Blood

Overview

Blood is a peer-reviewed medical journal published weekly both digitally and in print by the American Society of Hematology. The journal covers all aspects of hematology, including red and white blood cell disorders, both benign and malignant, platelets, coagulation and other hemostatic mechanisms, vascular biology, immunology, and hematologic oncology. All articles undergo a rigorous peer review and are selected on the basis of the originality of the findings, the superior quality of the work described, and the clarity of presentation.

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Global Print Circulation  
10,870

Avg. Global Monthly Unique Visitors  
186,000

Avg. Global Monthly Page Views  
450,000

Avg. Global eTOC Distribution  
36,000
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### Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

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Premium Positions

Cover 4: 50% B/W Page rate
Cover 2: 50% B/W Page rate
Opposite TOC: 25% B/W Page rate
Other Preferred Positions: 25% B/W Page rate

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

Two-page insert (one leaf): Two-times earned frequency rate.
Four-page or larger insert: Black & White earned frequency rate.

Composition

All production charges are net and non-commissionable

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Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.
## Classified / back of book print closings

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<td>142-25</td>
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<td>11/22/2023</td>
</tr>
</tbody>
</table>
Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

Classified / back of book print advertising

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 3,750</td>
<td>$ 1,875</td>
<td>$ 1,175</td>
</tr>
<tr>
<td>3x</td>
<td>$ 3,700</td>
<td>$ 1,850</td>
<td>$ 1,150</td>
</tr>
<tr>
<td>6x</td>
<td>$ 3,650</td>
<td>$ 1,825</td>
<td>$ 1,125</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COLOR LOGO</th>
<th>4 COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 500</td>
<td>$ 1,000</td>
</tr>
</tbody>
</table>

Confidential Email Inbox

Cost: $40.

Agency Discount

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:

Must be received in writing on or before the announced closing date.

Run of Book Print Ads

Sizing

Trim:

Keep live matter 1/4" from all trim edges.

Printing Process:

Halftone Screen: Cover: Text:
Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).
Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- No content is to be within 1/4" of all trim edges.
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.
Delivery
Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs
Variance from the above specifications may not yield results that conform to Elsevier quality control standards.

Supplied Print Ad Pieces

**Size - 2 page:**
**Size - 4 page:**
**Trimming:** For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

**Closing Date for Booking Inserts:** Same as ad space closing

**Insert delivery date:** See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.

Copy of insert must accompany insertion order

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

**Blood**

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.
Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

FORMATS
- jpeg, png, gif, HTML5†, 3rd party tags

TRACKING PIXELS
- Yes

MAX FILE SIZE
- 200 KB

MAX ANIMATION (TIME/LOOPS)
- 15 seconds/ 3 loops

PRESTITIAL FREQUENCY
- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

eTOC Email

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<tbody>
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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

FORMATS
- jpeg, png, gif, (static image only)

TRACKING PIXELS
- No

MAX FILE SIZE
- 200 KB

AIP Email

<table>
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<td>300 x 250</td>
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</table>

FORMATS
- jpeg, png, gif, (static image only)

TRACKING PIXELS
- No

MAX FILE SIZE
- 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable
Contact your sales representative for all digital advertising rates and opportunities.
2. Applicability These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent (the “Client”) relating to the products and/or services of Elsevier (“the Products and/or Services”) and, along with the relevant Elsevier order acknowledgment, shall form the entire agreement between the parties (the “TC”). The Client shall acknowledge that the Products and/or Services are intended to be used only as an information tool and shall not be used for any other purpose.

3. Execution and modification of the order Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written order acknowledgment is issued by Elsevier in writing confirming the acceptance of the order. Any modifications to the agreed product or service description, budget or schedule, set out in the order in the TC, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion. If, at the request of the Client, Elsevier renders additional services in connection with the performance of the TC, Elsevier shall at the Client’s request, and at the Client’s expense, perform such additional services and shall be entitled to receive a reasonable fee therefor.

4. Price, terms and currency Unless otherwise agreed by Elsevier in writing the prices for the Products and Services shall be set out in Elsevier’s current price list (whether print or online). All such price lists shall be exclusive of any handling, packing, loading, freight, insurance, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other taxes imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as applicable.

5. Payment Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Failure to make payment in full, in accordance with the terms and conditions of the TC, with respect to any such invoice, shall be considered a material breach of the TC, and Elsevier shall have the right to suspend performance and terminate the TC at its option.

6. Distribution The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client shall be solely responsible for collecting from its customers amounts due in respect of its sales of the Products, exercising full credit control and solely bearing all of its own losses resulting from any uncollected amounts. Default or failure of obtaining such collection will not absolve the Client of its obligation to make payments to Elsevier under clause 12.

7. Intellectual property Copyright and all other intellectual property rights in the Products, publications and other Products or Services and/or Services shall remain with Elsevier unless otherwise agreed in writing. The rights granted by Elsevier to the Client are non-exclusive and for the purpose expressly agreed upon. Elsevier shall have the right to use and to license the Client to use the Products and/or Services for the Client’s legitimate business purposes. Elsevier’s ownership of the intellectual property in the Products shall not be limited by the terms of this TC.

8. Liability and claims To THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS (i) Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law (ii) loss of anticipated profits or expected future business; (iii) damage to reputation or goodwill; (iv) any damages, costs or expenses payable by Elsevier to any third party; (v) loss of any kind or order of contract; (vi) (vii) any loss which was not foreseeable by the Client and Elsevier at the time when this TC was entered into or (viii) any loss which may be caused by the Client to any person or entity.

9. Termination This TC may be terminated by a party on giving three (3) months’ written notice to the other party. Upon termination of this TC, upon request of the Client, Elsevier will provide to the Client, at the Client’s expense, an electronic copy of the Confidential Information.

10. Export control All orders for the Products and Services shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written order acknowledgment is issued by Elsevier in writing confirming the acceptance of the order. Any modifications to the agreed product or service description, budget or schedule, set out in the order in the TC, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion.

11. General The Client will provide Elsevier with reasonable information at any time in order to access to Client’s premises (or to arrange for Publisher’s authorized representatives to have access to other relevant premises) for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the TC.

12. Audit Client shall publish all orders at their authorized representative at any reasonable time in order to access to Client’s premises (or to arrange for Publisher’s authorized representatives to have access to other relevant premises) for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the TC.

13. Compliance with laws Each Client acknowledges and agrees that it has the authority to help the Client, Elsevier, and/or any affiliate of Elsevier for personal gain or for that of Elsevier or another person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for its own account and use and not on behalf of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the Client and use of no more than one identified institutional subscriber as principal or, if the Client is an agent, in order to purchase subscriptions in a representative capacity, for the account and use of no more than one identified institutional subscriber for sales purposes. Client acknowledges that representation of this validation and will cause improper harm to Elsevier, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all recipients of the Products and Services from Elsevier, including all actual recipients that have not previously been properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with provisions of the Products and Services agreed by both the parties in the relevant order, including such things as format, printing, technical design, size and kind of address, weights and the like. All drawings, descriptive matter, specifications and advertising created by Elsevier or any descriptions or illustrations contained in Elsevier’s catalogues or brochures as issued for the sole purpose of giving an approximate description of the Products and Services described in them. They will not form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design character of the Products and Services, cannot be considered a reason for rejecting the TC. The case may be, even when the TC contains an error.

Note: The terms and conditions contained herein are subject to change without notice.

Circulation updated on August 18th, 2022, based on 12-month monthly average July 2021-June 2022.

[TC Rate Card: Effective January 2023]