



# 61st ASH<sup>®</sup> Annual Meeting and Exposition

The premier event in malignant &  
non-malignant hematology

Orlando, FL • December 7 - 10, 2019



## 2019 Advertising Rates & Specifications

- ASH News Daily
- ASH News Daily e-Newsletter
- ASH News TV
- 61st ASH Annual Meeting Campus Map
- 61st ASH Annual Meeting and Exposition Program Guide



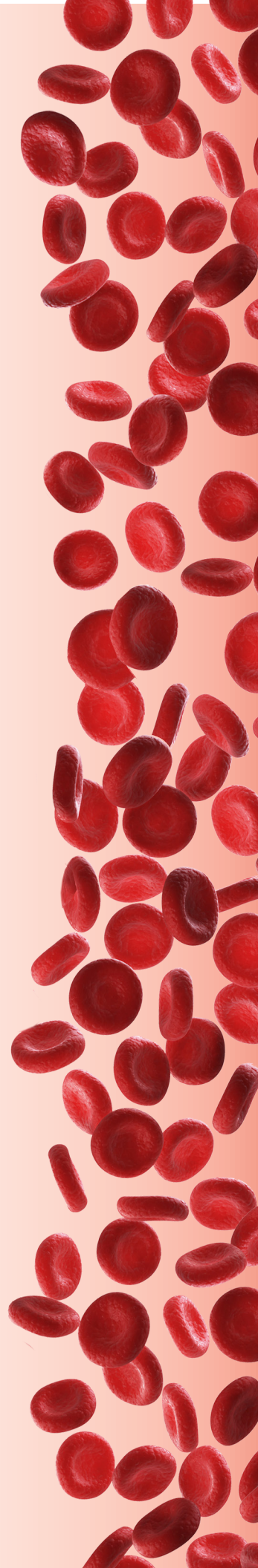
## Advertising Representatives

**Pharmaceutical Media, Inc.**

30 East 33rd Street, 4th floor, New York, NY 10016 [www.pminy.com](http://www.pminy.com)

**Joe Schuldner** 212-904-0377 : [jschuldner@pminy.com](mailto:jschuldner@pminy.com)

**John Alberto** 212-904-0364 : [jalberto@pminy.com](mailto:jalberto@pminy.com)



# ASH News Daily 2019

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 7, 8, and 9, 2019**

- Direct access to over 26,000 attendees.
- Drive attendees to your booth and events.
- 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	\$16,500	\$19,000
3/4 Page	\$15,000	\$17,500
Jr. (Island) Page	\$14,000	\$16,500
1/2 Page (vert or horiz)	\$10,500	\$13,000
1/4 Page	\$ 7,000	\$ 9,500
1/8 Page	\$ 5,000	\$ 7,500

## Premium Position Charges

Bellybands (Total cost; furnished bellyband)	\$50,000
Cover 4 (Additional)	\$ 8,000
Cover 2 (Additional)	\$ 6,000

## 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 .....	10/16/19
Materials .....	10/29/19
Supplied Inserts/Bellybands .....	11/5/19

## ASH Daily News Print Specs:

**Publication Trim Size:** 10.625" wide x 14.5" high

Size	Width	Height
King Page Bleed	10.875"	14.75"
King Spread Bleed	21.5"	14.75"
King Page Non-Bleed	10"	14"
Jr. (Island Page) Non-Bleed	7"	10"
Island Spread	15.25"	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:

Island, Half Page Vertical or Horizontal, and smaller ads DO NOT BLEED. The ONLY bleed occurs across the gutter for Island Spread ads.

## 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 2019



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 shuttle buses
  - In Orlando, over 50% of attendees will be on a bus for 20 minutes or longer each way
  - Average 3,750 daily shuttle bus playbacks
- Throughout the convention center & meeting places
  - 12+ Hours Daily
  - Over 1,000 total playbacks in six locations
  - Broadcast on dedicated monitors positioned prominently throughout the exhibit hall and convention center.
- Online via links on the ASH website for 12 months and in *ASH News Daily* e-Newsletter.
  - Over 2,500 online views

Opportunity	Rate
30-second commercial (x4 days)	\$55,000

### 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 20, 2019.

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

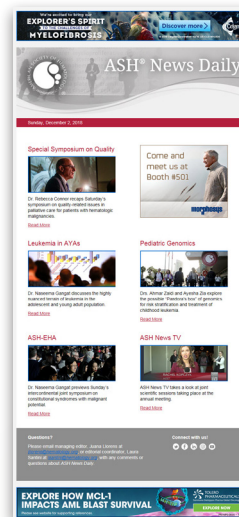
### Production and Materials Contact:

Greig Powers  
 Convention News TV  
 1270 Orange Avenue, Suite A  
 Winter Park, FL 32789  
 407-960-3967  
 content@cntvnow.com

## ASH News 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: 108,267 sends
- 198,500 impressions
- Open Rate: 32.89%
- Click-Thru-Rate: 0.345%



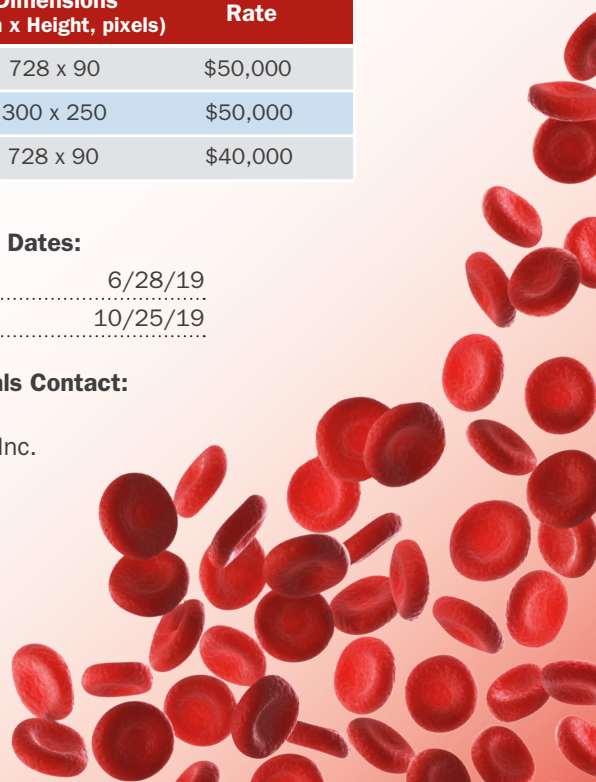
Creative	Dimensions (Width x Height, pixels)	Rate
Leaderboard (top)	728 x 90	\$50,000
Box	300 x 250	\$50,000
Horizontal (bottom)	728 x 90	\$40,000

### Closing & Material Due Dates:

Commitment	6/28/19
Materials	10/25/19

### Production and Materials Contact:

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



## 61st 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 61st 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 2019, as they navigate sessions and events held throughout the Orlando Convention Center and the Hyatt Regency and Rosen Centre hotels.

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



### Advertising Position Rate:

Position	Net Rate
Front Cover Banner	\$25,000
Interior ROB	\$18,500
Back Cover	\$25,000

### Closing & Material Due Dates:

Commitment	8/1/19
Materials	10/18/19

### Print Specs

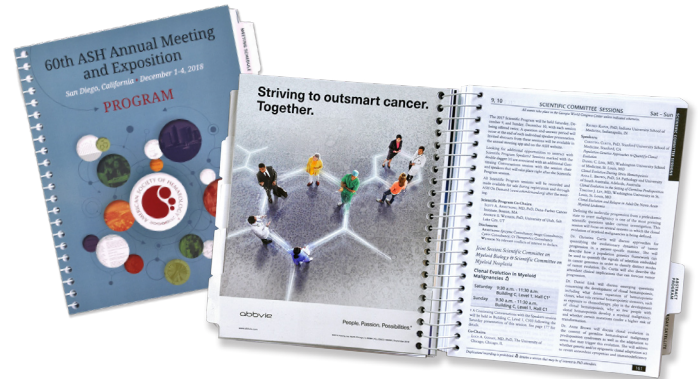
Trim Size: 6.625" x 9.25"

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.

## 61st 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 8 advertising opportunities in all: single-page placements for Cover 2 & Cover 4, and 6 high-visibility Divider Tabs.

### Advertising Position Rate:

Position	Net Rate
Cover 4	\$75,000
Cover 2	\$55,000
Divider Tab	\$30,000

### Closing & Material Due Dates:

Commitment	7/31/19
Materials	10/10/19

### 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

