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By the Numbers

Print Circulation
11,480

Opt-in Email Subscribers†
31,526

US Average Monthly Pageviews*
654,000

US Average Monthly Unique Visits*
246,000

Global Average Monthly Pageviews*
1,526,000

Global Average Monthly Unique Visits*
537,000

Opt-in Email Subscribers†
32,214

US Average Monthly Pageviews*
89,000

US Average Monthly Unique Visits*
52,000

Global Average Monthly Pageviews*
228,000

Global Average Monthly Unique Visits*
127,000

*Google Analytics, US and Global, March-September 2023
†2023 Average, This Week in Blood, Advance Notice and Blood Advances Highlights eNewsletter sends per drop.
About ASH
With more than 18,000 members from nearly 100 countries, the American Society of Hematology (ASH) is the world’s largest professional society serving both clinicians and scientists around the world who are working to conquer blood diseases. The Society’s mission is to further the understanding, diagnosis, treatment, and prevention of disorders affecting the blood, bone marrow, and the immunologic, hemostatic and vascular systems, by promoting research, clinical care, education, training, and advocacy in hematology.

Policy on Placement of Advertising:

ASH is the world’s largest professional society devoted to helping Hematologists, Hem/Oncs and specialists in related disciplines conquer blood disease.

Requirements for Ad Clearance:
All advertising must be approved. Allow for a 3-day review period.

Circulation
Circulation Basis
Paid, Benefit of Dues
Circulation Verification
Sworn Statement

Advertising precedes and follows editorial.

Requirements for Acceptance of New Professional Products for Advertising:
Pharmaceuticals will not be accepted until a New Drug Application from the FDA has become effective. However, publisher reserves the right to reject advertising deemed inappropriate. Non-professional products or services must be approved by the publisher.
Editorial Direction

Blood, the official journal of the American Society of Hematology, https://www.hematology.org/, provides an international forum for the publication of original articles describing basic laboratory, translational, and clinical investigations in hematology.

Primary research articles will be published under the following scientific categories:

- Clinical Trials and Observations
- Gene Therapy
- Hematopoiesis and Stem Cells
- Immunobiology and Immunotherapy
- Myeloid Neoplasia
- Lymphoid Neoplasia
- Phagocytes, Granulocytes and Myelopoiesis
- Platelets and Thrombopoiesis
- Red Cells, Iron and Erythropoiesis
- Thrombosis and Hemostasis
- Transfusion Medicine
- Transplantation
- Vascular Biology

Papers can be listed under more than one category as appropriate.

Blood welcomes submission of manuscripts reporting on clinical trials whether phase 1, 2, 3 or 4. Reports should include a full description of the study design, patient population, methodology and conduct, and statistical plan.

Immunobiology and Immunotherapy encompass a wide spectrum of research, but Blood can accommodate only papers that have clear and important implications for hematology. Preference is given to papers focusing on human immunobiology, immunotherapy, and immune pharmacology approaches in the human setting and those with...
significant implications for understanding of normal or malignant hematologic processes. Papers on tumor immunology, tumor vaccines and cancer immunotherapy development may be appropriate if the target cells or antigens are relevant to hematologic malignancies, but generally Blood cannot accommodate tumor immunology papers focusing solely on non-hematologic tumor types.

Papers investigating autoimmunity and utilizing non-hematologic models are not within the scope of Blood.

Vascular biology papers that focus primarily on atherosclerosis are outside the scope of Blood and instead should be considered for alternative journals.

Authors are invited to contact the Editor-in-Chief, Nancy Berliner, MD prior to submission if they are uncertain whether their work falls within the general scope of the journal.

Established 1946

Issue 52 print issues, plus
ASH Annual Meeting Digital Abstracts

Circulation 11,480

Impact Factor 20.3*

Website www.bloodjournal.org

Editor-in-Chief
Nancy Berliner, MD
Chief, Division of Hematology
Professor, Harvard Medical School
Boston, MA

Societies & Affiliations
Official Journal of the American Society of Hematology (ASH)

Market
Hematologists, Hem/Oncs and specialists in related disciplines conquer blood disease.

*Journal Citation Reports (Clarivate Analytics), 2022
Blood Advances is the second most-cited journal in hematology*

**Editorial Direction**

*Blood Advances* is a semimonthly medical journal published by the American Society of Hematology. It is the first journal to join the Blood family in 70 years and is a peer-reviewed, online only, open access journal.

*Blood Advances* provides an international forum for the publication of original articles describing basic laboratory, translational, and clinical investigations in hematology. The journal covers all aspects of hematology, including disorders of leukocytes, both benign and malignant, erythrocytes, platelets, 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.

**Established** 2016

**Issue** 24 times per year

**Circulation** Online only, open-access

**Impact Factor** 7.50*

**Website** [www.bloodadvances.org](http://www.bloodadvances.org)

**Editor-in-Chief**

Catherine M. Bollard, MD
Children’s National Research Institute +
George Washington University
Washington, DC

**Societies & Affiliations**

Official Journal of the American Society of Hematology (ASH)

**Market**

Hematologists, Hem/Oncs and specialists in related disciplines conquer blood disease.

---

*Journal Citation Reports (Clarivate Analytics), 2023*
## Blood Print Rates

### Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,210</td>
<td>$1,975</td>
<td>$1,250</td>
</tr>
<tr>
<td>3x</td>
<td>$4,160</td>
<td>$1,950</td>
<td>$1,220</td>
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<tr>
<td>6x</td>
<td>$4,110</td>
<td>$1,925</td>
<td>$1,195</td>
</tr>
<tr>
<td>12x</td>
<td>$4,055</td>
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<td>24x</td>
<td>$4,005</td>
<td>$1,870</td>
<td>$1,145</td>
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<tr>
<td>36x</td>
<td>$3,950</td>
<td>$1,845</td>
<td>$1,120</td>
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<td>48x</td>
<td>$3,900</td>
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<td>$1,090</td>
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<td>60x</td>
<td>$3,850</td>
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<td>72x</td>
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</tr>
<tr>
<td>84x</td>
<td>$3,745</td>
<td>$1,770</td>
<td>$1,065</td>
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<tr>
<td>96x</td>
<td>$3,690</td>
<td>$1,770</td>
<td>$1,065</td>
</tr>
<tr>
<td>120x</td>
<td>$3,640</td>
<td>$1,770</td>
<td>$1,065</td>
</tr>
<tr>
<td>144x</td>
<td>$3,590</td>
<td>$1,770</td>
<td>$1,065</td>
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</tbody>
</table>

### Color Rates

<table>
<thead>
<tr>
<th></th>
<th>Standard Color</th>
<th>Matched Color</th>
<th>3 or 4 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$925</td>
<td>$1,000</td>
<td>$2,450</td>
</tr>
</tbody>
</table>

### Premium Positions

- Cover 4: 50% B/W page rate
- Cover 2: 50% B/W page rate
- Cover 3: 25% B/W page rate
- Opposite TOC: 25% B/W page rate
- First right hand page: 25% B/W page rate
- Other preferred positions: 25% B/W page rate

*All ads must go through an approval process.*
PRINT ADVERTISING OPPORTUNITIES

Blood Print Rates (cont’d)

Cover Tips
$21,500 Net
Client Provided (standard size, 2-sided); please contact your sales representative for rates and available issues.

Outserts
$21,500 Net
Client Provided (standard size, 2-sided); please contact your sales representative for rates and available issues.

All Cover tips and Outserts must be approved by the society.

Inserts
Charged at the earned B/W rate times the number of pages.

Rates and Billing Policies

Earned Rates: Earned rates are based on the total number of insertions (full or fractional pages) placed within a 1-year period. Free pages do not count towards frequency.

Agency Commission: 15% of gross billing on space, color and preferred positions. Invoice terms, net 30 days.

Dual Responsibility: Billing directed to the advertising agency at the net rate is approved on condition that the advertiser accept “dual responsibility” for payment if the agency does not remit within 90 days.

Print Cancellations: Cancellations in advertising by the advertiser or its agency may not be made after the closing date unless otherwise agreed to by both parties in writing.

Advertising Incentive Program

Monthly Continuity Program
Place 3 paid insertions for one brand in the same month and receive the 4th insertion free.

All ads, including your free ad, must be for the same product, run in the same month, and be a full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad.

6 Times Incentive: Bonus Ad
Place 6 insertions for the same product during the calendar year and get the 7th insertion for the product free.

Ads must be full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad. You can combine the Monthly and 6 Times programs to increase your savings and exposure. By combining them over a four month period, you would pay for 12 ads and get 6 free.

Free insertions from the incentive program DO NOT count towards your earned frequency rate.

Clinical Trials Ad Discount
Clinical Trials recruitment and awareness ads receive the highest earned frequency (96x rate).

*All ads must go through an approval process.
# Issue Calendar & Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Space Closing</th>
<th>Print Materials Due</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>143-1</td>
<td>January 4, 2024</td>
<td>12/6/2023</td>
<td>12/8/2023</td>
<td>12/15/2023</td>
</tr>
<tr>
<td>143-2</td>
<td>January 11, 2024</td>
<td>12/13/2023</td>
<td>12/15/2023</td>
<td>12/22/2023</td>
</tr>
<tr>
<td>143-3</td>
<td>January 18, 2024</td>
<td>12/19/2023</td>
<td>12/21/2023</td>
<td>12/29/2023</td>
</tr>
<tr>
<td>143-5</td>
<td>February 1, 2024</td>
<td>1/3/2024</td>
<td>1/5/2024</td>
<td>1/12/2024</td>
</tr>
<tr>
<td>143-6</td>
<td>February 4, 2024</td>
<td>1/11/2024</td>
<td>1/16/2024</td>
<td>1/23/2024</td>
</tr>
<tr>
<td>143-7</td>
<td>February 15, 2024</td>
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<td>1/23/2024</td>
<td>1/30/2024</td>
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<tr>
<td>143-8</td>
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<tr>
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<td>February 29, 2024</td>
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<td>2/5/2024</td>
<td>2/12/2024</td>
</tr>
<tr>
<td>143-10</td>
<td>March 7, 2024</td>
<td>2/8/2024</td>
<td>2/12/2024</td>
<td>2/20/2024</td>
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<tr>
<td>143-11</td>
<td>March 14, 2024</td>
<td>2/15/2024</td>
<td>2/20/2024</td>
<td>2/27/2024</td>
</tr>
<tr>
<td>143-14</td>
<td>April 4, 2024</td>
<td>3/8/2024</td>
<td>3/12/2024</td>
<td>3/19/2024</td>
</tr>
<tr>
<td>143-16</td>
<td>April 18, 2024</td>
<td>3/22/2024</td>
<td>3/26/2024</td>
<td>4/2/2024</td>
</tr>
<tr>
<td>143-17</td>
<td>April 25, 2024</td>
<td>3/29/2024</td>
<td>4/2/2024</td>
<td>4/9/2024</td>
</tr>
<tr>
<td>143-19</td>
<td>May 9, 2024</td>
<td>4/12/2024</td>
<td>4/16/2024</td>
<td>4/23/2024</td>
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<tr>
<td>143-20</td>
<td>May 16, 2024</td>
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<td>4/30/2024</td>
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<tr>
<td>143-21</td>
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<tr>
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</tr>
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<td>143-23</td>
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## Issue Calendar & Closing Dates (cont’d)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
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<th>Print Materials Due</th>
<th>Inserts Due</th>
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</thead>
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<td>6/6/2024</td>
<td>6/10/2024</td>
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<td>144-2</td>
<td>July 11, 2024</td>
<td>6/13/2024</td>
<td>6/17/2024</td>
<td>6/24/2024</td>
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<tr>
<td>144-3</td>
<td>July 18, 2024</td>
<td>6/20/2024</td>
<td>6/24/2024</td>
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<tr>
<td>144-4</td>
<td>July 25, 2024</td>
<td>6/27/2024</td>
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<td>7/9/2024</td>
</tr>
<tr>
<td>144-5</td>
<td>August 1, 2024</td>
<td>7/5/2024</td>
<td>7/9/2024</td>
<td>7/16/2024</td>
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<tr>
<td>144-6</td>
<td>August 8, 2024</td>
<td>7/12/2024</td>
<td>7/16/2024</td>
<td>7/23/2024</td>
</tr>
<tr>
<td>144-7</td>
<td>August 15, 2024</td>
<td>7/19/2024</td>
<td>7/23/2024</td>
<td>7/30/2024</td>
</tr>
<tr>
<td>144-9</td>
<td>August 29, 2024</td>
<td>8/2/2024</td>
<td>8/6/2024</td>
<td>8/13/2024</td>
</tr>
<tr>
<td>144-10</td>
<td>September 5, 2024</td>
<td>8/8/2024</td>
<td>8/12/2024</td>
<td>8/19/2024</td>
</tr>
<tr>
<td>144-11</td>
<td>September 12, 2024</td>
<td>8/15/2024</td>
<td>8/19/2024</td>
<td>8/26/2024</td>
</tr>
<tr>
<td>144-12</td>
<td>September 19, 2024</td>
<td>8/22/2024</td>
<td>8/26/2024</td>
<td>9/3/2024</td>
</tr>
<tr>
<td>144-13</td>
<td>September 26, 2024</td>
<td>8/29/2024</td>
<td>9/3/2024</td>
<td>9/10/2024</td>
</tr>
<tr>
<td>144-14</td>
<td>October 3, 2024</td>
<td>9/5/2024</td>
<td>9/9/2024</td>
<td>9/16/2024</td>
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<tr>
<td>144-15</td>
<td>October 16, 2024</td>
<td>9/13/2024</td>
<td>9/17/2024</td>
<td>9/24/2024</td>
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<tr>
<td>144-16</td>
<td>October 17, 2024</td>
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<td>October 24, 2024</td>
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<td>10/8/2024</td>
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<tr>
<td>144-18</td>
<td>October 31, 2024</td>
<td>10/4/2024</td>
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<td>10/15/2024</td>
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<tr>
<td>144-19</td>
<td>November 7, 2024</td>
<td>10/11/2024</td>
<td>10/15/2024</td>
<td>10/22/2024</td>
</tr>
<tr>
<td>144-20</td>
<td>November 14, 2024</td>
<td>10/18/2024</td>
<td>10/22/2024</td>
<td>10/29/2024</td>
</tr>
<tr>
<td>144-21</td>
<td>November 21, 2024</td>
<td>10/25/2024</td>
<td>10/29/2024</td>
<td>11/5/2024</td>
</tr>
<tr>
<td>144-23</td>
<td>December 5, 2024</td>
<td>11/6/2024</td>
<td>11/8/2024</td>
<td>11/15/2024</td>
</tr>
<tr>
<td>144-24</td>
<td>December 12, 2024</td>
<td>11/13/2024</td>
<td>11/15/2024</td>
<td>11/22/2024</td>
</tr>
</tbody>
</table>

EST, eastern standard time; EDT, eastern daylight time.
Meeting Issues

**American Society of Clinical Oncology (ASCO)**
May 31 - June 4, 2024 (Chicago, IL)
*Blood: May 16 issue*

**ASH® Annual Meeting & Exposition**
December 7-10, 2024 (San Diego, CA)
*Blood: November 14 & November 21 issues*
*Blood Advances: December issue*

Please Note: Meeting Issues subject to change. Please contact your Sales Representative prior to finalizing your media plan.
Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Feature your campaign where hematologists, hem/onc’s and oncologists access the latest data published in the print edition of Blood as well as monthly direct-to-digital content. Banner ad placement is optimized for viewability and placed throughout the site, including full-content pages to maximize exposure.

### Monthly Metrics*

*American Society of Hematology, Google Analytics & Google Ad Manager, January-September 2023.

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (pixels)</th>
<th>Expandable (pixels)</th>
<th>Expandable Direction</th>
</tr>
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<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 600</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>120 x 600, 160 x 600 or 300 x 600</td>
<td>600 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 640 x 480</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**Sticky Banners**

Leaderboard remains in place during scroll for 8 seconds, and Rectangle on ROS pages remains in place on right side throughout scroll.

**Monthly Metrics**

*www.bloodjournal.org*

<table>
<thead>
<tr>
<th></th>
<th>US</th>
<th>Global</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>725,000</td>
<td>1,930,000</td>
<td>$150 CPM</td>
</tr>
<tr>
<td>Interstitial</td>
<td>135,000</td>
<td>305,000</td>
<td>Contextual targeting</td>
</tr>
<tr>
<td>Unique visitors</td>
<td>246,000</td>
<td>537,000</td>
<td>Interstitial</td>
</tr>
</tbody>
</table>
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The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Blood Advances [www.bloodadvances.org](http://www.bloodadvances.org) is the digital only, open access publication from ASH launched in 2016 featuring with a highly graphic presentation, visual and audio abstracts. Select original articles are either Novel or Definitive. Editorial will include Original Research, Case Reports, Point/Counter Point, Forums & Education.

<table>
<thead>
<tr>
<th>Position</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>
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<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>120 x 600, 160 x 600 or 300 x 600</td>
<td>600 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 640 x 480</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**Sticky Banners**

Leaderboard remains in place during scroll for 8 seconds. and Rectangle on ROS pages remains in place on right side throughout scroll.

**Monthly Metrics***

[www.bloodadvances.org](http://www.bloodadvances.org)

- US Impressions: 165,000
- Average CTR: 0.08%

**Rates**

- ROS: $150 CPM
- Contextual targeting: $290 CPM
- Interstitial: $375 CPM

---

*American Society of Hematology, Google Analytics & Google Ad Manager, January-September 2023.
**Blood Table of Contents Email Advertising**

**Monthly eTOCs**

Each week, registered subscribers receive the Table of Contents email (eTOC) for *Blood* providing a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

*Blood*/ASH eTOCs provide an audience of 100% opt-in subscribers with regular notification of the latest clinical data published in *Blood*, important content that is published ahead of print, and breaking news and event updates from ASH.

- ~30,000 total emails sent, average 4-5 drops/month
- 3 positions (33% SOV)

<table>
<thead>
<tr>
<th>Banner</th>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

MPU banners, positions 1, 2, 3, are stacked vertically

**Formats**

jpeg, png, gif, (static image only)

**Tracking pixels**

No

**Max file size**

200 KB

**Animation and expandable banners unavailable**

**Monthly Metrics***

- **Blood/ASH eAlerts**

  - Opt-in Global Distribution: 7,600
  - Opt-in US Distribution: 31,526
  - Average US Impressions: 8,000
  - CTR: 0.16%

**Rates**

- $6,000 net (300 x 250 side) & (728 x 90 top)
- $4,000 net (728 x 90 lower)
- $10,000 net (100% SOV)

---

DIGITAL ADVERTISING OPPORTUNITIES

Blood Advances Table of Contents Email Advertising

Bi-monthly eTOCs
Each month, registered subscribers receive the Table of Contents email (eTOC) for Blood Advances. This includes a full listing of recently posted articles, Continuous Publication Alerts, Keyword & Citation Alerts. Metrics are sent on a monthly basis.
eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

• ~15,000 emails sent, monthly
• 3 positions (33% SOV)

<table>
<thead>
<tr>
<th>Banner</th>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

MPU banners, positions 1, 2, 3, are stacked vertically

Formats: jpeg, png, gif (static image only)
Tracking pixels: No
Max file size: 200 KB
Animation and expandable banners unavailable

Monthly Metrics*

Blood Advances eAlerts
Opt-in Global Distribution: 6,200
Opt-in US Distribution: 32,214
CTR: 0.30%

Rates
$3,000 net (300 x 250 side) & (728 x 90 top)
$2,000 net (728 x 90 lower)
$5,000 new (100% SOV)

Weekly eNewsletter

Weekly e-newsletters with highlights and reviews of several articles in the weekly print issue of Blood, written by the Editor-in-Chief. This commentary and insight is one of the most popular editorial features amongst members.

- Drop dates: every Thursday; 4-5 drops per month
- 2 banner positions, sold per drop
- Exclusive advertisers (100% SOV)

**Banner Positions**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in US subscribers</td>
<td>31,526</td>
</tr>
<tr>
<td>Average Open Rate</td>
<td>27.7%</td>
</tr>
<tr>
<td>CTR</td>
<td>0.14%</td>
</tr>
</tbody>
</table>

**Rate**

- $25,000 net monthly (4 drops)
- $7,250 net per drop

Bi-monthly eNewsletter

The bi-monthly Advance Notice e-Newsletter highlights articles recently posted online with special attention to audio/video abstracts, point/counterpoint and case studies editorial features.

- Drop dates: 2nd and 4th Tuesday, monthly
- 3 banner positions, sold per drop

**Banner Positions**
- Leaderboard (top, lower) 728 x 90
- Rectangle (side) 300 x 250

**Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in US subscribers</td>
<td>32,011</td>
</tr>
<tr>
<td>Average Open Rate</td>
<td>27.1%</td>
</tr>
<tr>
<td>CTR</td>
<td>0.14%</td>
</tr>
</tbody>
</table>

**Rate**

- $4,750 net (300 x 250 side) & (728 x 90 top)
- $2,250 net (728 x 90 lower)
- $7,250 net (100% SOV)

Monthly Highlights Email

Each month, registered subscribers receive highlights of the most viewed and downloaded articles posted on www.bloodadvances.org. Metrics are sent on a monthly basis.

- 3 banner positions, sold per drop

**Banner Positions**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (top, lower)</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Rectangle (side)</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in US subscribers</td>
<td>32,417</td>
</tr>
<tr>
<td>Average Open Rate</td>
<td>28.1%</td>
</tr>
<tr>
<td>CTR</td>
<td>0.19%</td>
</tr>
</tbody>
</table>

**Rate**

- $4,750 net (300 x 250 side) & (728 x 90 top)
- $2,250 net (728 x 90 lower)
- $7,250 (100% SOV)

*American Society of Hematology, Salesforce Marketing Cloud, Campaigner & Live Intent, January-September 2023.*
TARGETED MEDIA ADVERTISING OPPORTUNITIES

Blood Advances ASH Annual Meeting Print Issue

**Blood Advances 2023 ASH Annual Meeting Print Issue**

**2023 Special Print Issue**
- December 2023
- 10,000 copies mailed to US-based ASH Members
- 1,500 sent to ASH annual meeting for distribution

**Important Due Dates**
- Space Reservation: 10/21/24
- Materials Due: 10/25/24

**Rates**
- Full page (b&w): $6,000 net
- 1/2 Page (b&w): $3,750 net
- 1/4 page (b&w): $2,750 net
- 4-Color: $2,500 net
- Outsert (mailed issues only): $21,500 net
- Covertip: $21,500 net

*All targeted solutions are subject to society and Editor approval.*
The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

- Article translation

- Inclusion of: company/brand logo, prescribing information & ISI and inventory number

Packaging

- Resizing: Pocket/Digest

- Article Collections/Supplements

- Shrink-wrapping

- Polybagging—Outserts provided to targeted HCPs
Reprint Capabilities (cont’d)

**ePrints**
Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

**Multicopy Prints**
Elsevier ePrints are created with official journal covers. Any article available in Elsevier’s digital archive can be made into an ePrints PDF valid for 12 months.

**Mobile ePrints**
Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

**QR Codes**
Integrate QR codes into your advertising to allow quick mobile access to your reprint.

**Order Reprints Online**
Visit us at medreprints.com where selecting and ordering your reprints is simple:
- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process
Print Media

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8.25&quot; x 10.875&quot;</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.75&quot; x 10.375&quot;</td>
<td>8.5&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>16&quot; x 10.375&quot;</td>
<td>16.75&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.75&quot; x 5.062&quot;</td>
<td>8.5&quot; x 5.8125&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3.75&quot; x 10.375&quot;</td>
<td>4.5&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5&quot; x 4.875&quot;</td>
<td>—</td>
</tr>
</tbody>
</table>

Keep all live matter 1/4" away from trim edges. Bleed requires 1/8" from all sides. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

Printing process: Web
Halftone screen: Cover, 150 line screen
Text, 150 line screen

Paper stock: Cover, 6 pt coated
Body, 45 lb coated

Print Ad 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.
- Adobe InDesign CS6 or higher
- Adobe Illustrator* CS6 or higher

Additional costs may apply if problems are encountered.

*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 menu-styled 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.

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

Print Media (cont’d)

- Files will include trim marks with a minimum 3/16” offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4” of all trim edges.
- 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).

NOTE: 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
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer.

All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery
Submit PDF ad files to ASH ad portal at https://ash.sendmyad.com.

- All multi-page ad units other than a single spread, will have to be uploaded and approved as single pages
- For portal details contact Chris Allas at callas@pminy.com or 212-904-0362.
SPECIFICATIONS

Print Media (cont’d)

Ship Proofs to:
*Blood* [identify issue]
Dartmouth Printing Co.
69 Lyme Road
Hanover, NH 03755
Attn: Lisa Davis
Ph: 603-653-7215

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

Insert Requirements

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8.5” x 11.125”</td>
</tr>
<tr>
<td>4-page insert</td>
<td>17” x 22.25”, furnish folded to 8.5” x 11.125”</td>
</tr>
</tbody>
</table>

Trimming
1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a 1/2” safety must also be applied to both sides of the gutter/spine.

Insert Stock Weight
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.

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

Insert Quantity
13,000 per issue
All inserts must be furnished printed, folded, untrimmed, and ready to bind. Keep all live matter 1/4” away from trim edges. Do not place small elements, such as body text, within 1/4” of the gutter, as these will not be visible in the fold.

Cover Tips

| Maximum size | 5”h x 8.125”w |
| Minimum size | 4” h x 6”w |

(smallers sizes may run on the equipment but samples need to be reviewed before approval. Additional set up fees may apply)

Paper stock
50# minimum; 80# maximum

Quantity
13,000 per issue

Fixation
Tipped with removable glue

All cover tips and outserts must be approved by the Editor-in-Chief. Allow 3 days for review.

Insert, Cover Tip 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.

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

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum size</td>
<td>8” x 10.875”</td>
</tr>
<tr>
<td>Maximum weight</td>
<td>3.3 oz</td>
</tr>
<tr>
<td>Quantity</td>
<td>13,000 per issue</td>
</tr>
</tbody>
</table>

Outsert Packing & Shipping Instructions

Packing
Carton packing preferred (counterstacking the pieces as needed) or placed in gaylords (in bundles of 20 or 25 without shrink wrap or rubber bands) for shipment.

Labeling
All shipments should include Journal name (*Blood*), description of item, quantity per carton, total number of cartons in shipment, account manager’s name, and issue date.

Hours
Shipments accepted Monday through Friday 7:00 AM–9:00 PM.

Send All Contracts and Insertion Orders to:

**Chris Allas**  
Pharmaceutical Media Inc.  
4 South Orange Ave  
South Orange, NJ 07079  
Tel: 212-904-0362  
Email: callas@pminy.com

Insert, Cover Tip, Outsert Shipment Address

*Blood* [identify issue]  
Dartmouth Printing Co.  
69 Lyme Road  
Hanover, NH 03755  
Attn: Lisa Davis  
Ph: 603-653-7215

Disposition of Reproduction Material

All digital ad files will be held for twelve months from original upload date 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.

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

### Creative Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>HTML5, 150kB</td>
</tr>
<tr>
<td>728 x 90</td>
<td></td>
</tr>
<tr>
<td>Monster (MOU)</td>
<td>200KB max</td>
</tr>
<tr>
<td>300 x 600</td>
<td>Accepted</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td>160 x 600</td>
<td>.gif, .jpg or .swf [rich media]</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>72 dpi</td>
</tr>
<tr>
<td>300 x 250</td>
<td>Yes. Supplied as 3rd party tags only</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
</tbody>
</table>

Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

---

*Generic list of non-content pages available upon request though will vary by journal
## SPECIFICATIONS

### Digital Media (cont’d)

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### Rich Media Expanding & HTML In-Page Ads

#### Creative Sizes

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>728 x 90</td>
</tr>
<tr>
<td>Expands ▼ down (maximum size)</td>
<td>728 x 315</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>160 x 600</td>
</tr>
<tr>
<td>Expands ‖ left (maximum size)</td>
<td>300 x 600</td>
</tr>
<tr>
<td><strong>Large Rectangle</strong></td>
<td>300 x 250</td>
</tr>
<tr>
<td>Expands ‖ right (maximum size)</td>
<td>600 x 250</td>
</tr>
</tbody>
</table>

#### Rich Media Specifications

<table>
<thead>
<tr>
<th>Format</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Desktop/Tablet</strong></td>
<td>HTML5, 150KB</td>
</tr>
<tr>
<td>Initial Size</td>
<td>150KB</td>
</tr>
<tr>
<td>Subsequent Size</td>
<td>2.2 MB</td>
</tr>
<tr>
<td>Back-up .gif</td>
<td>200KB</td>
</tr>
<tr>
<td>Animation</td>
<td>15 seconds or 3 loops of 5 seconds</td>
</tr>
<tr>
<td>Video</td>
<td>No</td>
</tr>
<tr>
<td>Max Video File Size</td>
<td>N/A</td>
</tr>
<tr>
<td>Expansion Method</td>
<td>On click</td>
</tr>
<tr>
<td>Hotspot requirements</td>
<td>Not to exceed 1/4 size of original ad</td>
</tr>
<tr>
<td>Close Button Requirements</td>
<td>8pt - 16 pt (11px - 21px)</td>
</tr>
</tbody>
</table>

**Additional Notes:**
- Third party tags accepted
- Ads served via DFP by Google

---

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.*
## Digital Media (cont’d)

### Table of Contents (TOC) Email Banner Ads

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

### Email Specifications

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>40KB (200KB max)</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>No</td>
</tr>
</tbody>
</table>
Contacts

Integrated Advertising

Joe Schuldner
Pharmaceutical Media Inc.
4 South Orange Ave
South Orange, NJ 07079
Tel: 212-904-0377
Email: jschuldner@pminy.com

Michael Perlowitz
Pharmaceutical Media Inc.
4 South Orange Avenue, #504
South Orange, NJ 07079
Tel: 212-904-0374
Email: mperlowitz@pminy.com

Visit www.elsmediakits.com to view other media kits and rate cards.

Recruitment & Classified Advertising

Eamon Wood
Pharmaceutical Media Inc.
4 South Orange Ave
South Orange, NJ 070796
Email: ewood@pminy.com

Contracts, Insertion Orders & Production Materials

Chris Allas
Pharmaceutical Media Inc.
4 South Orange Ave
South Orange, NJ 07079
Tel: 212-904-0362
Email: callas@pminy.com

Digital Production Materials

Samir Delgado
Pharmaceutical Media Inc.
4 South Orange Ave
South Orange, NJ 07079
Tel: 212-904-0369
Fax: 212-685-6126
Email: adops@pminy.com

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Elsevier
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New York, New York 10169
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Email: d.imasa@elsevier.com
Advertising Policy

Preamble
The American Society of Hematology (“ASH” or “Publisher”) is a non-profit organization whose mission is to further the understanding, diagnosis, treatment, and prevention of disorders affecting blood, bone marrow, and the immunologic, hemostatic and vascular systems, by promoting research, clinical care, education, training, and advocacy in hematology. ASH currently publishes various publications, including Blood, ASH News Daily, and The Hematologist, and may in the future produce other publications (collectively, the “Publications”), which accept, or may in the future accept, paid advertising from third parties. The integrity of ASH and the scientific, educational, and advocacy activities it undertakes depend on the avoidance of bias or influence, or the appearance of such bias or influence, and maintaining the highest ethical standards in the Publications’ paid advertising program. In furtherance of its mission and goals, ASH has adopted the following Advertising Policy, which is applicable to all Publications of ASH:

A. General Principles

1. As used in this Advertising Policy, the term “Advertiser” means the individual or entity whose product or service is promoted in an advertisement published in any of the Publications, and any third party agent hired to represent such individual or entity. It is the responsibility of the individual or entity whose product or service is being promoted to ensure any third-party agent is advised of these policies.

2. All Advertisers, by submitting an advertisement for consideration of being placed in any Publication, whether actually published or not, is deemed to have accepted, be bound by, and made any representation or warranty contained in this Advertising Policy.

3. All advertisements published in the Publications are subject to approval of ASH and/or the editors of each respective Publication, all of which reserve the right to reject any proposed advertisement or cancel any previously accepted advertisement at any time.

4. Each Advertiser represents and warrants to ASH that it is authorized to publish the entire contents and subject matter of their advertisement(s), and that such advertisement(s) do not infringe on the trademark, copyright or other intellectual property of any other person or organization.

5. In consideration of ASH’s publication of an advertisement, the Advertiser agrees to indemnify and hold harmless ASH, its directors, officers, agents, and employees from and against any claim, damage, liability, expense, or other loss (including legal fees) resulting from the breach of any representation or warranty of the Advertiser contained in this Advertising Policy, or in any way relating to the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.

6. Publisher shall not be liable for any failure to publish any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement not so published in subsequent available space.

7. Publisher may change the terms set forth herein at any time, provided that no such change applies to advertisements whose closing date precedes the announcement of the change.

8. In the event of nonpayment, Publisher reserves the right to hold the Advertiser and its agents jointly and severally liable for such monies as are past due and payable to
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Publisher. In addition, Publisher reserves the right to not publish any future advertisements until all of the Advertisers accounts are paid in full.

B. Content of Advertisementstwo column copy

1. FDA and Other Regulatory Requirements: Each Advertiser represents and warrants to ASH that all advertisements for pharmaceuticals, drugs, devices, and other regulated health care products meet all applicable legal requirements, including regulations of the FDA regarding advertisement and promotion. FDA regulations contain exacting legal controls over the claims that drug advertisers may make for their products and may require advertisements to identify contraindications, side effects, etc. Adherence to FDA and other legal requirements concerning the content of drug advertising is the manufacturer's responsibility. Acceptance of an advertisement is not an indication that the advertisement is legally compliant. Publisher reserves the right to require an Advertiser to provide a certification of legal compliance with respect to any advertisement.

2. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic or official name; the quantity of all active substances must be stated along with the recommended dosage. New advertisement copy and creative work for pharmaceutical products should be sent to the Publisher's advertising department. Please allow two weeks for clearance.

3. All advertisements must clearly and prominently identify the Advertiser by name, trademark and/or trade name.

4. Use of a name, logo, trademark, or service mark of Publisher or its affiliates, except in reference citations, is not permitted without the express, written consent of Publisher. Any reference to ASH and/or the Publications, or any other products or services of ASH in advertisements, promotional material, or merchandising by the Advertiser is subject to Publisher's prior written consent in each instance. Publisher does not endorse or support any product or organization identified in any advertisement published in the Publications.

C. Layout of Advertisements

1. Publisher will use commercially reasonable efforts not to place advertisements adjacent to any editorial matter that discusses the product or service being advertised, nor adjacent to any article reporting research on the advertised product or service.

2. All advertisements are separate from editorial content. Layout, artwork, and format shall be such as to be readily distinguishable from editorial content to avoid any confusion with the editorial content of the publication. The label “Advertisement” may be required.

3. Publisher will make commercially reasonable efforts to avoid placing digital advertisements so that they are juxtaposed with, in line with, linked to, or adjacent to editorial content on the same topic as the advertisement.

4. Publisher is not responsible for incidental or consequential damage for errors in displaying or printing an advertisement.

D. Additional Digital Advertising Guidelines

1. Advertorials are not accepted on the Publisher website or e-mail service.

2. Personally identifiable user data is never released to Advertisers. Digital Advertisers may receive reports that show aggregated data about response to their
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advertisements, including the number of advertisement impressions and the number of times an advertisement was clicked.

3. Advertiser may not link from the advertisement to the Publisher’s website, or to any electronic edition of any Publication, without the express written consent of Publisher. Publisher does not endorse or support any product linked to its website, nor is Publisher responsible for the content of any website promoted in or advertisement published in the Publications. Publisher may advise any user of ASH’s website who clicks a hyperlink associated with any advertisement that the user is leaving ASH’s web-site, that the advertiser is solely responsible for the content of website to which the user is directed, and/or that ASH does not indorse any product or service advertised, or the manufacturer or service provider that is responsible for the advertisement.

Elsevier’s Terms and Conditions of Supply shall apply to all offers, proposals and agreements relating to Elsevier’s products and services.