

65th ASH Annual Meeting & Exposition

December 9–12, 2023, San Diego, CA

Print, Video, Digital Advertising



Advertising Sales

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Call for Abstracts eNLs

Advertise PhD postdoctoral fellows opportunities for ASH 2023 [Learn more](#)

64th ASH Annual Meeting and Exposition
December 10 - 13, 2022
New Orleans, Louisiana [SAVE THE DATE!](#)

Present your research at the world's premier hematology event.

The best new scientific research in all areas of hematology will be presented at the [64th ASH Annual Meeting and Exposition](#). The abstract submission portal is now open – the deadline to submit your research is Tuesday, August 2, 11:59 p.m. Pacific time.

Thousands of abstracts will be accepted for presentation. All accepted abstracts will be published in *Blood* and will be made available for in-person meeting participants in New Orleans as well as those participating via the virtual meeting platform.

As a reminder, abstracts describing innovative trials in progress, immunotherapies, and emerging diagnostic tools are eligible for submission and consideration for the ASH annual meeting program.

Don't miss this great chance to showcase your research in front of the brightest minds and influencers in the field of hematology!

Visit the [ASH website](#) for a full list of abstract review categories, policies, and eligibility requirements.

Advance your hematology career with the next opportunity.
[View open positions](#)

SUBMIT YOUR ABSTRACT

Questions? Contact ASH Customer Service Monday through Friday at customerservice@hematology.org, 866-828-1231 (U.S. only), or 202-776-0544

- **ASH 2023 Call for Abstracts** Jun 2023
- **ASH 2023 “Last Call” for Abstracts** July 2023
- **Call for “Late-breaking- Abstracts** Oct 2023

- **Distribution: >49,000 US-Only**
 - ASH members, Blood Journals, ASH 2022 abstract authors

- **Limited Advertisers:**
 - 728x90 top \$20,000 net per drop
 - 300x250 body \$20,000 net (**Sold all 3 drops**)



ASH News Daily AM & PM e-Newsletters



- **AM Edition**
 - Official daily e-newsletter for *ASH News Daily* delivered each morning (4 Daily Drops) to all registrants and attendees
- **PM Edition**
 - Official daily e-newsletter for *ASH News Daily & ASH News TV* delivered each evening (4 Daily Drops) to all registrants and attendees
 - NEW for 2023 PM eNL will feature links to several ASH News TV interviews & highlights segments
- **3 Advertising Positions per Edotopm**
 - (728x90 top) \$65,000 (**AM SOLD**)
 - (300x250 side) \$65,000 (**AM SOLD**)
 - (728x90 lower) \$55,000
- **Banners Due: November 16th**
- *International distribution available in 2023*
- Call for details



ASH News Daily Wrap-up e-Newsletter Series



Series of 4 eNLs
 ~Drop Dates
 2023: 12/19 & 12/29
 2024: 01/05 & 01/16

- *ASH News Daily* Wrap-up e-newsletter Series
 - Recap of the major data & events from ASH 2023
 - Links to the ASH 2023 Virtual Meeting platform
 - On demand through March 31, 2023!
 - Product Theaters & Satellite Symposia On Demand
- Distribution ~19,000 per drop
 - All ASH Registrants & Members, US-Only
 - Open Rate: 30.2%
 - CTR: 0.08%
- Multi-sponsored
 - 728x90 Top \$55,000 net
 - 300x250 Side \$55,000 net
 - 728x90 Lower \$40,000 net
- Banners Due: November 30th



First In Blood

Advertisement

CHALLENGING THE TREATMENT COURSE
IN TRIPLE CLASS-EXPOSED* RRMM PATIENTS
*An IMiD agent, proteasome inhibitor, and anti-CD38 antibody

LEARN MORE

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First in blood 62nd ASH Annual Meeting & Exposition

Current Issue First Edition All Issues Submit to Blood

Each year *Blood* copublishes select research with the American Society of Hematology Education Program. These *First-in-Blood* articles, a total of four this year, will be presented as part of the educational sessions during the 62th ASH Annual Meeting and Exposition.

Look for these sessions today.

Advertisement

KEYTRUDA
(pembrolizumab) injection 100 mg

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MONDAY • DECEMBER 7, 2020

Aggressive Lymphomas: What Novel Approaches Are Ready for Prime Time?
Michael R Green, PhD
Department of Lymphoma/Myeloma, University of Texas MD Anderson Cancer Center, Houston, TX

- Time: 11:30 PM, Pacific Time, Live Q&A

[Session Details >](#)

Somatic Mutation Panels: Recognizing Germline Findings in Tumor Testing
Lucy A. Godley, MD, PhD
Department of Medicine, Univ. of Chicago Med. Ctr., Chicago, IL

- Time: 1:30 PM, Pacific Time, Live Q&A

[Session Details >](#)

[VIEW THE FULL EDUCATION PROGRAM LINEUP >](#)

Advertisement

Join us at ASH 2020
Learn about our trailblazing research

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Questions? Submit questions or feedback related to this email or the journal *Blood*. [SEND FEEDBACK](#)

ADDRESS CONTACT SOCIAL

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Washington, DC 20036 Fax 202-776-0545

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- Daily guide to the “Blood Abstracts”
 - Top abstracts and presentations
 - Curated by *Blood* editorial board
 - <100 abstracts selected annually
 - Daily drops direct attendees to select abstracts
- 2022 Metrics (4- Drops)
 - Avg. dist. per drop 36,300
 - Unique Open Rate: 29.8%
 - Average CTR: 0.06%
 - Total Impressions: ~53,000 per banner
- Three Advertising Positions
 - 728x90 Top \$45,000
 - 300x250 Side \$45,000
 - 728x90 Lower \$35,000

CTR = Click Thru Rate



ASH News Daily



- 3- Daily Issues
- Onsite Only

- Sat., 12/9 10,000 dist.
- Sun., 12/10 8,000 dist.
- Mon., 12/11 8,000 dist.

BONUS: Daily distribution >1,700 copies direct to the hotel rooms of ASH Presenters & KOL's

- Limited folio & ad Pages
 - 48 Page folio per issue
 - Only 25 total ad pages accepted
- One insertion buys all 3 issues

- Covertips & Covers \$65,000 net
- King Page Color \$27,500 net
- King Page B&W \$25,000 net
- Isl. Page Color \$22,500 net
- Isl. Page B&W \$20,000 net
- PI (B&W Page) Discounts Available



Closing Dates

Space: October 13, 2023

Materials: October 20, 2023

ASH News Daily



Tuesday Edition

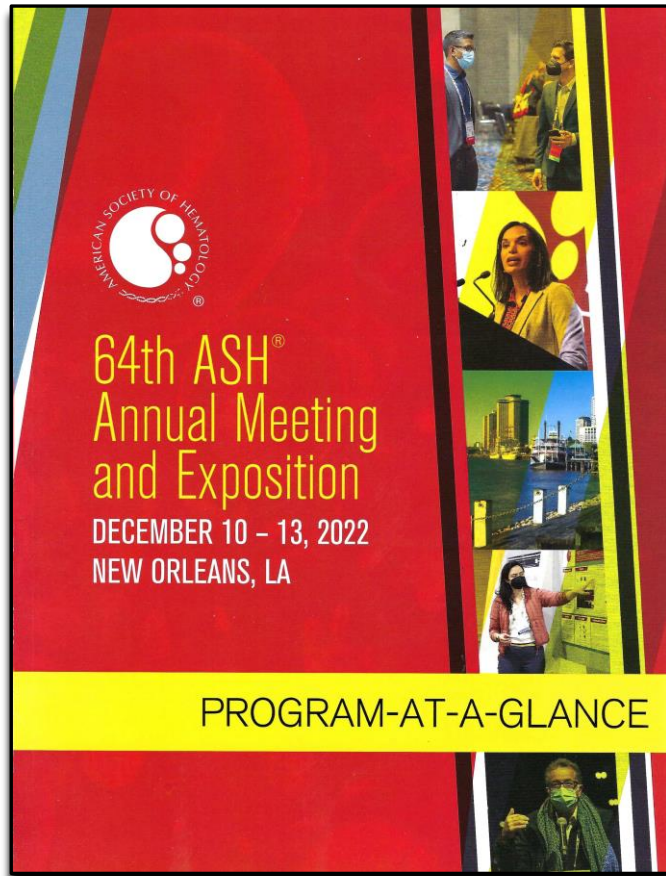
- Tuesday: Late-breaking Abstracts Edition
- Latest news from the full weekend
- **ASH Late-breaking Abstracts** review ahead of the sessions that day
- 5,000 dist.
- Limited folio & advertising
 - 16-page folio
 - 3-Advertisers
- King Page Color (C4) \$27,500 net (**SOLD**)
- King Page Color (C2) \$27,500 net
- Covertip \$27,500 net

Sales Contact:

Joe Schuldner, (212) 904-0377, jschuldner@pminy.com
 Michael Perlowitz, (212) 904 0374, mperlowitz@pminy.com



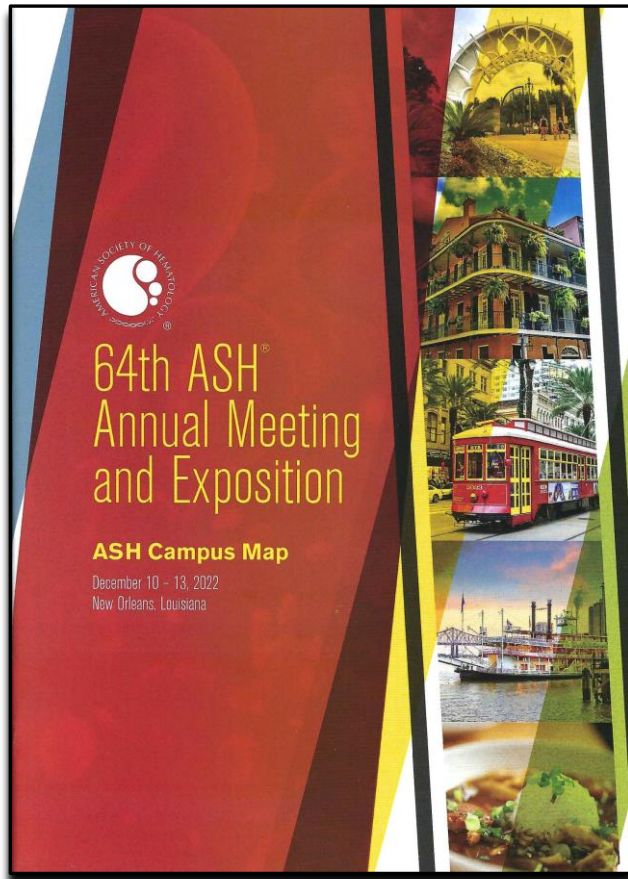
Program-at-a-Glance



- Comprehensive 2023 ASH Annual Meeting resource:
 - Full meeting guide with schedule of all events, sessions, posters, abstracts and exhibits
- **Onsite Distribution Only in 2023**
 - 28,000 copies
 - Attendee registration bags
- Advertising Rates (Net)
 - Page 4 Color \$15,000
 - Page B&W \$10,000
- Premium Positions (Net)
 - Cover 4 \$85,000 (**SOLD**)
 - Cover 3 \$30,000
 - Cover 2 \$65,000
- **Closing Dates:**
 - Space: October 2nd
 - Materials: October 13th



ASH Campus Map



- **New A-Size in 2023**
 - Same dimensions as *Blood, Blood Advances* and the *ASH Program-at-a-Glance*
- The quick reference to navigate the sessions:
 - Exhibit hall, poster hall, sessions rooms
 - Major session and event locations
 - Over 8 Buildings including 3 hotels with major sessions
 - 100's of meeting rooms
 - Local restaurants
- 28,000 Copies
 - In all attendee Registration bags
- 5 Advertising Positions
 - Covertip \$40,000
 - Second Cover \$30,000
 - Back Cover \$40,000 (Sold)
 - ROB \$15,000
- **Closing Dates:**
 - Space: Oct. 2nd
 - Materials: Oct. 13th



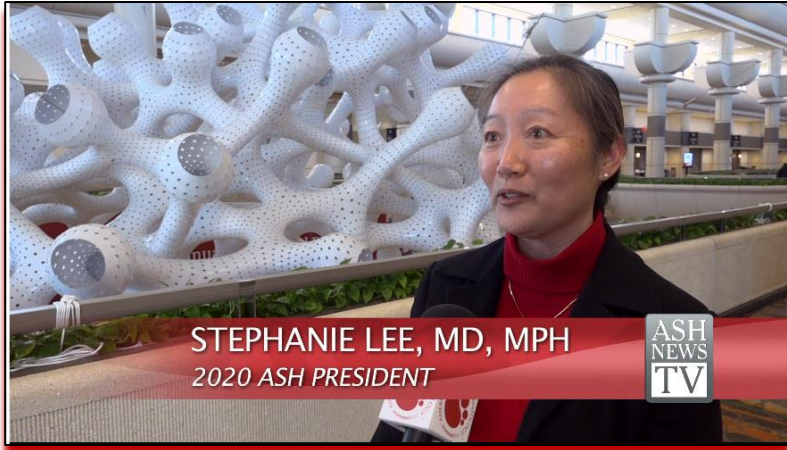


High Impact Video Advertising

- **Onsite Attendees**
 - Over 30,000 attendees projected in 2023
 - Convention center/exhibit hall/hotels
 - Prominent viewing stations in gathering areas in the exhibit hall, ASH Cafes/Lounges, ASH News TV News Desk, Ash Central Booth, 3-waterfront hotels in San Diego
 - Shuttle buses
 - Hotel rooms
- **Virtual Registrants**
 - Ads served into content
 - Equal online plays for all advertisers
 - Full metrics reporting available including starts, views, and duration of view
 - 3rd party tracking available
 - ALL online videos are fully clickable



ASH News TV Specs



- **30-Second Commercial = \$65,000 net**
 - Shorter and longer video packages available
 - Includes a message in the Scrolling Ticker
 - **4 positions open**

NEW in 2023

- **Scrolling Ticker = \$15,000**
 - File Type: PNG OR EPS
 - Dimensions:
 - Width: 3840 (pixels)
 - Height: 80 (pixels)
 - Perfect for repeat messaging with corporate logo and brief message (i.e.: *Visit us at booth number XXXX*)
- **Closing Dates**
 - Storyboard/full content 10/20
 - Final Video 11/17

