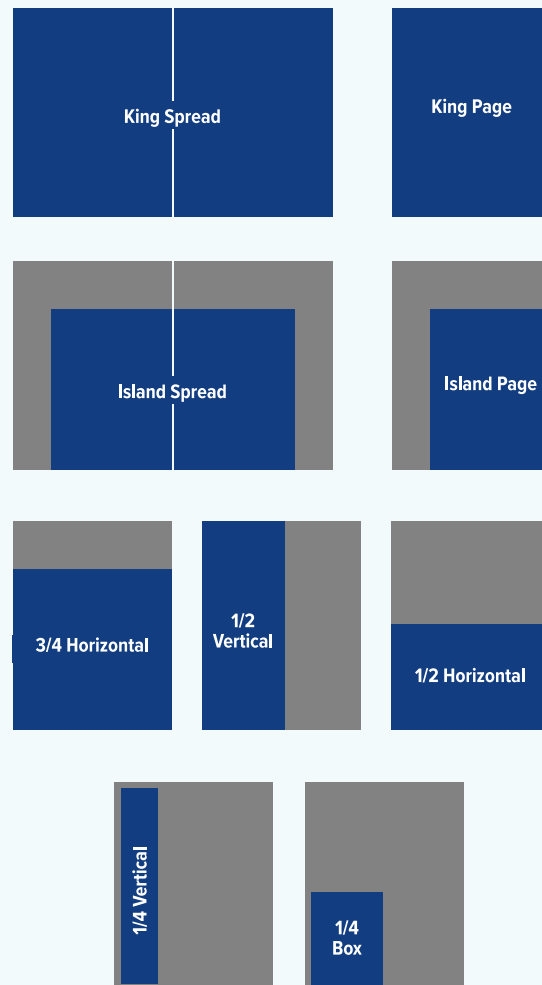
Advertisers agree to accept "dual responsibility" for payment to the publisher if the advertiser's agency does not remit payment within 90 days of the invoice date.

# Print Specifications

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact publisher before ad is due for additional specifications. All material should be supplied to the following specs:

<b>TRIM SIZE:</b>	10.5" x 15"
<b>BLEED:</b>	0.125"
<b>LIVE MATTER:</b>	0.5" from trim and gutter
<b>TYPE OF BINDING:</b>	Saddle-stitched & perfect bound

Ad Sizes	Non-Bleed	Bleed
King Spread	20" x 14"	21.25" x 15.25"
King Page	9.5" x 13.875"	10.75" x 15.25"
Island Spread	13.5" x 9"	14.875" x 10"
Island Page	7" x 10"	7.25" x 10.25"
3/4 Horizontal	9.5" x 10"	9.75" x 10.25"
1/2 Vertical	4.5" x 13.875"	4.75" x 15.25"
1/2 Horizontal	9.5" x 7"	9.75" x 7.25"
1/4 Box	4.5" x 7"	4.75" x 7.25"
1/4 Vertical	2.25" x 13.875"	2.5" x 15.25"



## INSERTS

**Quantity:** 29,500 required, 31,500 for the December issue. Both include spoilage.

**Paper weight:** 80# maximum

### Specifications:

- King Size – 10.75" x 15.25" (0.125" head, foot, and face trim will be applied). Full-size inserts should be supplied untrimmed and folded.
- A-Size – 8" x 11" pre-trimmed head and face (0.125" foot trim will be applied). Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires preclearance of all inserts by submission of sample paper stock or paper dummy.

# High-Impact Opportunities

## COVER TIPS

**STANDARD TRIM SIZE:** 10.5" x 6"

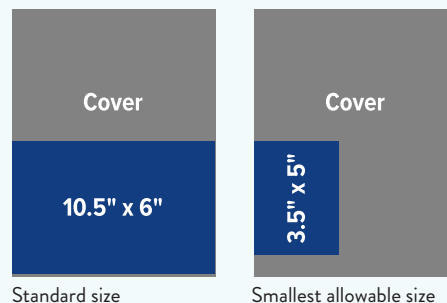
**MINIMUM TRIM SIZE:** 3.5" x 5" for a single page,  
4" x 6" for multiple page cover tips

NOTE: If client is providing the files to print, please include a bleed of 0.125".  
If client is providing preprinted materials, they must be trimmed to spec.

### COVER TIP RATES:

\$27,000 NET (January - November)

\$30,000 NET (Bonus December Conference Distribution)



## OUTSERTS

Outserts may be any size up to and including 10.5" x 15", but no larger.

There are no page count or paper stock requirements.

### POLY-BAGGED OUTSERT RATES:

Full run: \$27,000 NET

List-match minimum: \$15,000 NET



# Website Advertising

## RUN-of-SITE ADVERTISING on ASHClinicalNews.org

The screenshot shows the ASH Clinical News website interface. At the top, there is a navigation bar with 'ASH PUBLICATIONS', 'ASH Clinical News', and various menu items like 'ABOUT', 'VIEWPOINTS', 'EDUCATION', 'SPOTLIGHT', 'NEWS', and 'TOPIC COMPILATIONS'. A search bar is also present. Below the navigation, there is a large banner with a green background and icons representing health and environment, with the headline 'Do No Harm: Is Health Care Polluting the Earth?'. To the right of the banner is a 'CURRENT ISSUE' section for August 2023, featuring a thumbnail for 'Do No Harm: Is Health Care Polluting the Earth?'. Below the banner, there are several content blocks: 'Online Exclusives' with two articles, 'Most Read Articles' with a list of five items, 'Editor's Corner' featuring a photo of Bethany T. Samuelson Bannow, MD, MCR, and her article 'The Criminalization of Health Care', and 'NEWS' with two short articles.

### RUN-OF-SITE:

\$150 CPM

### METRICS:

Avg. Monthly ROS Impressions.....	70,000
Avg. Monthly Interstitials Impressions .....	13,000
Avg. Active Users.....	22,000
Avg. Monthly Visits .....	28,000
Avg. Monthly Page Views.....	30,000
Avg. Time on Site .....	0:45

## INTERSTITIAL ADVERTISING on ASHClinicalNews.org

The screenshot shows the ASH Clinical News website interface with interstitial advertising. At the top, there is a navigation bar with 'ASH PUBLICATIONS', 'ASH Clinical News', and various menu items. A search bar is also present. Below the navigation, there is a large banner with a purple background and a microscopic image, with the headline 'Tocilizumab Plus Tocilizumab Produces Deep and Durable Responses in R/R MM, Including SVD'. To the right of the banner is a 'CURRENT ISSUE' section for July 2023, featuring a thumbnail for 'PHYSICIAN'S EDGE'. Below the banner, there are several content blocks: 'Online Exclusives' with two articles, 'Editor's Corner' featuring a photo of Matthew Kitzmann, MD, and his article 'An Embarrassment of Riches', and 'Articles' with a list of five items.

### INTERSTITIALS/PRESTITIALS:

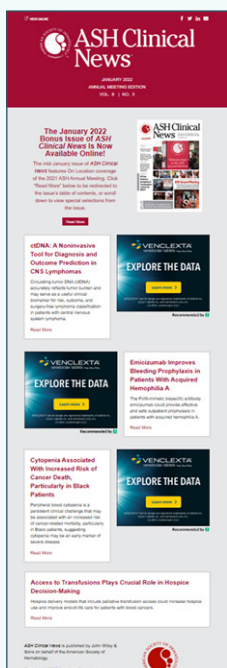
\$450 CPM

### STANDARD WEB BANNER SPECS:

<b>ACCEPTED AD UNITS:</b>	728x90, 300x250, 300x50, 320x50
<b>FILE TYPES:</b>	GIF/JPEG/HTML5
<b>MAX. FILE SIZE (GIF and JPEG):</b>	200KB
<b>THIRD-PARTY AD TAGS:</b>	Third-party tags are accepted.

# Email Advertising

## eNEWSLETTERS



**ASH Clinical News e-Newsletters deliver exposure to the hematology/oncology market on a weekly basis throughout the year.**

- **Monthly ACN eTOC:** 1<sup>st</sup> Wed of month
- **“You Make the Call”:** 2<sup>nd</sup> Wed of the month
- **Issue Highlights/Top 5:** 3<sup>rd</sup> Wed of the month
- **Special Issue eTOCs:** 3<sup>rd</sup> Wed of month ( Jan, Jul, Nov)
- **Issue Preview:** 4<sup>th</sup> Wed of the month

**ASH Clinical News offers defined reach specific to the U.S. market and international recipients, delivering strong open rates, via mobile optimized emails.**

### REACH:

U.S. Only.....	23,800
International.....	20,500

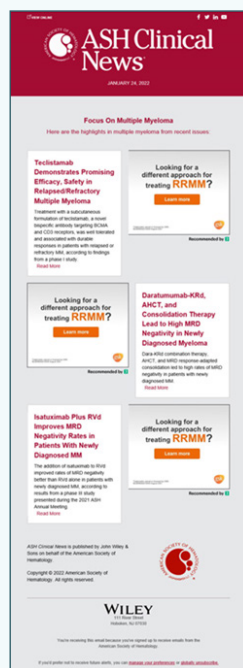
### OPEN RATE:

Average open rate.....	30%
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### COST (per deployment):

Top 300x250.....	\$4,000
Mid 300x250 .....	\$4,000
Lower 300x250.....	\$2,000
Exclusive.....	\$6,500

## FOCUS ON eNEWSLETTERS

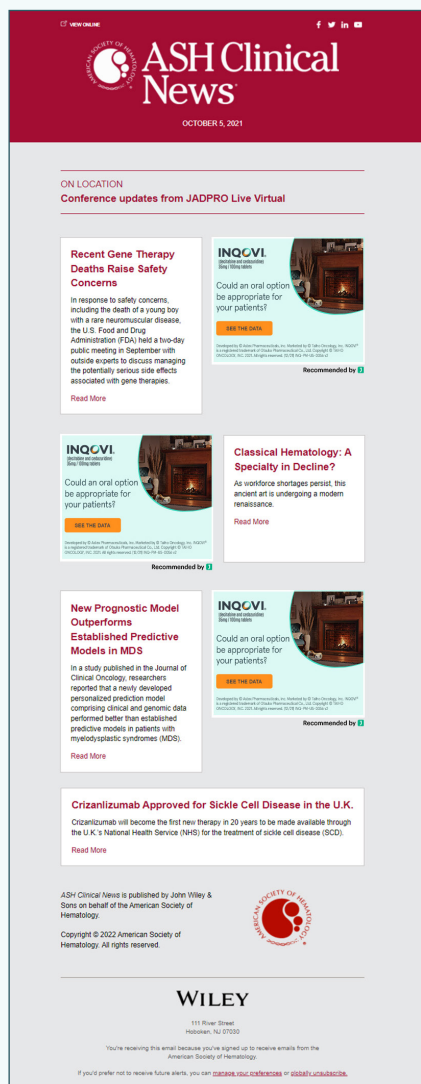


**ASH Clinical News offers topic-focused e-Newsletters, focused on specific topics of interest to our readers.**

- Acute Myeloid Leukemia, Acute Lymphoblastic Leukemia, Blood and marrow transplantation, Cellular therapies, Chronic Lymphocytic Leukemia (CLL), Aggressive Non-Hodgkin Lymphoma, Indolent non-Hodgkin Lymphoma, Myelodysplastic Syndrome (MDS), Myeloproliferative Neoplasms (MPN), Multiple Myeloma, Other Plasma Cell Disorders, Bleeding Disorders, Clotting Disorders, Hemoglobinopathies, etc.
- Single Sponsored
- 100% share of voice
- Average open rate: 30%
- Cost is \$12,500 net per deployment

# Digital Conference Coverage

## “ON LOCATION” MEETING COVERAGE E-NEWSLETTERS



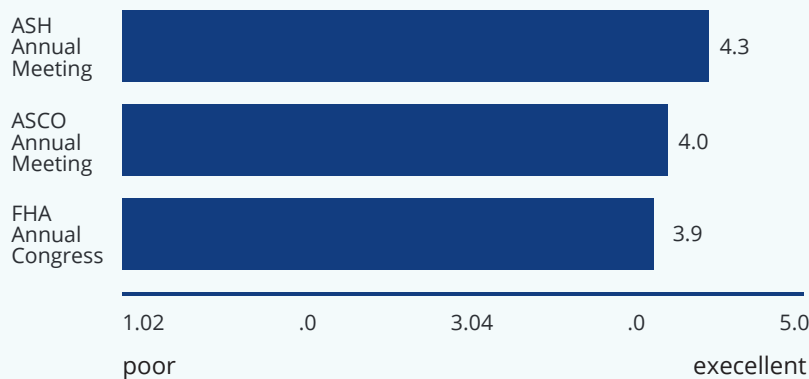
### ASH CLINICAL NEWS MEETING “ON-LOCATION” E-NEWSLETTERS FEATURE TOPICAL MULTIMEDIA COVERAGE FROM MAJOR HEM/ ONC SCIENTIFIC CONFERENCES

- Should read Four e-Newsletter series highlighting news and information presented at major hematology/oncology conferences
  - ASCO, EHA, ASH MHM, and more
  - ASH Coverage by disease state - Leukemia, Lymphoma, Multiple Myeloma, Anemia, thrombosis, thrombocytopenia, hemophilia, Sickle Cell Disease, etc.
- Programs can be single-sponsored or multi-sponsored

### Opinions of On Location’s Past Coverage

On Location is the *ASH Clinical News* section dedicated to providing updates from major medical meetings in the field of hematology/oncology. Overall, how do you rate On Location’s past coverage of each of the following meetings?

#### MEAN SUMMARY



Universe: 24,824 Sample Size: 618

Source: Readex – *ASH Clinical News*, Editorial Survey; 2022.

# Acceptance of Advertising

All advertisements are subject to review and approval by the Editorial Board and *ASH Clinical News* staff. Allow for a 3-day review period.

## ADVERTORIALS:

Advertorials must include the word "ADVERTISEMENT" prominently at the top of the page at a minimum of 20pt font size and the company logo and copyright information should be included at the bottom of the page. The typefaces and colors used must clearly differ from those used within *ASH Clinical News*.

## AD PLACEMENT POLICY:

Interspersed within articles.

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# Delivery of Material

## MEDIA DELIVERY OF ADS:

PDFs sent via email or FTP are required.

## INTERNET/FTP DELIVERY OF ADS:

Please email the materials contact prior to submitting a file via FTP.

## PRINT ADVERTISING MATERIALS:

Pharmaceutical Media, Inc.  
Attn: Susan Tagliaferro  
Stagliaferro@pminy.com  
917.596.5201

## DIGITAL ADVERTISING MATERIALS:

Pharmaceutical Media, Inc.  
Attn: PMI Digital Ad Ops  
adops@pminy.com  
212.904.0369

## INSERT SHIPPING INFORMATION:

Hess Print Solutions (HPS)  
Attn: **Shawna Kuntzman**  
Sheridan Ohio  
3765 Sunnybrook Rd  
Brimfield, Ohio 44240  
Shawna.Kuntzman@sheridan.com

# WILEY

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