

ASH 2024 Annual Meeting

December 7-10, 2024

San Diego, CA



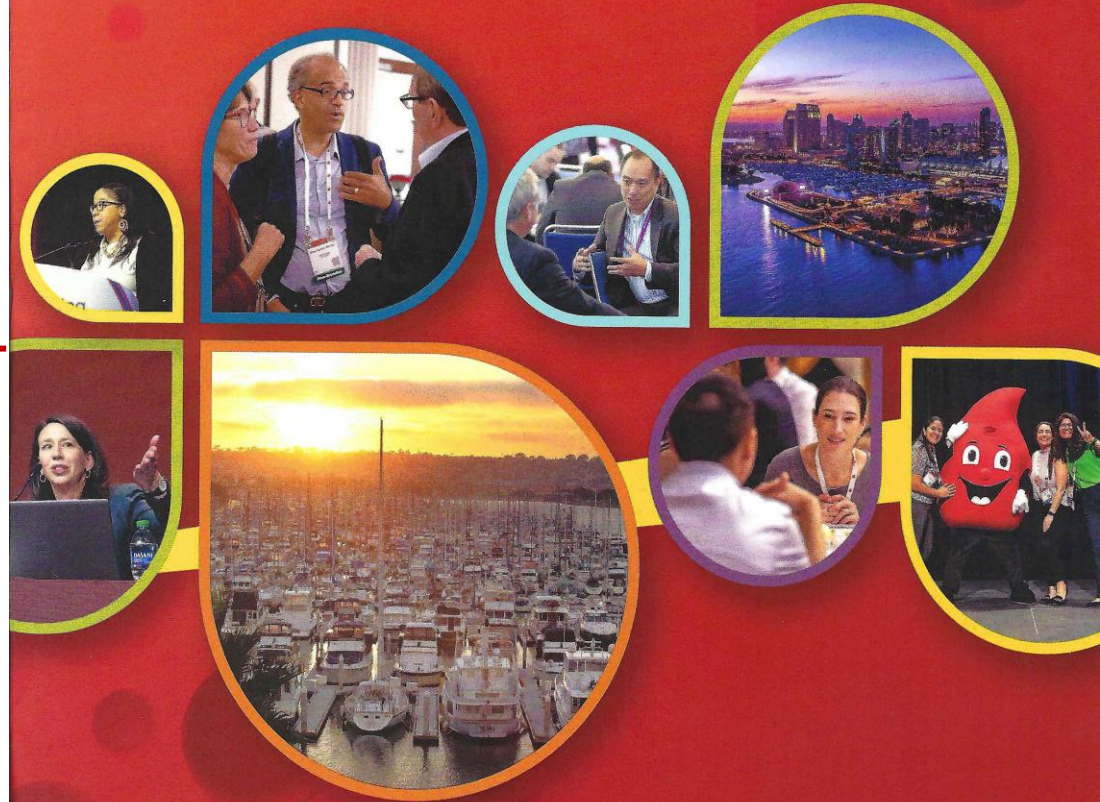
Print, Video, Digital Advertising

Joe Schuldner, jschuldner@pminy.com

Michael Perlowitz, mperlowitz@pminyc.com



66th ASH® Annual Meeting and Exposition



SAVE THE DATE
December 7-10, 2024 • San Diego, CA

2023 ASH Annual Meeting Metrics



2023 Reg./Attendance Overview

- Total Registration 32,125 (+3.2%)
 - In-Person 27,856 (+10.4%)
 - Virtual 4,267 (-27.6%)
- Professional Reg. 27,790 (+2.7%)
 - In-Person 23,824 (+11.04%)
 - Virtual 3,966 (-29.1%)
- Geographic Breakdown
 - United States 16,717 (+2.6%)
 - International* 11,073 (+2.9%)
- 2024 Attendance Projection
 - >33,000 “In Person” attendance projected in San Diego in December 2024

** Targeted digital advertising available globally*



ASH 2024 – Digital Advertising Opportunities

• ASH 2024: Call for Abstracts eNL	June 2024	50% SOLD
• ASH 2024: Last-call for Abstracts eNL	July 2024	50% SOLD
• ASH 2024: Call for Late-breaking Abstracts	October 2024	50% SOLD
• ASH News Daily Preview eNL	Nov 2024	SOLD
• ASH Know Before You Go eNL	Dec 2024	SOLD
• ASH News Daily AM eNL Series	Dec 2024	
• ASH News Daily PM/TV eNL Series	Dec 2024	
• ASH News Daily Wrap Up eNL Series	Dec'24 – Jan'25	
• ASH Continued Access Up eNL Series	Dec'24 – Jan'25	
• ASH On Demand eNL Series	Dec'24 – Jan'25	
• Highlights of ASH (HOA) North America eNL Series	Dec'24 – Jan'25	
• ASH News Daily Online	Nov'24 – Oct'25	SOLD
• First in Blood eNL Series	Dec 2024	
• Blood Abstracts: Focus on... eNL Series' <i>(Lymphoma, Leukemia, MDS/MPN, CAR-T, Multiple Myeloma, Basic Science, Transplant, Platelets, Non-malignant Hematology)</i>	Dec 2024	



Call for Abstracts e-Newsletter

WEEKLY PODCAST SERIES
SUBSCRIBE TODAY

65th ASH Annual Meeting and Exposition
December 9-12, 2023 • San Diego, CA

Member Registration Opens July 19
Non-Member Registration Opens August 9

Present Your Research at the World's Premier Hematology Event!

The wait is over and the abstract submission site for the **65th ASH Annual Meeting and Exposition** is now open! Don't miss your chance to present the latest basic, translational, clinical, or epidemiological research in all areas of hematology in **San Diego, California**, this December!

The abstract submission deadline is **Tuesday, August 1, at 11:59 p.m. Pacific time.**

SUBMIT YOUR ABSTRACT

THE STRUGGLE CONTINUES
Explore why
Visit [MoreToPWH.com](https://www.moretopwh.com)

NOVARTIS © 2022 Novartis 0202 240785

View the **2023 Call for Abstracts** for the most comprehensive information, including:

- Eligibility criteria
- Abstract policies (regarding content, copyright, embargo, etc.)
- Review and selection process
- Presentation format
- Presenting author responsibilities
- Submission instructions and policies
- Review categories
- Awards for hematologists-in-training
- And more

REVIEW ABSTRACT GUIDELINES

- **ASH 2024 Call for Abstracts e-Newsletter**
 - One of the “most important” emails hem/onc’s, onc’s and hem’s receive each year
- **Distribution: 46,870 US-Only**
ASH members, Blood Journals, ASH 2023 abstract authors
 - Total Opens: 25,450
 - Unique Opens: 13,892 (29.6%)
 - Imps per banner: >25,400 Imps per banner
- **Drop Date:** June 3, 2024 *(Exact drop date TBD)*
- **Limited Advertiser:**
 - 728x90 top \$20,000 net
 - 300x250 body \$20,000 net (**SOLD**)
- **Banners Due:** May 17, 2024



“Last Call” for Abstracts e-Newsletter

ASH Job Center Advertise PhD postdoctoral fellows opportunities for hire Learn more

65th ASH Annual Meeting and Exposition
December 9-12, 2023 • San Diego, CA

Submit an Abstract to Present Your Science at the 2023 ASH Annual Meeting!

Final call: Submit an abstract for the opportunity to present your research at the **65th ASH Annual Meeting and Exposition**—the premier global meeting on hematology, taking place **December 9-12**, in San Diego and virtually. Submit your abstract through ASH's abstract submission system by **Tuesday, August 1, 11:59 p.m. Pacific time**, presenting authors must be on site.

SUBMIT YOUR ABSTRACT

For many patients with PNH
THE STRUGGLE CONTINUES
Explore why
Visit [MoreToPNH.com](https://www.moretopnh.com)
PNH (paroxysmal nocturnal hemoglobinuria)
NOVARTIS © 2022 Novartis 0302 240766
Powered by Livestorm

Before submitting your abstract, make sure to carefully review the **2023 Abstract Guidelines**, including eligibility criteria, abstract policies and categories, presentation format, and more.

REVIEW ABSTRACT GUIDELINES

- **“Last Call” for ASH 2024 Abstracts**
 - Final reminder to submit abstracts for the ASH 2024 Annual Meeting
- **Distribution: 45,230 US-Only**
ASH members, Blood Journals, ASH 2023 abstract authors
 - Total Opens: 19,081
 - Unique Opens: 12,277 (27.1%)
 - Imps per Banner: >25,000
- **Drop Date:** July 29, 2024 (*Exact drop date TBD*)
- **Limited Advertiser:**
 - 728x90 top \$20,000 net
 - 300x250 body \$20,000 net (**SOLD**)
- **Banners Due:** July 22, 2024



Call for “Late Breaking” Abstracts eNL

The screenshot shows a webpage for the 65th ASH Annual Meeting and Exposition. At the top, there is a 'WEEKLY PODCAST SERIES' banner with a 'SUBSCRIBE TODAY' button. Below this, the event details are listed: '65th ASH Annual Meeting and Exposition, December 9-12, 2023 • San Diego, CA'. The main heading reads 'Submit Your Late-Breaking Abstract by October 26!'. The text explains that ASH recognizes that some exciting research results may not have been available by the general abstract submission deadline for the 65th ASH Annual Meeting and Exposition. In an effort to showcase high-impact studies completed after the deadline, the Society's late-breaking abstract submission site is now open. All abstract submissions must be made electronically through ASH's online abstract submission system. A note states that the late-breaking abstracts site will close on Thursday, October 26, at 11:59 p.m. Pacific time. A prominent blue button labeled 'SUBMIT YOUR ABSTRACT' is centered on the page. Below the button, it states that abstracts submitted during this phase will undergo ASH's standard peer evaluation, and a maximum of six submissions will be accepted for presentation during the Late-Breaking Abstracts Session on Tuesday, December 13. The accepted abstracts will be published online on November 22 and will be part of Blood's online-only abstracts supplement in late November. At the bottom, there is a promotional banner for PMH (paroxysmal nocturnal hemoglobinuria) with the text 'For many patients with PMH, THE STRUGGLE CONTINUES' and a link to 'Explore why' and 'Visit MoreToPMH.com'. The Novartis logo and copyright information are also visible.

- **Call for “Late Breaking” Abstracts**
 - “Late Breaking” Abstracts often feature the most significant data presented at the meeting
- **Distribution: >42,900 US-Only**
ASH members, Blood Journals, ASH 2023 abstract authors
 - Total Opens: 19,577
 - Unique Opens: 12,392 (29.3%)
 - Imps per banner: >19,000
- **Drop Date:** October 18, 2024 (*Exact drop date TBD*)
- **Limited Advertiser:**
 - 728x90 top \$20,000 net
 - 300x250 body \$20,000 net (**SOLD**)
- **Banners Due:** October 10, 2024



Call for Abstracts eNL Package



WEEKLY PODCAST SERIES
SUBSCRIBE TODAY

65th ASH Annual Meeting and Exposition
December 9-12, 2023 • San Diego, CA

Member Registration Opens July 19
Non-Member Registration Opens August 9

Present Your Research at the World's Premier Hematology Event!

The wait is over and the abstract submission site for the **65th ASH Annual Meeting and Exposition** is now open! Don't miss your chance to present the latest basic, translational, clinical, or epidemiological research in all areas of hematology in **San Diego, California**, this December.

The abstract submission deadline is **Tuesday, August 1, at 11:59 p.m. Pacific time.**

SUBMIT YOUR ABSTRACT

For many patients with PNH, **THE STRUGGLE CONTINUES**

Explore why

Visit MoreToPNH.com

PNH, paroxysmal nocturnal hemoglobinuria.
NOVARTIS © 2023 Novartis 1002 246796
Powered by

View the **2023 Call for Abstracts** for the most comprehensive information, including:

- Eligibility criteria
- Abstract policies (regarding content, copyright, embargo, etc.)
- Review and selection process
- Presentation format
- Presenting author responsibilities
- Submission instructions and policies
- Review categories
- Awards for hematologists-in-training
- And more

REVIEW ABSTRACT GUIDELINES

Submit an Abstract to Present Your Science at the 2023 ASH Annual Meeting!

Submit an abstract for the opportunity to present your research at the **65th ASH Annual Meeting and Exposition**—the premier global hematology event taking place **December 9-12**, in San Diego and virtually through ASH's abstract submission system by **Tuesday, August 1, at 11:59 p.m. Pacific time**; presenting authors must be on site.

SUBMIT YOUR ABSTRACT

For many patients with PNH, **THE STRUGGLE CONTINUES**

Explore why

Visit MoreToPNH.com

PNH, paroxysmal nocturnal hemoglobinuria.
NOVARTIS © 2023 Novartis 1002 246796
Powered by

When submitting your abstract, make sure to carefully review the **2023 Call for Abstracts**, including eligibility criteria, abstract policies and categories, presentation format, and more.

REVIEW ABSTRACT GUIDELINES

WEEKLY PODCAST SERIES
SUBSCRIBE TODAY

65th ASH Annual Meeting and Exposition
December 9-12, 2023 • San Diego, CA

Submit Your Late-Breaking Abstract by October 26!

ASH recognizes that some exciting research results may not have been available by the general abstract submission deadline for the **65th ASH Annual Meeting and Exposition** in an effort to showcase high-impact studies completed after the deadline, the Society's **late-breaking abstract submission site is now open**. All abstract submissions must be made electronically through ASH's **online abstract submission system**.

The late-breaking abstracts site will close on **Thursday, October 26, at 11:59 p.m. Pacific time.**

SUBMIT YOUR ABSTRACT

Abstracts submitted during this phase will undergo ASH's standard peer evaluation, and a maximum of six submissions will be accepted for presentation during the Late-Breaking Abstracts Session on **Tuesday, December 13**. The accepted abstracts will be published online on November 22 and will be part of Blood's online-only abstracts supplement in late November.

For many patients with PNH, **THE STRUGGLE CONTINUES**

Explore why

Visit MoreToPNH.com

PNH, paroxysmal nocturnal hemoglobinuria.
NOVARTIS © 2023 Novartis 702 246834
Powered by

- **All Three Deployments**

- ASH 2024 Call for Abstracts
- ASH 2024 “Last Call” for Abstracts
- Call for “Late-breaking- Abstracts

Jun 2024

Jul 2024

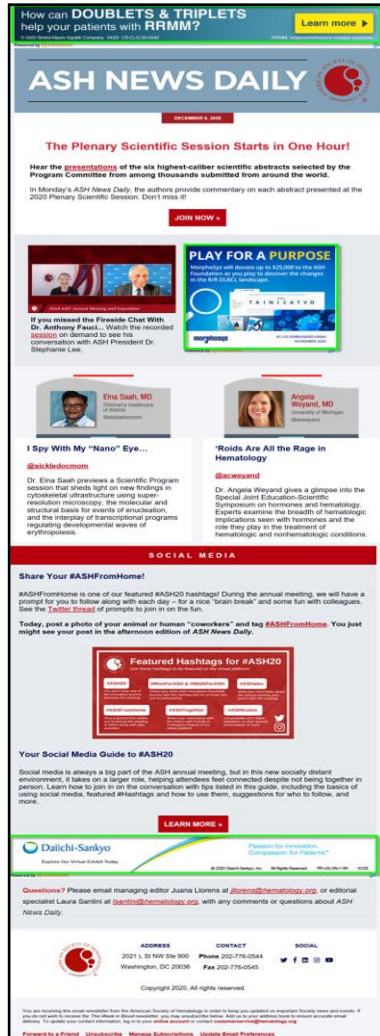
Oct 2024

- **Limited Advertiser:**

- 728x90 top \$50,000 net
- 300x250 body \$50,000 net (**SOLD**)



ASH News Daily AM e-Newsletter



- Official daily e-newsletter for *ASH News Daily* delivered each morning (4 Drops) to all registrants and attendees
 - Guide to daily events
 - Links to ASH News TV interviews & highlights
- Average Annual Metrics
 - 23,500 daily circulation
 - 55,800 impressions per banner
 - 35.5% unique open rate
 - 0.06% CTR
- 3 Advertising Positions
 - (728x90 top) \$65,000 (FRoR 4/15)
 - (300x250 side) \$65,000 (FRoR 4/15)
 - (728x90 lower) \$55,000 (FRoR 4/15)
- Banners Due: November 15th
- *International distribution available in 2024*
 - Call for details



ASH News Daily PM/TV e-Newsletter



- Official daily e-newsletter for *ASH News Daily* delivered each evening (4 Drops) to all registrants and attendees
 - Links to **ASH News TV** interviews & highlights
- Average Annual Metrics
 - 23,500 daily circulation
 - ~59,000 impressions per banner
 - 37.0% unique open rate
 - 0.06% CTR
- 3 Advertising Positions
 - (728x90 top) \$65,000 (FRoR 4/15)
 - (300x250 side) \$65,000 (FRoR 4/15)
 - (728x90 lower) \$55,000 (FRoR 4/15)
- Banners Due: November 15th
- *International distribution available in 2024*
- Call for details



ASH News Daily Wrap-up e-Newsletter Series

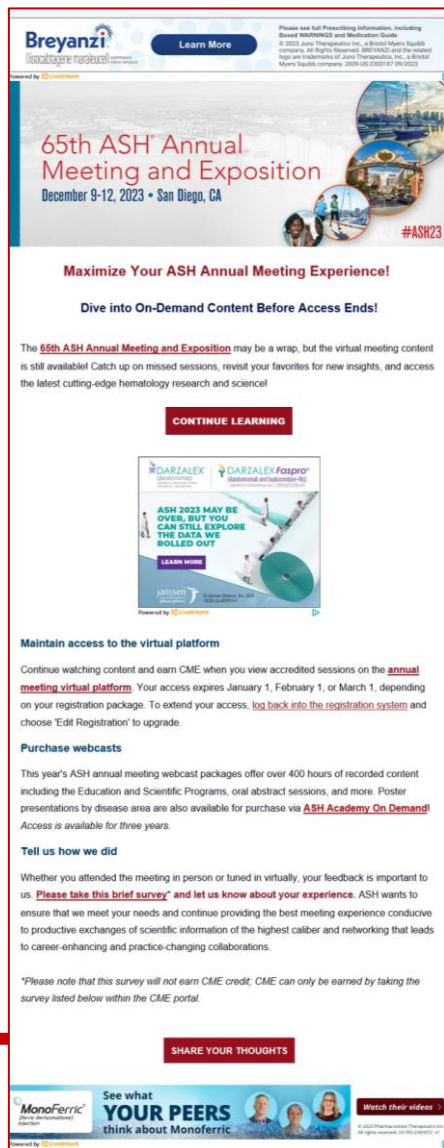


Series of 3 eNLs
 Week of 12/16/24
 Week of 1/6/25
 Week of 1/13/25

- **ASH News Daily Wrap-up**
 - Recap of the major data & events from ASH 2024
 - Links to the ASH 2024 Virtual Meeting platform, product theaters & satellite symposia on demand
 - Highlight the ASH honorific awardees and colleagues' favorite memories and photo gallery
- **Distribution ~39,000 per drop**
 - All ASH Registrants & Members, US-Only
 - Open Rate: 39.6%
 - CTR: 0.05%
- **Multi-sponsored**
 - 728x90 Top \$55,000 net (FRoR 4/15)
 - 300x250 Side \$55,000 net (SOLD)
 - 728x90 Lower \$45,000 net (FRoR 4/15)
- **Banners Due: November 22nd**



ASH Continued Access e-Newsletter Series



Series of 3 eNLs
 ~12/10, 12/11 &
 12/17

- **NEW for 2024!**
- ASH gratitude and survey email sent the last day of meeting
- Virtual Poster walks with updated data after the meeting concludes
- Continued access links and 2024 ASH Annual Meeting Survey reminder
- Distribution ~39,000 per drop
 - Open Rate: 39.6%
- Multi-sponsored
 - 728x90 Top \$50,000 net
 - 300x250 Side \$50,000 net
 - 728x90 Lower \$40,000 net
- Banners Due: November 22nd



ASH On Demand e-Newsletter Series

Breyanzi [Learn More](#)

Please see full Prescribing Information, including [Summit 98070023](#) and Medication Guide. © 2023 Juno Therapeutics Inc., a Bristol Myers Squibb company. All Rights Reserved. 98070023 and the vesicle logo are trademarks of Juno Therapeutics, Inc., a Bristol Myers Squibb company. 2023-01-25 09:07:00-0000

65th ASH Annual Meeting and Exposition
December 9-12, 2023 • San Diego, CA #ASH23

Maximize Your ASH Annual Meeting Experience!
Dive into On-Demand Content Before Access Ends!

The [65th ASH Annual Meeting and Exposition](#) may be a wrap, but the virtual meeting content is still available! Catch up on missed sessions, revisit your favorites for new insights, and access the latest cutting-edge hematology research and science!

CONTINUE LEARNING

ASH 2023 MAY BE OVER, BUT YOU CAN STILL EXPLORE THE DATA WE ROLLED OUT
[LEARN MORE](#)

Maintain access to the virtual platform
Continue watching content and earn CME when you view accredited sessions on the [annual meeting virtual platform](#). Your access expires January 1, February 1, or March 1, depending on your registration package. To extend your access, [log back into the registration system](#) and choose 'Edit Registration' to upgrade.

Purchase webcasts
This year's ASH annual meeting webcast packages offer over 400 hours of recorded content including the Education and Scientific Programs, oral abstract sessions, and more. Poster presentations by disease area are also available for purchase via [ASH Academy On Demand!](#) Access is available for three years.

Tell us how we did
Whether you attended the meeting in person or tuned in virtually, your feedback is important to us. [Please take this brief survey](#) and let us know about your experience. ASH wants to ensure that we meet your needs and continue providing the best meeting experience conducive to productive exchanges of scientific information of the highest caliber and networking that leads to career-enhancing and practice-changing collaborations.

*Please note that this survey will not earn CME credit; CME can only be earned by taking the survey listed below within the CME portal.

SHARE YOUR THOUGHTS

See what YOUR PEERS think about MonoFerric [Watch their videos](#)

Series of 4 eNLs

Drop Dates TBD

3-Drops Dec-24

1 Drop in 2025

- **NEW for 2024!**
- Extended virtual access
 - Catch up on missed sessions, revisit your favorites for new insights, and access the latest cutting-edge hematology research and science!
- Webcasts access
 - ASH annual meeting webcast packages offer over 400 hours of recorded content including the Education and Scientific Programs, oral abstract sessions, and more.
 - Poster presentations by disease area are also available for via ASH Academy On Demand! Access is available for three years.
- Open Access Alert
 - 2024 ASH Annual Meeting DEI Session Content (1Q25 Drop)
- Distribution ~39,000 per drop
 - All ASH Registrants & Members, US-Only
 - Open Rate: 39.6%
- Multi-sponsored
 - 728x90 Top \$60,000 net
 - 300x250 Side \$60,000 net
 - 728x90 Lower \$50,000 net
- Banners Due: November 22nd



Highlights of ASH Meeting e-Newsletter Series



Series of 4 eNLs

~Drop Dates
12/20, 1/3, 1/9,
1/20

- **NEW for 2024!**
- *Highlights of ASH (HOA) North America*
 - HOA is a two-day program that highlights the most influential research presented at the latest ASH annual meeting, the premier event in malignant and classical (non-malignant) hematology.
 - Comprehensive review of significant scientific updates in clinical and translational hematologic research
 - Learn how these updates directly affect the study and practice of hematology and discover how new research can be translated into cutting-edge patient care.
- **Distribution** ~20,000 per drop
 - Open Rate: 31.12%
- **Multi-sponsored**
 - 728x90 Top \$50,000 net
 - 300x250 Side \$50,000 net
 - 728x90 Lower \$40,000 net
- **Banners Due:** December 11, 2024



First In Blood

Advertisement

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

LEARN MORE

Powered by Livestrong

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

Powered by Livestrong

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

©2020 GSK group of companies or its licensors. All rights reserved. DE-GB, CN, CH, USA 2020/10, September 2020

Powered by Livestrong

Questions? Submit questions or feedback related to this email or the journal *Blood*.

SEND FEEDBACK

ADDRESS 2021 L St NW Ste 900 Washington, DC 20036 **CONTACT** Phone 202-776-0544 Fax 202-776-0545 **SOCIAL**

Copyright 2020. All rights reserved.

- 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
- 2023 Metrics (4- Drops)
 - Avg. dist. per drop 30,200
 - Unique Open Rate: 28.7%
 - Average CTR: 0.06%
 - Total Impressions: ~49,500 per banner
- Three Advertising Positions
 - 728x90 Top \$50,000 (FRoR 4/15)
 - 300x250 Side \$50,000 (FRoR 4/15)
 - 728x90 Lower \$40,000 (FRoR 4/15)



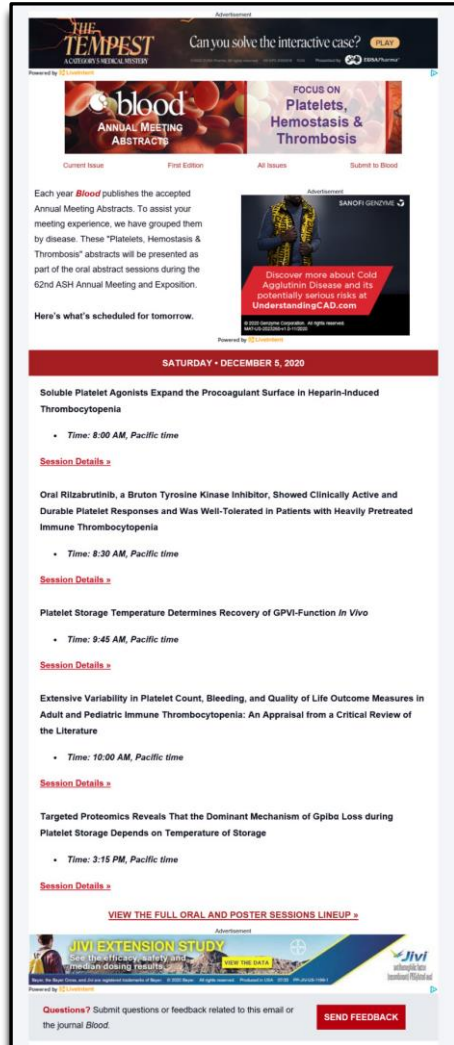
Blood Abstracts Focus on e-Newsletters



- Daily email series directing all US-based ASH members and registrants to highlighted sessions by disease state
 - Basic Science, Leukemia, Lymphoma, MDS & MPN, Multiple Myeloma, Non-malignant, Platelets, Transplant
- 4 Drops in 2024
 - 3 drops sent during the meeting
 - Drops between 12/4 and 12/10
 - 1 drop post meeting with full recap
 - Drop between 12/12 and 12/16
- 2023 Average Metrics
 - ~30,200 emails delivered daily per topic – US Only
 - 120,800 total sends
 - 47,000 avg impressions per banner
 - 28.7% Open Rate
 - 0.07% Avg. CTR
- Banners Due: November 15th
- *International distribution available in 2024*
 - Call for details



Blood Abstracts Focus on e-Newsletters



- Exclusive eNL Advertiser (100%)
 - \$100,000 net
 - 728x90 top, 300x250 side & 728x90 lower
- Multi-sponsored eNL Series
 - 728x90 top \$45,000 net
 - 300x250 side \$45,000 net
 - 728x90 lower \$30,000 net
 - MDS & MPN (FRoR 4/15)
 - Multiple Myeloma (FRoR 4/15)
 - Lymphoma (FRoR 4/15)
 - Leukemia (FRoR 4/15)
 - CAR-T (FRoR 4/15)
 - Basic Science (FRoR 4/15)
 - Platelets (Top 728x90 - FRoR 4/15) (300x250 & 728x90 low Open)
 - Non-malignant Hem (Top 728x90 - FRoR 4/15) (300x250 & 728x90 low Open)
 - Transplant (Open)



ASH 2024 – Print Advertising

- *ASH Program-at-a-Glance* **December 2024**
- *ASH Campus Map* **December 2024**
- *ASH News Daily* **December 7, 8 & 9, 2024**
- *ASH News Daily (Tuesday)* **December 10, 2024**
“Late-breaking Abstract” Issue
- *ASH Bonus Distribution Issues*
 - *Blood* **November 14, 2024 Issue**
 - *Blood* **November 21, 2024 Issue**
 - *Blood Advances* **December 1, 2024 Issue**



ASH News Daily



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

- 3- Daily Issues
- Onsite Only
 - Sat., 12/7 8,000 dist.
 - Sun., 12/8 6,000 dist.
 - Mon., 12/9 6,000 dist.
- 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 (FRoR 4/15)
 - 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



ASH News Daily

65th ASH[®] Annual Meeting and Exposition
December 9-12, 2023 | San Diego, California

Get more Annual Meeting news at ashnewsdaily.org

f X in #ASH23

ISSUE 2
SUNDAY
DECEMBER 10

ASH NEWS DAILY

Leading Hematologist
Nurturing the Frontiers
of Solid Cell Cancer
Advancements by **Abdul Bahar, MD, and Samir Al-Hadi, MD, MSCE**

Who Bares the World?
Highlighting Research
on Women and Girls with
Bleeding Disorders
by **Milly Whitworth, MD, MSCE**

Get to International
Accept! ASH
Precongress
Presentations From
Across the World
by **Milly Whitworth, MD, MSCE**

Don't Think Outside
the Box: A Celebration of
Innovation, Passion, and
Partnership
by **Milly Whitworth, MD, MSCE**

Our Aging
Blood Counts
By **Dr. Craig Anderson, MD, MSCE**

Miles to Go ... Before Health Equity in Multiple Myeloma

By **Lois Cook, MD, MSCE**
@loisc00k

Last July, my friend Lauren, who is also a physician, called to tell me her 62-year-old aunt was just diagnosed with multiple myeloma. The diagnosis came after six frustrating visits to an emergency room in the heart of a bustling metropolitan city, for the complaint of worsening back pain. I reviewed the testing with Lauren on a long Friday evening phone call and outlined the typical induction regimen and supportive care management.

Two months later, Lauren's aunt still hadn't started any therapy. The encroaching back pain remained untreated. Aside from the lack of palliative care, I had so many questions: What about vertebroplasty, wasn't that an option? Why hadn't she started plasma cell therapy? Why was it so hard to speak to a physician about her care? If not like we were in a twilight zone – or had traveled back in time by 30 years? It was another two months later when I learned that Lauren's aunt had passed away, having received only one full cycle of induction therapy. A myriad of feelings swirled inside me upon hearing the news, but the understandable top notes were sadness, defeat, disappointment, and anger.

Those of us who treat plasma cell disorders know the statistics. Multiple myeloma (MM) affects Black people two to three times more commonly and at younger ages than white people. The genetic profile appears to demonstrate fewer high-risk features and high prevalence of a standard risk cytogenetic feature (t(11;14)). However, Black people have the least access to novel therapies, poorest outcomes, and highest mortality when compared to other groups.

These issues and more will be discussed in today's Spotlight Session, Tackling the Greater Burden of Multiple Myeloma in African American Patients (4:30 p.m. – 5:45 p.m., Convention Center, Room 6B), with Yvonne Elezab, MD, MPH, and Srivasa Deswalonda, MD, both plasma cell experts and clinical trial stalwarts.

Dr. Elezab will comprehensively review the differential landscape for MM in African American patients: the genetic and biologic differences, structural barriers, and the huge socioeconomic disparity marred by high poverty, low health literacy, lack of social support mechanisms, and lack of access to health insurance and primary and specialty health care.

"All these factors lead to delayed detection and suboptimal treatment," she said. "However, when these variables are equal, the outcomes for Black patients are just as good [as] in white patients, if not better. Right now, African American patients are 40% less likely to be referred for transplant and, hence, [are] less likely to be get one with an odds ratio of 0.65."

Dr. Deswalonda will outline common barriers faced by African American patients with MM. The paucity of clinical trial options – in African American communities results in limited awareness. He stated that implicit provider bias, which assumes that African American patients "would not be interested in clinical trials" or "wouldn't be compliant," is another major hurdle to overcome. He pointed to clinical trial eligibility criteria that did not consider race-specific variability in lab and excluded patients with co-existing medical conditions.

See MULTIPLE MYELOMA on page 33

A Patient's Perspective on Who Really Gives a Care

By **Brittany Kwik-Ragan, MD**
@BKWRaganMD

IMAGINE THIS LATER TODAY DURING the session *When the Bones Make the Bedside Laboratory Correlates in Clinical Trials* (4:30 p.m. – 5:45 p.m., Convention Center, Room 6A), Yvonne Elezab, MD, stands in one corner representing laboratory scientists, and Justin Taylor, MD, stands poised in the other prepared to defend clinicians in the great debate. Does either really care? Does the laboratory scientist care about the patient burden incurred with laboratory correlates in clinical trials? Does the clinician care that the laboratory scientists are doing everything possible to help bench-based triumphs become bedside victories?

The gloves are off, and the debate is on. Bench meets bedside in a fight for the ages.

Of course, we all know, even before the light begins – before the pulses rise and the breathing quickens in anticipation of a formidable battle – the result will be a draw. None of us would be invested in the work if we did not care. Nevertheless, prior to the main event, I reached out for a different (and, perhaps, the most important) perspective: the patient's perspective. So, tell us, Patient X, who really gives a care?

Understandably, I will keep Patient X's identity anonymous, but imagine a young mother with two precious children hearing the news of her blood cancer diagnosis as people around the world ring in the New Year. She is smart. She is strong. She is brave. And she will live, doing whatever it takes to make it so. She has now we had the journey from diagnosis to treatment to trial consideration to remission to living without cancer, but what does she think about whether the laboratory scientists on the oncology care team to begin, we established that she feels "very good" about clinical trials: "Being on a trial feels like you are on the leading edge of new medicines and treatments," she said. She went on to explain that she understood very quickly that she had a complicated diagnosis and fairly poor prognosis. "I very much wanted to be treated with the 'best and greatest,' even if said treatment had not yet gone through FDA Food and Drug Administration approval."

When contemplating enrolling on a trial, she did not consider the laboratory requirements a burden. "It felt like nearly all of my laboratory draws that were for trials were done at the same time as my regularly scheduled labs," she said. "So, it really wasn't a burden to have a few extra vials drawn for the purpose of the trials." However, she conceded that had there been frequent additional lab

See PATIENT PERSPECTIVE on page 6

Print Production Specifications

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"

Bleed: Island, Half Page Vertical or Horizontal, DO NOT BLEED.
The ONLY bleed for Island Spread ads is across the gutter..

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.

FTP/File Transmission (Preferred):
May be delivered directly through email or via ftp.
For delivery or instructions contact
Kathy Clark, kclark@pminy.com, 212-904-0365

Closing Dates

Space: October 11, 2024
Materials: October 18, 2024

ASH News Daily

65th ASH® Annual Meeting and Exposition
December 9-12, 2023 | San Diego, California

Get more Annual Meeting news at ashnewsdaily.org

ISSUE 4
TUESDAY
DECEMBER 12

ASH NEWS DAILY

Gene Editing Advances: Empowering the Fight
 Against Cancer
 By [Aparna Chakrabarti, MD, PhD](#),
 and [Samer Al-Hallak, MD, MS](#)
[@ASH2023](#)

Getting to the Core: Gene Therapy for
 Sickle Cell Disease
 By [William Whiteford, MD, MSc](#)
[@ASH2023](#)

On the Right Track: Customized
 Combination
 of Immunotherapy
 for Acute Myeloid
 Leukemia
 By [Durga Abraham, MD, PhD](#)
[@ASH2023](#)

What's a Good Day?
 (Or an Occasional Award?) for
 Lymphoma and Chronic
 Myeloid Leukemia
 By [Hudair Abdallah, MD](#), and
[Jennifer Cook, MD](#)
[@ASH2023](#)

Share with Us:
 Tell us about the
 best research from
 the annual meeting in our
 photo gallery
[@ASH2023](#)

Maybe Space is Not the Final Frontier: Transplant and Cellular Therapies Boldly Go Where None Have Gone Before

By [Brittany Kivik Rapar, MD](#)
[@BRITRAPAR](#)

When considering how best to surmount the tremendous accomplishments in transplantation and cellular therapy TCTs across throughout the ASH program this year, I asked myself whether we have reached an asymptote of success in TCT. The continued treatment challenges and more optimal delivery described therapeutic opportunities seem infinite to the scientific community of TCT.



Daniel Walf, MD

As it turns out, perhaps space really is not the final frontier after all. TCT and has always been a field of innovative exploration and endless potential, with TCT clinicians and scientists traversing the scientific frontier in a relentless pursuit of improved outcomes. It should come as no surprise that this year's TCT presentations boldly go where none have gone before.

As a transplant and fellow frontier explorer, I must disclose that few things bring me more joy at ASH than seeing TCT take center stage in the Plenary Scientific Session or the Late-Breaking Abstracts Session.

During this morning's Late-Breaking Abstracts Session, the re-enthused, [Akinola Kasim, MD, MS](#), is expected to present promising results from the Blood and Marrow Transplant Clinical Trials Network (BMT CTN) 1507 trial of reduced-intensity haploidentical BMT with post-transplant cyclophosphamide (PTCy) in adults with severe acute cell disease. It concluded that haploidentical BMT with PTCy was feasible, tolerable, and ultimately comparable to matched sibling donor transplants with myeloablative conditioning. These results are critical, providing a potential curative option for patients with acute cell disease who might be otherwise ineligible for gene therapy trials.

Though we have yet to reach the limits of this vast frontier, there has been so much explored, with pioneers found everywhere you look. Yesterday afternoon, [Ali Elazarback, MD, PhD](#), using the European Society for Blood and Marrow Transplantation registry data, detailed the "impressive" improvement over time in post-transplant outcomes for older acute myeloid leukemia (AML) patients >65 years old with decreased cumulative incidence of relapse and improved leukemia-free survival, overall survival, and OS/DFS-free, relapse-free survival (RFS).

Improved outcomes for older patients as time goes on is at least partly linked to advancements in transplantation, such as PTCy. During the same session.

See [FINAL FRONTIER](#) on page 14

Emicizumab: Two Minds, One Dream

By [Nadine Abdallah, MD](#)
[@nadineabdallah](#), and [Jennifer Cook, MBS](#)
[@jcookeash](#)

"I HAVE NOT FAILED. I'VE JUST FOUND 10,000 ways that won't work." The words of Thomas Edison resonate with [Tetsuya Kitazawa, DVM, PhD](#), as he reflects on his journey in uncovering the drug that changed the lives of patients with hemophilia A.

"In revolutionizing this discovery from the bench to the clinical setting, [Johnny Mahalingo, MBSCh, MMed](#), witnessed the impact of his success through the words of one of his patients: "I now have a hemophilia-free mind, which I never thought was possible."

This year's Ernest Beutler Prize was awarded to Dr. Kitazawa from Chugai Pharmaceutical and Dr. Mahalingo from the University of the Witwatersrand, Johannesburg, in recognition of their outstanding contributions in reshaping the landscape of hemophilia management.

Factor VIII replacement therapy has long been the mainstay of hemophilia A management. However, the burden of intravenous infusion, breakthrough bleeding, and the challenges associated with development of factor-neutralizing antibodies prompted the search for alternative strategies.

The approval of emicizumab in 2017 introduced a paradigm shift in the management of hemophilia A, ushering in an era in which nonreplacement therapy took the forefront. By bridging activated factors IX and X, this novel specific monoclonal antibody mimics the function of factor VIII and restores the hemostatic function of the coagulation cascade.

In less than 60 minutes on Monday afternoon, Dr. [Kitazawa and Mahalingo](#) surprised a journey spanning more than a decade, from drug discovery and preclinical development to clinical trial and real-world outcomes.

With a long-term dream of "creating an epoch-making drug," Dr. Kitazawa chose veterinary medicine as a pathway to drug discovery before joining Chugai pharmaceutical industry. When he was assigned to the thrombosis and hemostasis drug discovery program, he was "instinctively captivated by this field of research" he said.

In his lecture, Dr. Kitazawa paid tribute to his mentor Dr. [Kunihiro Hattori](#), "an excellent biologist and a distinguished idea man," who inspired the concept of a factor VIII mimetic back in 2000. Reflecting on the impact of Dr. Hattori in his career, he added "his heart and

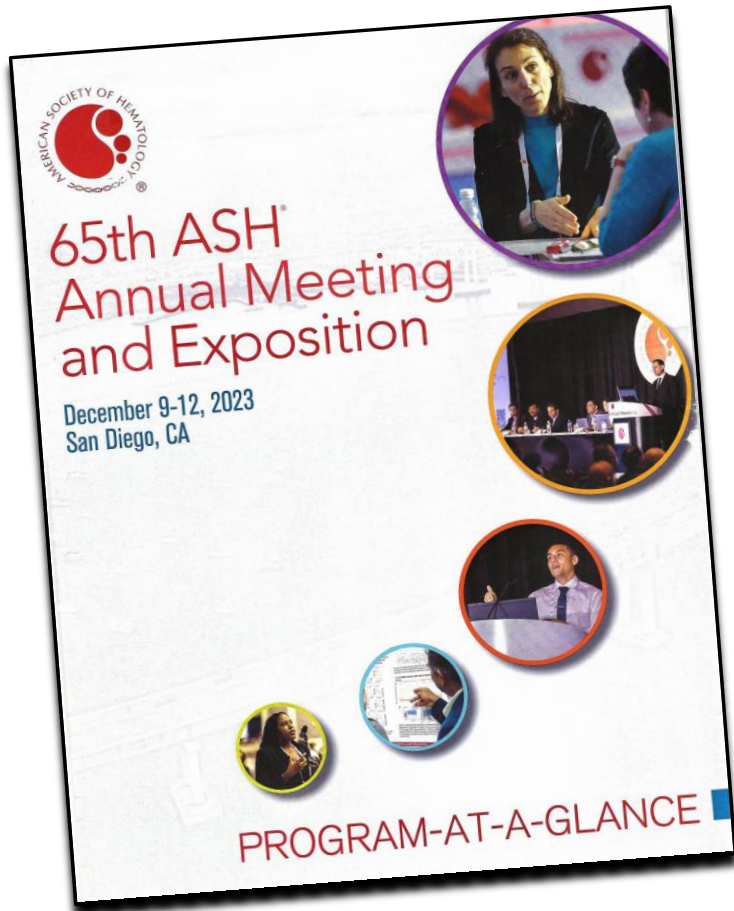
See [EMICIZUMAB](#) on page 13

Tuesday Edition
12/10

- Tuesday: Late-breaking Abstracts Edition
- Latest news from the full weekend
- **ASH Late-breaking Abstracts** review ahead of the sessions that day
- 4,000 dist.
- Limited folio & advertising
 - 16-page folio
 - 3-Advertisers
- King Page Color (C4) \$27,500 net
- King Page Color (C2) \$27,500 net
- Covertip \$27,500 net



Program-at-a-Glance



- Comprehensive 2024 ASH Annual Meeting resource:
 - Full meeting guide with schedule of all events, sessions, posters, abstracts and exhibits
- **Onsite Distribution Only in 2024**
 - 28,000 copies
 - Attendee registration bags
- Advertising Rates (Net)
 - Page 4 Color \$15,000
 - Page B&W \$10,000
- Premium Positions (Net)
 - Cover 4 \$90,000 (**SOLD**)
 - Cover 3 \$30,000 (**FRoR 4/15**)
 - Cover 2 \$65,000 (**SOLD**)
- **2024 Advertising Incentives**
 - PI3+ = All PI pages free after first 2-paid (Max 3 free PI Pages)
 - *ASH Program-at-a-Glance + ASH Campus Map*
 - COMBO (15% off each ad)
 - Premium Positions not included



Program-at-a-Glance



Mechanical Specifications

Size	Width	Height
Trim Size:	8.25"	10.875"
Live Area:	7.75"	10.375"
Full Page Bleed:	8.5"	11.125"
Full Page Non-Bleed:	7.75"	10.375"

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

Halftone Screen:	150
Binding:	A-Size, Perfect bound
Cover/Tab Stock:	6 pt coated
Paper Stock:	45 lb coated
Tab:	Specs upon request

Closing Dates:

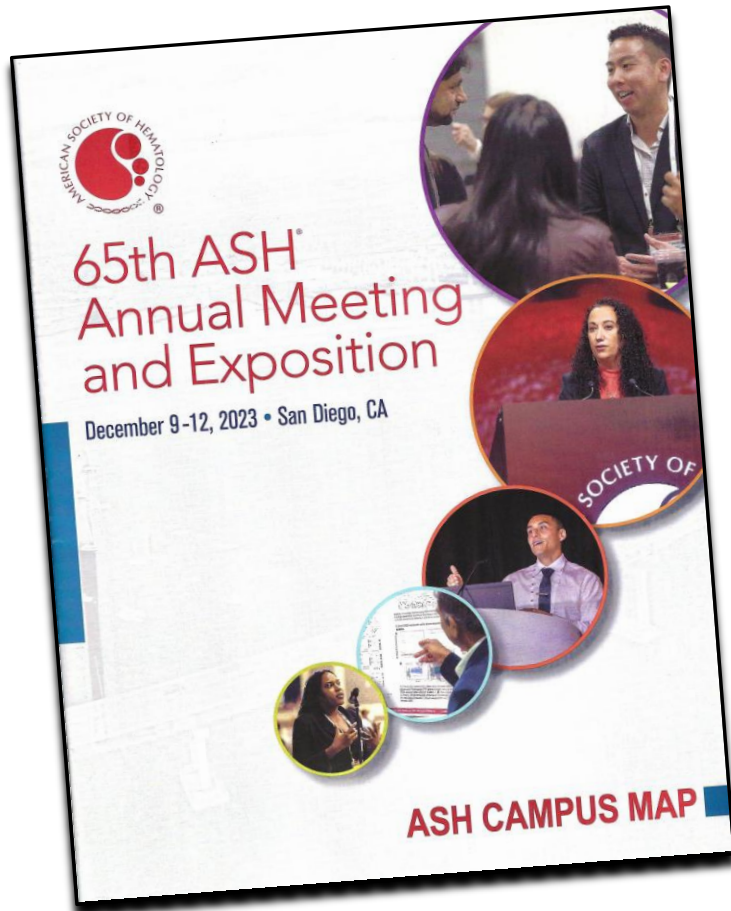
Space:	October 2 nd
Materials:	October 11 th

Production and Materials Contact:

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



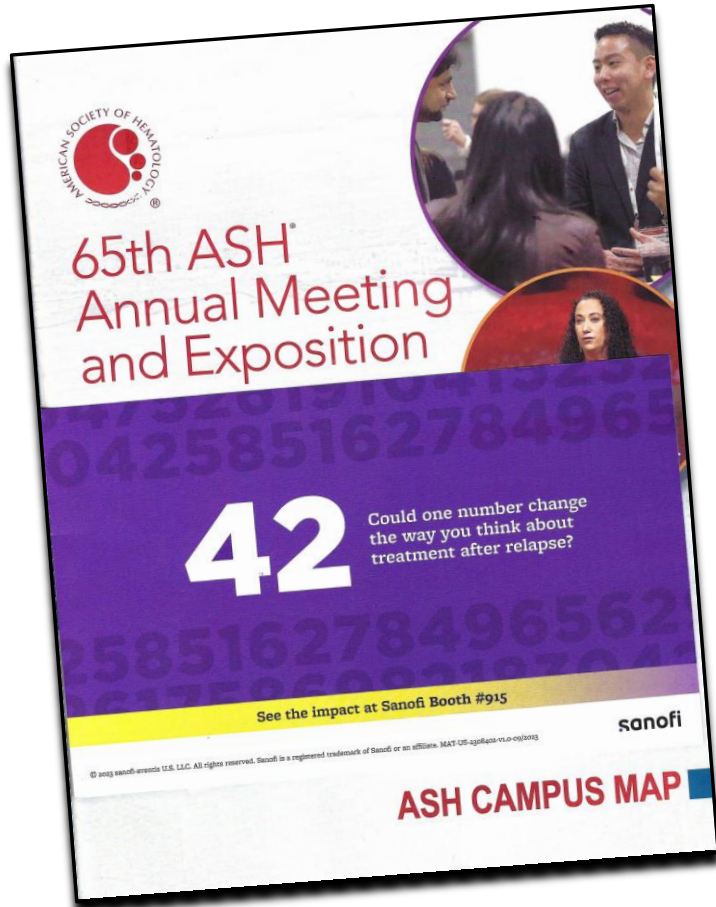
ASH Campus Map



- **A-Size:** 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 \$65,000 (FRoR until 4/15)
 - Second Cover \$50,000 (FRoR until 4/15)
 - Back Cover \$50,000 (FRoR until 4/15)
 - ROB \$15,000
- **2024 Advertising Incentives**
 - PI3+ = All PI pages free after first 2-paid (Max 3 free PI Pages)
 - *ASH Program-at-a-Glance* + *ASH Campus Map*
 - COMBO (15% off each ad)
 - Premium Positions not included



ASH Campus Map



Print Specs:

<u>Size</u>	<u>Width</u>	<u>Height</u>
Trim Size:	8.25"	10.875"
Live Area:	7.75"	10.375"
Full Page Bleed:	8.5"	11.125"
Full Page Non-Bleed:	7.75"	10.375"
Cover Banner	TBD	TBD

Media:

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

Halftone Screen:	150
Binding:	A-Size, Perfect bound
Cover/Tab Stock:	6 pt coated
Paper Stock:	45 lb. coated

Closing Dates:

- Space: Oct. 2nd
- Materials: Oct. 11th



Blood



- Bonus Distribution Issues
 - ASH 2024 Annual Meeting
 - San Diego, CA
 - December 7-10, 2024
- Available at the ASH exhibit booth, ASH Central and *Blood* kiosks throughout convention center
- Bonus Distribution Issues
 - 11/14 & 11/21
 - ~500 copies of each



Blood Advances Special Print Issue



- Special Annual Print Edition
 - Original articles and commentary.
 - Clinical Practice Guideline (CPG) Summaries
 - Reviews of the most impactful 2024 editorial.
- Distribution ~11,500
 - ASH Members, US only
 - *1,500 copies in San Diego*
 - Available at the ASH exhibit booth, ASH Central and *Blood Advances* kiosks throughout convention center
- 2024 Print Rates (Net)
 - Page B&W \$6,000
 - Half Page B&W \$3,500
 - Qtr. Page B&W \$2,500
 - 4 Color \$2,500

Drop Dead Dates

- Space: **10/28**
- Materials: **10/31**



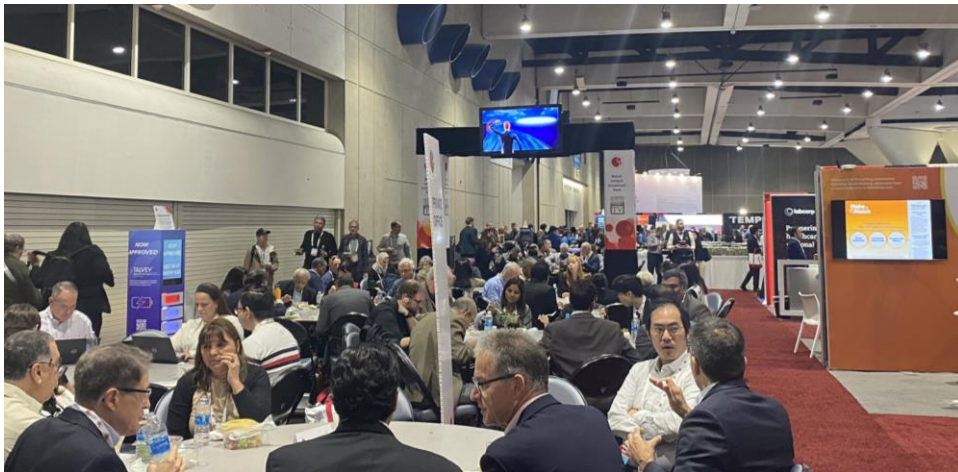
High Impact Video Advertising

- **Onsite Attendees**

- Over 30,000 attendees projected in 2024
- Convention center/exhibit hall/hotels
 - **Convention Center**
 - 6 Dedicated screens (ASH News TV only)
 - 4 ASH Session Video Walls (ASH News TV plays between session simulcast)
 - **Manchester Grand Hyatt & Marriott Marquis**
 - 4-Dedicated screens (2) each hotel near session rooms
 - **Hilton Bayfront**
 - 1-Dedicated screen in lobby
- >22k Shuttle buses rides
- >10K 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





Breaking News/Intriguing Content

- Highlights and Previews of the most important presentations and events
- 20 minutes of original content each day
 - Presenter interviews
 - Sessions highlights
 - President's address
 - Awards presentations
 - Late breaking abstracts
 - Clinical practice guidelines
 - Society initiatives & updates

San Diego, CA
December 7–10, 2024



ASH NEWS TV



San Diego, CA

December 7–10, 2024

- 2023 Online Metrics
 - 1,691 online playbacks through 12/31/23
 - 5.57% Ad CTR
 - Available online through 10/24
- 2023 Onsite Metrics
 - Convention center - ~1,800 total playbacks
 - Each commercial plays >30x per day, per screen
 - Foot Traffic (Fast Sensor Metrics)
 - 491,500 potential viewers in Conv. Ctr. Lobby
 - 200,615 potential viewers in Exhibit Hall
 - Shuttle buses - ~6,950 avg plays per day
 - 22,252 round trip shuttle riders
 - >27,815 total plays per commercial on shuttle busses
 - Hotel rooms - 50 avg. daily plays
 - 27 hotels & ~10,000 hotel rooms





San Diego, CA
December 7–10, 2024

- **30-Second Commercial & Scrolling Ticker = \$75,000 net**
 - Shorter and longer video packages available
 - Includes a message in the Scrolling Ticker
- **Scrolling Ticker = \$15,000**
 - Corporate Logo
 - ~100-character text message
 - (i.e.: Visit booth number XXXX)
- **Closing Dates**
 - Storyboard/full content 10/28
 - Final Video 11/15



ASH NEWS TV



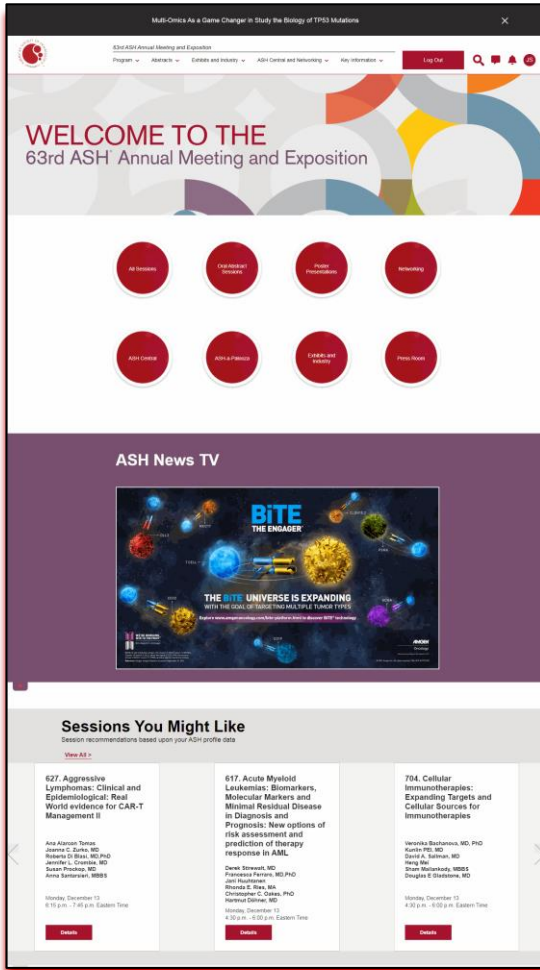
San Diego, CA
December 7–10, 2024

- **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
- **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.
- **Tracking Pixel:**
 - You may pass along a 1x1 pixel tracker to track the video plays on your end (Google/DCM Tag etc.)





ASH NEWS TV



San Diego, CA
December 7–10, 2024

- ASH News TV will appear in the middle of the homepage of the virtual platform and will ‘follow’ attendees as the move from page to page.
- Attendees will be able to collapse and re-open the feature at any time.
- Links on main page, ASH Central, ASH News TV and Exhibit Hall pages
 - ASH Virtual Meeting Platform
 - Posted on www.ashnewsdaily.org for 1 year
 - Ad Click-thru
 - Promoted in ASH News Daily e-newsletters (9 drops)

