Thrombosis is a major contributor to death in patients with severe coronavirus infection. Experts discuss approaches to prevention and treatment.
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 its Editor-in-Chief Aaron Gerds, MD, Deputy Director for Clinical Research at Cleveland Clinic and Associate Professor at Cleveland Clinic Lerner College of Medicine of Case Western Reserve University 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 to help clinicians with quality and performance improvement, patient education, and teaching hematology to medical students.
## Issuance & Closing Dates

**FREQUENCY:** 15x  
**MAILING CLASS:** Periodical  
**DEADLINES:**

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Closing Date</th>
<th>Ad Materials</th>
<th>Inserts</th>
<th>Special Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 4</td>
<td>12/1/20</td>
<td>12/11/20</td>
<td>12/15/20</td>
<td></td>
</tr>
<tr>
<td>February 1</td>
<td>1/4/21</td>
<td>1/15/21</td>
<td>1/21/21</td>
<td></td>
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<tr>
<td>March 1</td>
<td>2/1/21</td>
<td>2/10/21</td>
<td>2/16/21</td>
<td></td>
</tr>
<tr>
<td>April 5</td>
<td>3/1/21</td>
<td>3/12/21</td>
<td>3/16/21</td>
<td></td>
</tr>
</tbody>
</table>
| May 3           | 4/1/21       | 4/14/21      | 4/20/21  | **BONUS DISTRIBUTION**  
2021 ASCO Annual Meeting                   |
| June 1          | 5/3/21       | 5/14/21      | 5/18/21  |                                                       |
| July 6          | 6/1/21       | 6/14/21      | 6/18/21  |                                                       |
| July 19 – Bonus Mid-Year Edition | 6/14/21 | 7/2/21 | 7/6/21 | Major Medical Meeting Coverage                        |
| August 2        | 7/1/21       | 7/12/21      | 7/19/21  |                                                       |
| September 7     | 8/2/21       | 8/11/21      | 8/16/21  | **BONUS DISTRIBUTION**  
ASH Meeting on Hematologic Malignancies               |
| October 4       | 9/1/21       | 9/13/21      | 9/17/21  |                                                       |
| November 1      | 10/1/21      | 10/11/21     | 10/18/21 |                                                       |
| November 15 – Annual Meeting Preview Edition | 10/18/21 | 10/29/21 | 11/1/21 |                                                       |
| December 3      | 11/1/21      | 11/12/21     | 11/16/21 | **BONUS DISTRIBUTION**  
63rd ASH Annual Meeting and Exposition               |

**BONUS ISSUES:**  
January Annual Meeting Wrap-up, July  
Bonus Mid-Year Edition, and November Annual Meeting Preview  
- Sponsorship limited to six advertisers per issue  
- $30,000 per sponsor
Print Rates & Circulation

EARNED RATES: Rates are based on the total units run in a calendar year (e.g., 6 full pages and 6 half pages earn 12x rate). 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:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>3/4 Page</th>
<th>Island Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,598</td>
<td>$5,156</td>
<td>$4,395</td>
<td>$4,271</td>
<td>$2,490</td>
</tr>
<tr>
<td>3x</td>
<td>$5,532</td>
<td>$4,094</td>
<td>$4,341</td>
<td>$4,219</td>
<td>$2,461</td>
</tr>
<tr>
<td>6x</td>
<td>$5,464</td>
<td>$5,032</td>
<td>$4,290</td>
<td>$4,168</td>
<td>$2,431</td>
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<tr>
<td>12x</td>
<td>$5,401</td>
<td>$4,973</td>
<td>$4,240</td>
<td>$4,120</td>
<td>$2,401</td>
</tr>
<tr>
<td>24x</td>
<td>$5,335</td>
<td>$4,913</td>
<td>$4,187</td>
<td>$4,068</td>
<td>$2,373</td>
</tr>
<tr>
<td>36x</td>
<td>$5,272</td>
<td>$4,855</td>
<td>$4,137</td>
<td>$4,021</td>
<td>$2,346</td>
</tr>
<tr>
<td>48x</td>
<td>$5,209</td>
<td>$4,797</td>
<td>$4,088</td>
<td>$3,972</td>
<td>$2,317</td>
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<td>$5,146</td>
<td>$4,739</td>
<td>$4,040</td>
<td>$3,924</td>
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<td>96x</td>
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<td>$4,710</td>
<td>$4,016</td>
<td>$3,900</td>
<td>$2,276</td>
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<td>120x</td>
<td>$5,085</td>
<td>$4,682</td>
<td>$3,990</td>
<td>$3,876</td>
<td>$2,262</td>
</tr>
</tbody>
</table>

COLOR RATES (in addition to earned B&W rate):
Standard Color: $990
Matched Color: $1,430
3- or 4-Color: $2,255
5-Color (Standard + 1 Spot): $2,625

POSITIONS (in addition to earned B&W rate):
2nd Cover: 50%
4th Cover: 50%
Center Spread: 25%
Online First: 25%

COVER TIPS:
- $22,500 (Jan-Nov)
- $27,500 (Bonus Dec conference distribution)

COVER GATEFOLDS:
$40,000

BELLY BANDS:
$30,000

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.

CREDIT CARD PAYMENT: A 2.5% surcharge will be applied to credit card payments.

COLOR RATES
- Standard Color: $990
- Matched Color: $1,430
- 3- or 4-Color: $2,255
- 5-Color (Standard + 1 Spot): $2,625

COVER TIPS:
- $22,500 (Jan-Nov)
- $27,500 (Bonus Dec conference distribution)

COVER GATEFOLDS:
$40,000

BELLY BANDS:
$30,000

LIST MATCH:
A $500 non-commissionable product charge will be applied for all list matches.

LIST MATCH:
- A $500 non-commissionable product charge will be applied for all list matches.

POLY-BAGGED OUTSETS:
- Full run: $25,000NET
- List-match minimum: $15,000NET
- Contact Nick Luciano for additional information:
  201-317-3211
  nluciano@AMCMediaGroup.com

INSERTS:
- Furnished inserts billed at B&W space rate, plus an additional $500 non-commissionable production charge.

CLASSIFIED LINE AD RATES:

<table>
<thead>
<tr>
<th>Words</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–50</td>
<td>$242</td>
</tr>
<tr>
<td>51–100</td>
<td>$451</td>
</tr>
<tr>
<td>101–150</td>
<td>$659</td>
</tr>
<tr>
<td>151–200</td>
<td>$873</td>
</tr>
<tr>
<td>201–250</td>
<td>$1,087</td>
</tr>
<tr>
<td>251–300</td>
<td>$1,302</td>
</tr>
</tbody>
</table>
Discounts & Incentives

**CLINICAL TRIAL DISCOUNT:**
25% off every placement

**NEW PRODUCT DISCOUNT:**
Get a 5% discount with a 4-insertion commitment

**RUN IN 12 ISSUES AND GET 8% OFF EACH AD**

-8% -8% -8% -8% -8% -8%

**RUN IN 6 ISSUES AND GET 4% OFF EACH AD**

-4% -4% -4% -4% -4% -4%

**CLINICAL TRIAL DISCOUNT:**
25% off every placement
Special Issues

2021 LIMITED SPONSORSHIP ISSUES

Up to 6 advertisers in each issue

- Sponsorship includes up to 6 pages of advertisement
- Positions are first come, first served (Cover Tip, Cover 2, TOC, Center Spread, and Cover 4)
- Cost: $30,000 per sponsorship

MID-JANUARY ISSUE:
2020 ASH Annual Meeting Wrap-up

MID-JULY ISSUE:
ASCO & EHA Annual Meeting Wrap-ups

MID-NOVEMBER ISSUE:
2021 ASH Annual Meeting Preview

2021 DISEASE-STATE SUPPLEMENTS

- Special supplemental issue focusing on a specific disease state
- 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
- Mailed with an issue of ASH Clinical News
- Sponsorship opportunities:
  - $5,000 net per page
  - Preferred position: Additional $1,000 net (includes Cover 2, Cover 4, TOC, and Center Spread positions)

MARCH:
Lymphoid & Plasma Cell Malignancies

MAY:
Myeloid Malignancies

Please note that these supplements have a smaller trim size than ASH Clinical News at 8” x 10.75”.
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. Submit in PDF format CMYK + any PMS colors; indicate PMS colors on digital proof. Convert spot colors to CMYK or PMS. All fonts must be embedded. High resolution images. File and proof should include bleeds and trim.

All material should be supplied to the following specs:

TRIM SIZE: 10.5” x 14”

BLEED: 0.125”

LIVE MATTER: 0.5” from trim and gutter

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Non-Bleed</th>
<th>Bleed</th>
<th>Trim</th>
</tr>
</thead>
<tbody>
<tr>
<td>King Spread</td>
<td>20” x 13”</td>
<td>21.25” x 14.25”</td>
<td>21” x 14”</td>
</tr>
<tr>
<td>King Page</td>
<td>9.5” x 13”</td>
<td>10.75” x 14.25”</td>
<td>10.5” x 14”</td>
</tr>
<tr>
<td>Island Spread</td>
<td>15” x 10”</td>
<td>15.5” x 10.75”</td>
<td>15.25” x 10.5”</td>
</tr>
<tr>
<td>Island Page</td>
<td>7” x 10”</td>
<td>7.75” x 10.75”</td>
<td>7.5” x 10.5”</td>
</tr>
<tr>
<td>3/4 Horizontal</td>
<td>9.5” x 10”</td>
<td>10.75” x 10.75”</td>
<td>NA</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.625” x 13”</td>
<td>5.5” x 14.25”</td>
<td>NA</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>9.5” x 6.5”</td>
<td>10.75” x 7.25”</td>
<td>NA</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>2.25” x 13”</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1/4 Box</td>
<td>4.625” x 6.375”</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

INSERTS:
Quantity: 29,000 required, 31,500 for the December issue. Both include spoilage.

Paper weight: 80# maximum

Specifications:
• King Size – 10.625” x 14.125” (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 when insert is not standard. Please check with AMC Media Group for availability and other information required.

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 for AMC Media Group to print, please include a bleed of 0.125”. If client is providing preprinted materials, they must be trimmed to spec.

BELLY BANDS:
Flat trim size: 24” x 4” (Allow 2” of blank space on left edge for overlap)

OUTSERTS:
Outserts may be any size up to and including 10.5” x 14”, but no larger. There are no page count or paper stock requirements.
High-Impact Print 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 for AMC Media Group to print, please include a bleed of 0.125”. If client is providing preprinted materials, they must be trimmed to spec.

COST: $22,500 (Jan-Nov)
$27,500 (Bonus Dec conference distribution)

BELLY BANDS

Flat trim size: 24” x 4” (Allow 1” of blank space on left edge for gluing)

COST: $30,000

FRONT-COVER GATEFOLDS

All material should be supplied to the following specs:

<table>
<thead>
<tr>
<th>Panel</th>
<th>Dimensions (W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel 1</td>
<td>10.125” x 14” trim</td>
</tr>
<tr>
<td>Panel 2</td>
<td>10.5” x 14” trim</td>
</tr>
<tr>
<td>Panel 3</td>
<td>10.125” x 14” trim</td>
</tr>
<tr>
<td>Panel 4</td>
<td>10.25” x 14” trim</td>
</tr>
</tbody>
</table>

COST: $40,000

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 for AMC Media Group to print, please include a bleed of 0.125”. If client is providing preprinted materials, they must be trimmed to spec.

COST: $22,500 (Jan-Nov)
$27,500 (Bonus Dec conference distribution)

BELLY BANDS

Flat trim size: 24” x 4” (Allow 1” of blank space on left edge for gluing)

COST: $30,000

FLAT TRIM SIZE:
24” x 4” (Allow 1” of blank space on left edge for gluing)
Website Advertising

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

**METRICS:**
- Avg. Monthly Impressions: 49,468
- Avg. Active Users: 18,029
- Avg. Monthly Visits: 31,464
- Avg. Monthly Page Views: 50,848
- Avg. Time on Site: 2:16
- Avg. Click-through Rate: 0.92%

**RUN-OF-SITE**
- **$125/CPM**

**INTERSTITIALS/PRESTITIALS:**
- **$450/CPM**

**TOPIC COMPILATIONS**

**STANDARD WEB BANNER SPECS**
- **ACCEPTED AD UNITS:** 728x90, 300x250
- **FILE TYPES:** GIF/JPEG/HTML5
- **MAX. FILE SIZE** (GIF and JPEG): 40KB

**THIRD-PARTY AD TAGS:** Subject to review.
If not using DoubleClick internal tags, there can be up to a 9% discrepancy. Third-party hosted creative must come from secure server over HTTPS.

**RUN-OF-SITE**
- **INITIAL LOAD:** 150KB
- **SUBLOAD:** 300KB
- **POLITE LOAD:** Subsequent loads can be up to 300 kb for an overall total load of 450 kb (no polite load on interstitials)
- **ANIMATION:** 15-second autoplay animation time limit 30-second total autoplay video and animation time limit

**NOTE:** Because many browsers no longer support Flash, we recommend creating HTML5 banners instead.
Email Advertising

**eNEWSLETTERS**

Three eNewsletters per week (Monday, Wednesday, Friday) mailed to more than 76,000 Hematologists, Hem/Oncs, and Medical Oncologists

**FLAT RATES:**
- $4,000 per ad
- $6,000 for both ads – 100% SOV

**eNEWSLETTER STATS**

- **REACH:**
  - ASH Database: 17,210
  - Non-members:
    - Hematologists: 1,043
    - Hem/Oncs: 10,980
    - Hem Pathology: 1,466
    - Oncologists: 3,504
    - Onc Nurses: 21,710
    - Pediatric Hem/Onc: 2,631
    - Radiation Onc: 3,257
    - Onc Related: 5,120
    - PA/NP: 4,390
    - RN: 5,375
    - Surg Onc: 149
  - TOTAL: 76,835

- **OPEN RATE:** 16%

**eNEWSLETTER SPECS**

- **ACCEPTED AD UNITS:** 300x250
- **FILE TYPES:** JPEG and Static GIF Only
- **MAX. FILE SIZE:** 40KB
- **CLICK-THROUGH URL:** Required—only one click-through URL
- **RESTRICTIONS:** Expandable banners are prohibited

**NOTE:** Because many browsers no longer support Flash, we recommend creating HTML5 banners instead.
Email Advertising

DISEASE STATE eNEWSLETTERS

Deployed one specialty every Friday, mailed to more than 76,000 Hematologists, Hem/Oncs, and Medical Oncologists. Each specialty will run 6x per year.

FLAT RATE: $6,000 per enewsletter

eNEWSLETTER STATS
REACH:
ASH Database 17,210
Non-members
- Hematologists 1,043
- Hem/Oncs 10,980
- Hem Pathology 1,466
- Oncologists 3,504
- Onc Nurses 21,710
- Pediatric Hem/Onc 2,631
- Radiation Onc 3,257
- Onc Related 5,120
- PA/NP 4,390
- RN 5,375
- Surg Onc 149
TOTAL: 76,835

OPEN RATE: 17%

DISEASE STATES:
- Acute Leukemias
- Chronic Leukemias
- MDS & Myeloproliferative Neoplasms
- Multiple Myeloma & Plasma Cell Disorders
- Lymphoma & Lymphoid Neoplasia
- Bleeding Disorders
- Clotting Disorders
- Red Blood Cell & Iron Disorders
Email Advertising

DIGITAL CONFERENCE COVERAGE

• Four to five eNewsletters highlighting news and information presented at major hematology/oncology conferences
• Programs can be single-sponsored or multi-sponsored
• 33% or 100% SOV of conference meeting coverage section on ashclinicalnews.org
• Emails delivered daily to report on each day’s events
• Pre- and post-meeting emails to preview and wrap up the meeting

eNEWSLETTER SPECS

ACCEPTED AD UNITS: 300x250

FILE TYPES: JPEG and Static GIF Only

MAX. FILE SIZE: 40KB

CLICK-THROUGH URL: Required—only one click-through URL

RESTRICTIONS: Expandable banners are prohibited

NOTE: Because many browsers no longer support Flash, we recommend creating HTML5 banners instead.
ACCEPTANCE OF ADVERTISING

All advertisements are subject to review and approval by the Editorial Board and ASH Clinical News staff.

ADVERTORIALS:
Advertorials must include the word “ADVERTISEMENT” prominently at the top of the page at a minimum of 20pt font size. The typefaces and colors used must clearly differ from those used within ASH Clinical News.

AD PLACEMENT POLICY:
Interspersed within articles.

Contact

Advertising & Sales Office

PRIMARY CONTACT:
Nick Luciano
DIRECTOR OF SALES
201-317-3211
nluciano@AMCMediaGroup.com

SECONDARY CONTACTS:
Kim Silverman
NATIONAL ACCOUNTS MANAGER
610-888-3783
ksilverman@AMCMediaGroup.com

Phil Soufleris
VICE PRESIDENT OF SALES
732-539-4294
psoufleris@AMCMediaGroup.com

CLASSIFIED ACCOUNTS MANAGER:
Lauren Morgan
267-980-6087
lmorgan@AMCMediaGroup.com

ART DIRECTOR:
Ari Mihos
215-791-5106
amihos@AMCMediaGroup.com

INSERT SHIPPING INFORMATION:
Democrat Printing & Litho
ATTN: Alan Mazander
6401 Lindsey Road
Little Rock, AR 72206
1-800-622-2216
Packaging should be clearly marked ASH Clinical News with issue date.

Delivery of Material

MEDIA DELIVERY OF ADS:
PDFs sent via email or FTP are preferred, but CD-ROM or DVD will be accepted. All disks must be labeled with the following: Publication Title, Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of disk contents.

INTERNET/FTP DELIVERY OF ADS:
Please email Ari Mihos (amihos@AMCMediaGroup.com) prior to submitting a file via FTP.

Address: ftp://199.193.117.104
Log in: ASHftp
Password: Hematology1
Folder: ASHftp/ASH_News

CONTRACTS, INSERTION ORDERS, AND INVOICING:
AMC Media Group
Judi Skalak
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732-490-5530
E-mail: jskalak@AMCMediaGroup.com

AMC Media Group
Ari Mihos
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 215-791-5106
E-mail: amihos@AMCMediaGroup.com

AMC Media Group
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Office Phone: 732-490-5530