



Advertising Opportunities

Get noticed by advertising in the ASBH Program Notebook, a bound keepsake notebook that attendees will use to reference schedules, helpful hints, ASBH information, take notes, and see the conference award winners and special honorees. This notebook will surely accompany the attendee back to their home or office for future reference.

Advertising in the ASBH 2024 Annual Conference Program Notebook 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.

This year's Program Notebook will provide advertisers with many opportunities for color and prominent advertising. These spaces will be sold on a first come first serve basis.

<u>Specifications:</u>	<u>Trim Size</u>	<u>Bleed</u>	<u>Live Area</u>
Cover Pages (IFC, BC, and IBC)	4.75" x 8.5"	5" x 8.75"	4.25" x 8"
Inside Full Page	4.25" x 8"		3.75" x 7.75"
Inside Half Page	4.25" x 3.875"		
<u>Location</u>	<u>Exhibitor</u>	<u>Non-Exhibitor</u>	
Back Cover (4 color)	\$2,000	\$2,500	
Inside Front Cover (4 color)	\$1,750	\$2,250	
Inside Back Cover (4 color)	\$1,400	\$1,800	
Inside Full Page (4 color or b/w)	\$1,250	\$1,500	
Inside Half Page (4 color or b/w)	\$800	\$1,000	

Space Reservations: July 19th, 2024

Materials Due: August 2nd, 2024

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.

2024 Mobile App Advertising

Advertise on the official ASBH Mobile App, and digitally engage with attendees on site. Attendees are using the app as a companion piece to our website for schedule and session details plus other important information.

Opportunities include:

- ✓ **Main Menu Sticky Banner.** Display your interactive ad banner in the app's most visible view, the bottom of the Main Menu. It is always visible and remains stationary while scrolling on the main screen. The banner is interactive with a click through URL destination. **1 opportunity available.**
- ✓ **Mobile App Tile Advertisement** Prominent display of your advertisement on one of the "tiles" on the main home screen of the app.
- ✓ **Push Notification.** Display your message at a certain time and date. Ideal for new product or booth event announcements.
- ✓ **Sponsored Session Logo.** In the session detail view, displays sponsor page logo on the sponsored session. **Must be sponsoring a session to apply.**
- ✓ **Randomized Session Page Banner.** In the session view, displays banner on randomized intervals.

Specifications	Fee
Main Menu Sticky Banner: Will need to provide two banners (.jpg or .png format) 2,048 pixels wide x 200-500 pixels high 1,536 pixels wide x 150-400 pixels high	\$2,500
Mobile App Tile Advertisement: 1/3 width ad - 800 pixels wide x 400 tall OR 1/4 width ad - 600 pixels wide x 400 tall	1/3 width: \$2,000 1/4 width: \$1,750
Push Notifications: "Brief title (e.g. Visit booth #1234), brief description (e.g. New product sneak peek)"	\$2,000
Sponsored Session Logo: High Resolution Logo 1200px x 400px	\$ 300
Randomized Session Page banner: Will need to provide four versions of a banner (.jpg or .png format) 1,080 pixels wide x 152 pixels high 1,920 pixels wide x 225 pixels high 2,048 pixels wide x 180 pixels high 1,920 pixels high x 152 pixels high	\$ 1,000

All Mobile App Reservations Due: 08/20/24

2024 Website Banner Advertising

- ✓ **ASBH Website Banner ads:** Become an advertiser on the ASBH 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. 30 day posting.
- ✓ **2024 Annual Conference Site Banner ads.** Choice between left navigation ad (400x400) with clickable link. **1 opportunity available.**
- ✓ **Conference Website Tile ads:** Prominent display of your advertisement on one of the “tiles” on the main home screen of the website.
- ✓ **Conference Website Carousel Banner ads:** Rotating display of your banner advertisement on one of the home screen tiles

Specifications	Fee
Banner ads: Horizontal and no larger than 728 x 90 pixels <u>OR</u> if on the Academic Program page 350 x 350 pixels. Resolution is 72dpi or 72px and must be a .jpg or gif file	\$750
2023 Annual Conference Site Banner Ads: Choice between left navigation ad (400x400) with clickable link (1 opportunity available)	\$750
Conference Website Tile ads: 1/4 width ad – Images must be between 200-1200 pixels wide x 200-1200 pixels tall OR 1/3 width ad – Images must be between 200-1200 pixels wide x 200-1200 pixels tall OR 1/2 width ad – Images must be between 200-1200 pixels wide x 200-1200 pixels tall	1/2 width: \$1,500 1/3 width: \$1,250 1/4 width: \$1,000
Conference Website Carousel Banner ads: Image must be horizontal with a 1:6 height to width ratio (minimum 200 pixels tall by 1200 pixels wide)	\$750

Looking for something else? Reach out to Sonia if you are interested in alternative ad opportunities on our conference website or app. Custom opportunities available for an additional fee. Contact Sonia – snauss@asbh.org



Advertising Agreement

If your organization is looking to be a Conference Supporter, please reach out to Sonia Nauss so that a formal Letter of Agreement (LOA) can be created. Exhibits are secured through the Exhibitor Application. Thank you.

Company _____ Contact _____

Address City/State/Zip _____

E-mail _____ Phone _____

Please check ad insertion location you would like to reserve:

Program Notebook _____ Mobile App _____ Web Banner Advertising _____

Ad Size/Type and Placement: _____

Rate: \$ _____

☐ Check Number (payable to ASBH): _____

Credit Card*: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

***Please note that there is a 3% processing fee for credit card payments.**

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

Credit Card Number: _____ Expiration Date: _____

Signature: _____

Submit your insertion order to:

American Society for Bioethics and Humanities

Attn: Sonia Nauss

Sales & Operations Manager, Professional Relations &

Development 8375 W. Higgins Road, Suite 300,

Chicago, IL 60631 847/375-4711 | snauss@asbh.org

Cancellation Policy: If the advertiser notifies the Association in writing of the intent to cancel the agreement after acceptance but prior to the agreed upon placement date, a full refund of monies received, minus a \$250 administrative fee will be made. If full payment is not received prior to the agreed upon placement date, the advertisement will not be posted.