

2019 ASBH Annual Conference Program Book Advertising

Advertising in the ASBH 2019 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	8.75" x 11.25"	8" x 10.5"
Divider Pages	8.75" x 11.25"	8" x 10.5"
Inside Front Page	N/A	7.25" x 10"
½ Page Horizontal	N/A	7.25" x 4.75"
Rates:	Exhibitor	Non-Exhibitor
<input type="checkbox"/> Back Cover (4 color)	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$2000 SOLD
<input type="checkbox"/> Front Cover (4 color)	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$1900 SOLD
<input type="checkbox"/> Inside Back Cover (4 color)	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$1800 SOLD
<input type="checkbox"/> Divider Page (4 color)	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1700
<input type="checkbox"/> Inside Full Page (b/w)	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1200
<input type="checkbox"/> Inside ½ Page (b/w)	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1000

Space Reservations Due: July 26

Materials Due: August 5

Materials Accepted: Digital Ads are acceptable in EPS or PDF formats, with all images and fonts embedded; and TIFF and JPEG formats at 1200 dpi with no compression applied.

2019 ASBH Annual Conference Mobile App Advertising

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

▶ **Home Screen Rotating Banner Ad.** 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.**

▶ **Session Page Rotating Banner Ad.** 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** 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.** (Must be an exhibitor to take advantage of this advertising opportunity)

▶ **Featured Exhibitor Listing.** Separate yourself from the crowd into a special listing with longer description text and additional filter keywords. **5 listings available.** (Must be an exhibitor to take advantage of this advertising opportunity)

Specifications:	Fee:
<input type="checkbox"/> Home Screen Ad , .png file banner graphic 768w x 160h at 72dpi, HEX color code or graphic background, and click through https URL destination link	\$1500
<input type="checkbox"/> Session Page Ad , .png file banner graphic 768w x 160h at 72dpi, HEX color code or graphic background, and click through https URL destination link	\$1000
<input type="checkbox"/> Push Notifications , Brief Title (e.g. Visit Booth 1234), Brief Subtitle (e.g. New product sneak peek) and click through https URL destination link	\$1000
<input type="checkbox"/> Featured Exhibitor Listing , A .png logo image, detailed product and service description up to 1000 characters and website URL	\$250

ALL Mobile App Reservations Due: July 1

2019 ASBH Annual Conference Discounted Advertising Bundles

Expand your Audience this year in Pittsburgh with new advertising opportunities.

◦ **Mobile App** ◦ **Program Book** ◦ **Online Web Advertising**

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

Exhibitor Rate	Non-Exhibitor Rate
<input type="checkbox"/> 1 Divider Page + 1 Month Web Banner Ad \$1710	<input type="checkbox"/> 1 Divider Page + 1 Month Web Banner Ad \$2180
<input type="checkbox"/> 1 Divider Page + 1 Mobile App Banner Ad \$1980	<input type="checkbox"/> 1 Divider Page + 1 Mobile App Banner Ad \$2430
<input type="checkbox"/> 1 Month Web Banner Ad + 1 Mobile App Banner Ad \$1530	<input type="checkbox"/> 1 Month Web Banner Ad + 1 Mobile App Banner Ad \$1530
<input type="checkbox"/> 1 Divider Page + 1 Month Web Banner Ad + 1 Mobile App Banner Ad \$2610	<input type="checkbox"/> 1 Divider Page + 1 Month Web Banner Ad + 1 Mobile App Banner Ad \$3060

All Advertising Bundles Due: July 1

ASBH Non-Conference Advertising Opportunities

ASBH Website Banner Advertising

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

Specifications:	Fee
<input type="checkbox"/> 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

ASBH Other Advertising Opportunities

ASBH members receive a significant discount on the rental of an ASBH mailing list.

Visit <http://asbh.org/membership/benefits>



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 Website Banner 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

Hold Harmless

Upon signing, advertiser assumes entire responsibility and liability for losses, damages, and claims arising out of injury or damage that may occur as a result of said advertising. Advertisers will indemnify, defend, and hold harmless ASBH and AMC and their responsibility, claim, cost, or expense of any kind whatsoever (including attorney's fees) which any of them may incur, suffer, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission of the advertiser, its employees, agents, licensees, or invitees. Products and services advertised in any ASBH publication or website are not necessarily endorsed by ASBH.