



60th ASH[®] Annual Meeting and Exposition

The premier event in malignant &
non-malignant hematology

San Diego, CA • December 1-4, 2018



2018 Advertising Rates & Specifications

- ASH News Daily
- ASH News Daily e-Newsletter
- ASH News TV
- 60th ASH Annual Meeting Campus Map
- 60th ASH Annual Meeting and Exposition Program Guide



Advertising Representatives

Pharmaceutical Media, Inc.

30 East 33rd Street, 4th floor, New York, NY 10016 www.pminy.com

Joe Schuldner 212-904-0377 : jschuldner@pminy.com

John Alberto 212-904-0364 : jalberto@pminy.com

ASH News Daily 2018

ASH News Daily brings attendees daily coverage of meeting activities and a full schedule of events. ASH News Daily is delivered to ASH attendee room doors at select hotels and on shuttle buses; displayed in branded kiosks; and distributed each day throughout the convention center.



Publication dates:

December 1, 2, and 3, 2018

- Direct access to over 26,000 attendees.
- Drive attendees to your booth and events.
- Reach readers of both the print and digital editions with 11,000 unique digital edition readers and 215,000+ page views.
- Earn ASH Priority Points.

Only exhibitors are eligible to advertise in ASH News Daily. All advertising is subject to the approval of ASH.

Advertising NET Rates:

Size	B&W	4-Color
King Page	\$16,000	\$18,500
3/4 Page	\$14,500	\$17,000
Jr. (Island) Page	\$13,500	\$16,000
1/2 Page	\$10,250	\$12,750
1/4 Page	\$ 7,000	\$ 9,500
1/8 Page	\$ 5,000	\$ 7,500

Premium Position Charges

Bellybands (Total cost; furnished bellyband)	\$40,000
Cover 4 (Additional)	\$ 7,500
Cover 2 (Additional)	\$ 5,500

Notes:

- Spreads that require blank space between the ad and the PI will be charged the ¾ page rate for those pages.
- Inserts are calculated on number of pages times the black & white rate. Only three inserts will be accepted on a first-come, first-served basis; placement in Section B.
- This is an annual meeting publication. Just as payment for booth space is due prior to the meeting, so is payment for ad space.
- No cancellations accepted after closing.

Closing and Materials Due Dates:

Space	10/10
Materials	10/24
Supplied Inserts/Bellybands	10/31

ASH Daily News Print Specs:

Size	Width	Height
King Page	10"	14"
3/4 Page	10"	10"
Jr. (Island) Page	7"	10"
1/2 Page (Horizontal)	10"	7"
1/2 Page (Vertical)	5"	14"
1/4 Page	4.75"	7"
1/8 Page	4.75"	3.5"

Bleed:

Single-page ads (king or island) do NOT bleed. The only bleed occurs across the gutter for spread ads.

King Spread: 21.25" x 14"

Island Spread: 15.25" x 10"

Bellybands and Inserts:

Detailed specifications upon request.

Media:

High-resolution Adobe PDF files required, with all fonts and graphics (min. 300 dpi) embedded.

Color:

Maximum combined density of 240 percent with only one solid. Two secondary colors should not exceed 75 percent each. Any single color not intended to print solid should not exceed 80 percent. Additional 10 percent under-color removal for cyan. Type should be surprinted in areas having tint values of 30 percent. Four-color type reverses should not be smaller than 10 points (14 points if using a narrow face font). Reverses should only be used out of areas having at least 70 percent tone value in black, magenta, or cyan. Color reproduction is assured to generally accepted industry standards for cold web newspaper printing.

Insertion Orders to:

Kathy Clark
kclark@pminy.com
212-904-0365

Materials to:

Tim Mercer
ASH News Daily
showdailies@verizon.net
410-905-7615

Jenn Waters
ASH News Daily
jwaters@showdailies.com
240-401-6779

FTP/File Transmission (Preferred):

<https://www.hightail.com/u/TimothyMercerCN>



ASH News TV 2018



ASH News TV offers daily, 20-minute segments of ASH annual meeting coverage and updates. Daily segments run in a repeating loop throughout the day, with highlights from the previous day and previews of forthcoming sessions and events.

ASH News TV will be broadcast to over 26,000 attendees throughout their day:

- Directly into more than 10,000 hotel rooms
- Participating hotels will inform all ASH attendees of the channel number for ASH News TV.
- On approximately 80% of the 80 to 150 hotel shuttle buses
 - In San Diego, over 50% of attendees will be on a bus for 20 minutes or longer each way
 - Average 3,000 shuttle bus playbacks
- Throughout the convention center & meeting places
 - 12+ Hours Daily; 6,400 playbacks
 - Over 1,000 total playbacks in six locations
 - Broadcast on dedicated monitors positioned prominently throughout the convention center.
- Online via links on the ASH website for 12 months and in ASH News Daily e-Newsletter.

Your commercial may be a self-produced video and can include a lower-third banner that provides your booth number. Alternately, Convention News TV, the ASH News TV vendor, can work with you to produce a customized video designed to your own specifications.

Opportunity	Rate
30-second commercial (x4 days)	\$50,000

Advertising Representatives Pharmaceutical Media, Inc.

Joe Schuldner

212-904-0377

jschuldner@pminy.com

John Alberto

212-904-0364

jalberto@pminy.com

Video Specifications:

Aspect Ratio: 1920 x 1080 pixels (16x9 progressive). Square pixel aspect ratio.

Frame Rate: 29.97 fps

Audio: Average Peak -12dB, instantaneous peaks must not exceed -6dB (we will boost audio levels on our end if needed).

File format: High-definition (mp4) video is preferred. The codec is h.264 with an .mp4 wrapper but we can work with almost all formats. Other acceptable file types are MPEG, MOV or .AVI. Files exceeding 250MB in size may be compressed.

Materials due: November 16, 2018.

Delivery: Files accepted via file transfer services such as Dropbox or WeTransfer.com.

Production and Materials Contact:

Greig Powers

Convention News TV

1270 Orange Avenue, Suite A

Winter Park, FL 32789

407-960-3967

content@cntvnow.com

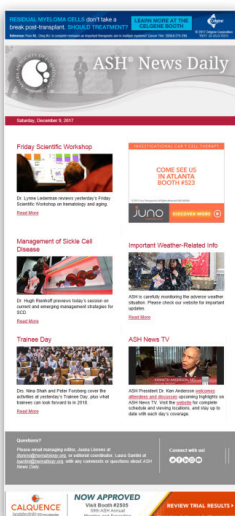


ASH News TV
provides daily coverage
of the ASH Annual Meeting
shown on monitors throughout
the convention center

ASH News Daily E-Newsletter

Official daily e-newsletter for *ASH News Daily*, delivered each morning during the ASH annual meeting to all attendees, featuring top stories covered in *ASH News Daily*, plus interviews and highlights from *ASH News TV*.

- Distribution: >82,961 sends
- >327,000 impressions
- Open Rate: 36.03%
- Click-Thru-Rate: 0.97%



Creative	Dimensions (Width x Height, pixels)	Rate
Leaderboard (top)	728 x 90	\$45,000
Box	300 x 250	\$40,000
Horizontal (bottom)	728 x 90	\$35,000

Closing & Material Due Dates:

Commitment	7/31
Materials	10/26

Production and Materials Contact:

Samir Delgado
Pharmaceutical Media, Inc.
212-904-0369
adops@pmi.com

*Maximize your
brand awareness with
continuous exposure
throughout the
ASH Annual Meeting*

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60th ASH Annual Meeting Campus Map



The convenient and useful pocket guide is distributed to attendees (>26,000) inside the official conference tote bags with another 5,000 copies distributed in the exhibit hall and at information kiosks.

The 60th ASH Annual Meeting Campus Map is the premier quick reference to navigate all events and meetings. The map will be a vital resource for attendees in 2018, as they navigate sessions and events held throughout the San Diego Convention Center and the Marriot Marquis, Manchester Grand Hyatt, and the Hilton Bayshore hotels.

- Convention center buildings and meeting rooms
- Major event locations
- Exhibit and poster halls

Advertising Position Rate:

Position	Net Rate
Front Cover Banner	\$22,500
Interior ROB	\$17,500
Back Cover	\$22,500

Closing & Material Due Dates:

Commitment	7/31
Materials	10/10

Print Specs

Trim Size: 6.625" x 9.25"

Position	Width	Height
Cover Banner Bleed	6.875"	1.625"
Cover Banner Live Area	6"	1.125"
Full Page Bleed	6.5"	9.5"
Full Page Live Area	6"	9"

Media:

High-resolution Adobe PDF files with all fonts and graphics (min. 300 dpi) embedded.

Production and Materials Contact:

Kathy Clark
Pharmaceutical Media, Inc.
212-904-0365
kclark@pmi.com



60th ASH Annual Meeting & Exposition

60th ASH Annual Meeting and Exposition Program Guide

The official guide to the Annual Meeting, this is the only print publication with full meeting guide details including the master schedule of events, speakers, sessions, posters, as well as exhibitors. The Program is distributed to all attendees at registration, providing a circulation of more than 26,000.

There are 10 advertising opportunities in all: single-page placements for Cover 2 & Cover 4, and eight high-visibility Divider Tabs that offer positioning for units up to 7 pages in length. Contact your sales representative for schematic information on the Tabs.

Advertising Position Rate:

Position	Net Rate
Cover 4	\$65,000
Cover 2	\$50,000
Divider Tab	\$30,000

Closing & Material Due Dates:

Commitment	7/31
Materials	10/10

Print Specs

Trim Size: 7" x 9"
Binding: Spiral

Full Page	Width	Height
Bleed Size	7.25"	9.25"
Non Bleed	5.75"	8.25"
Live Area	5.75"	8.25"

Media:

High-resolution Adobe PDF files with all fonts and graphics (min. 300 dpi) embedded.

Production and Materials Contact:

Kathy Clark
Pharmaceutical Media, Inc.
212-904-0365
kclark@pminy.com

Advertising Representatives

Pharmaceutical Media, Inc.

Joe Schuldner

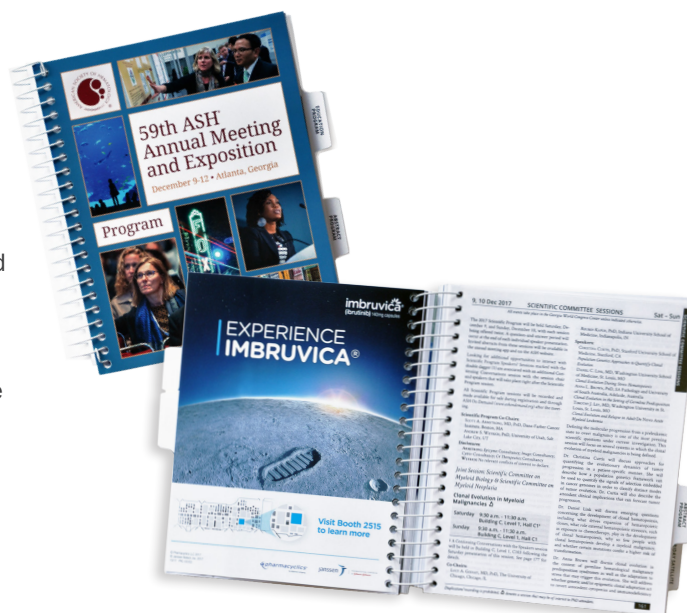
212-904-0377

jschuldner@pminy.com

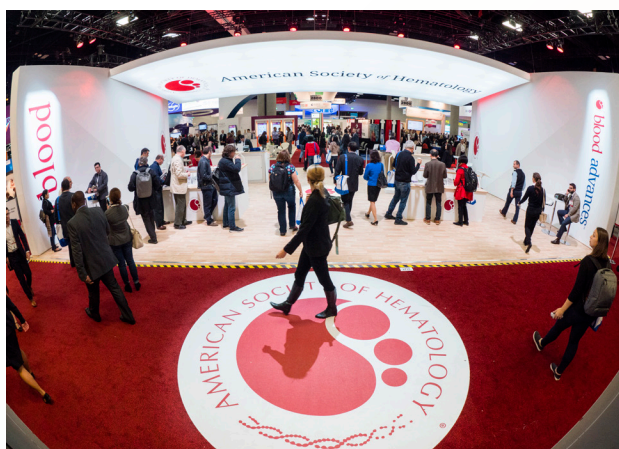
John Alberto

212-904-0364

jalberto@pminy.com



*With more than 250
exhibiting companies
in the San Diego
Convention Center,
how will you stand out?*



THE PREMIER EVENT IN MALIGNANT & NONMALIGNANT HEMATOLOGY

