



ASBH 2018 Program Book, Mobile App, and Web Banner Advertising

Program Book Advertising

Advertising in the ASBH 2018 Annual Meeting Program Guide offers you concentrated exposure to over 1,200 healthcare professionals, teachers, consultants, and others who have an interest in the field of clinical and academic bioethics and the health-related humanities. The Program Guide contains a complete meeting schedule with room numbers and a listing of program titles with the names of the presenters.

This year's spiral-bound guide will allow attendees to easily flip open to each day's agenda and will provide advertisers 4 cover-stock divider pages with 8 opportunities (front and back) for color advertising. These spaces will be sold on a first come first serve basis.

Specifications:	Bleed	Live Area
Cover Pages (IFC, BC, and IBC)	8.75" x 11.25"	8" x 10.5"
Divider Pages	8.75" x 11.25"	7" x 10.5"
Inside Full Page	N/A	7.25" x 10"
½ Page Horizontal	N/A	7.25" x 4.75"
Rates:	Exhibitor	Non-Exhibitor
Back Cover (4 color)	\$1500	\$2000
Front Cover (4 color)	\$1400	\$1900
Inside Back Cover (4 color)	\$1300	\$1800
Divider Page (4 color)	\$1200	\$1700
Inside Full pg (b/w)	\$800	\$1200
Inside ½ pg (b/w)	\$600	\$1000

Space Reservations: July 20

Materials Due: August 13

Materials Accepted: Digital ads are acceptable in EPS or PDF formats, with all images and fonts embedded; and TIFF or JPEG formats at 1,200 dpi with no compression applied.



Mobile App Advertising

Advertise on the official ASBH Mobile App, and digitally engage with attendees on site. Opportunities include:

- **Rotating banner ad on home screen.** Display your interactive ad banner in the app’s most visible view: the home screen. Each banner is displayed for 6 seconds before rotating to the next banner. The banners are interactive with a click through URL destination. 3 opportunities available.
- **Rotating banner ad on session page.** In the session detail view, display an interactive banner ad that appears on top and is integrated into the view for best user experience. 3 opportunities available.
- **Push Notification NEW FOR 2018** Display your message at a certain time and date. Ideal for new product or booth event announcements. Only two slots available on Day 2 and 3.
- **Featured Exhibitor Listing.** Separate yourself from the crowd into a special listing with longer description text and additional filter keywords. 5 listings available.

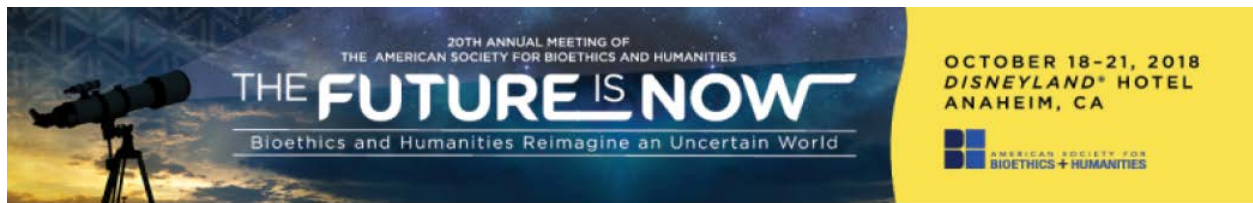
Specifications	Fee
Home Screen Ad, .png file banner graphic 768w x 160h at 72dpi, HEX color code of graphic background, and click through https URL destination link.	\$ 1,500
Session Page ad, .png file banner graphic 768w x 160h at 72dpi, HEX color code of graphic background, and click through https URL destination link.	\$ 1,000
Push Notifications, Brief Title (e.g. Visit booth 1234), Brief Sub-title (e.g. New product sneak peek) and click through https URL destination link.	\$ 1,000
Featured Exhibitor Listing A .png logo image, Detailed product and service description up to 1,000 characters, and Website URL	\$ 250

ALL Mobile App Reservations Due: 7/1/18

Website Banner Advertising

Become an advertiser on our Career Center, Book Publication page, or the Academic Programs page with a banner ad. Each web banner ad is interactive, and can link to your organization's website.

Specifications	Fee
Banner ads are horizontal and no larger than 728 x 90 px OR if Academic Program page 350 x 350 px wide . Resolution is 72dpi or 72px and must be a .jpg, .jpeg or .gif file	\$ 700



Discounted Advertising Bundles – *NEW for 2018*

Expand your Audience this year in Anaheim with new Advertising opportunities

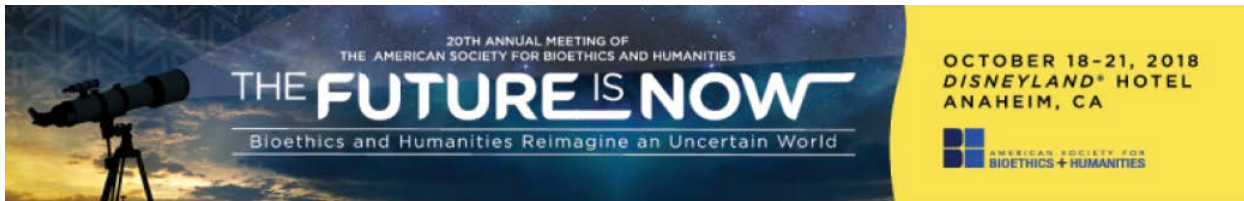
→ Mobile App

→ Program Book

→ Online Web Advertising – *New for 2018*

Save 10% when you purchase ad placements in at least 2 different advertising spots:

Exhibitor Rate	Non-Exhibitor Rate
1 Divider Page +1 Month Web Banner Ad \$1710	1 Divider Page +1 Month Web Banner Ad \$2180
1 Divider Page + 1 Mobile App Session Banner Ad \$1980	1 Divider Page + 1 Mobile App Session Banner Ad \$2430
1 Month Web Banner Ad + 1 Mobile App Session Banner Ad \$1530	1 Month Web Banner Ad + 1 Mobile App Session Banner Ad \$1530
1 Divider page +1 Month Web Banner Ad +1 Mobile App Session Banner Ad \$2610	1 Divider page +1 Month Web Banner Ad +1 Mobile App Session Banner Ad \$3060



Advertising Contract

Company _____

Contact _____

Address _____

City/State/Zip _____

E-mail _____ Phone _____

Please check ad insertion location you would like to reserve:

Program Book Mobile App Web Advertising

I am purchasing a discounted bundled package

Ad Size/ Placement _____

Rate _____

Check Enclosed (payable to ASBH) Check Number: _____

Credit Card: MasterCard Visa American Express Discover

Name on Card (please print): _____ Amount: \$ _____

Credit Card Number: _____ Expiration Date: _____

Signature: _____

Submit your insertion order to:

American Society for Bioethics and Humanities

Attn: Allison Whitley

8375 W. Higgins Road, Suite 300

Chicago, IL 60631

847/375-3673, Fax 888/374-7259

awhitley@connect2amc.com