

2027 ASCO® Annual Meeting
Registration/Housing Confirmations Bundle Plus Badge Preview

Get noticed from the very start of the 2027 ASCO Annual Meeting attendee journey. With the exclusive Registration/Housing Confirmations Bundle plus Badge Preview, your hyperlinked product or corporate display ad will appear across multiple pre-meeting communications — putting your brand in front of thousands of oncology professionals long before they step onsite.

Your ad will appear on each of the following touchpoints, with estimated impressions:

- Website registration confirmation page – 21,000 impressions
- Registration confirmation email – 21,000 impressions
- Badge preview website – 12,000 impressions
- Badge preview email - 12,000 impressions
- Website housing confirmation page – 13,000 impressions
- Housing confirmation email – 13,000 impressions

This is a single-ad placement for the entire campaign. No switch-outs permitted; your ad creative and link must remain the same for the duration of the ad buy. Final ad creative and link must be provided by **Friday, September 11, 2026**.

Ad file sizes required:

- **728 px wide x 90 px high**
 - High quality .jpeg or .png file
 - File size under 50KB
 - This asset is for the following items:
 - Attendee Badge Preview Email Confirmation
 - Attendee Badge Preview Email Website
 - Attendee Housing Email Confirmation
 - Attendee Registration Email Confirmation
 - Attendee Registration Website
- **200 px wide x 250 px high**
 - High quality .jpeg or .png file
 - File size under 50KB
 - This asset is for Attendee Housing website confirmation page
- **Click-through URL**
 - Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

QUESTIONS? Please contact Stephanie Houck at stephanie.houck@spargoinc.com or call 703-679-3972.